



Environmental Assessment No. EA-1339, Site Plan Review No. SPR 23-01 and Adjustment No. ADJ 23-01

2021-2031 Rosecrans Ave
(Beach Cities Media Campus)



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Site Size
6.39 Acres

General Plan
Urban Mixed-Use South (MU-S)

Zoning
Urban Mixed-Use South (MU-S)



Development Agreement

Primary Project (313,000 square feet)

Office - 240,000 square feet

Studio/Production - 66,000 square feet

Retail/Cafe 7,000 square feet

Alternative 1 (313,000 square feet)

Office - 100,000 square feet

Studio/Production - 188,000 square feet

Retail – 25,000 square feet

Alternative 2 (210,040 square feet)

Office - 100,040 square feet

Research/Development - 100,000 square feet

Retail – 10,000 square feet

Alternative 3 (261,990 square feet)

Office – 261,990 square feet

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Phase 1 of Development

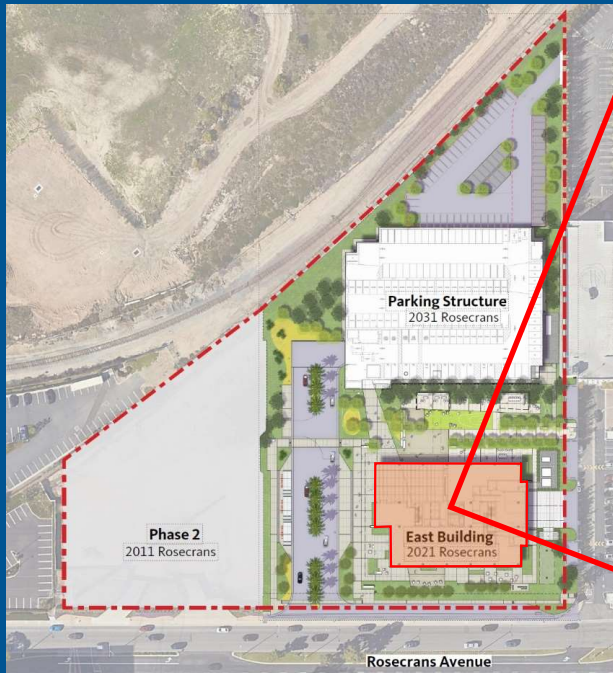
- New Office Building
- Roof Deck
- Parking Structure
- Central Plaza
- Optional Parking Lot

Phase 2 of Development

- Submitted at Later Date









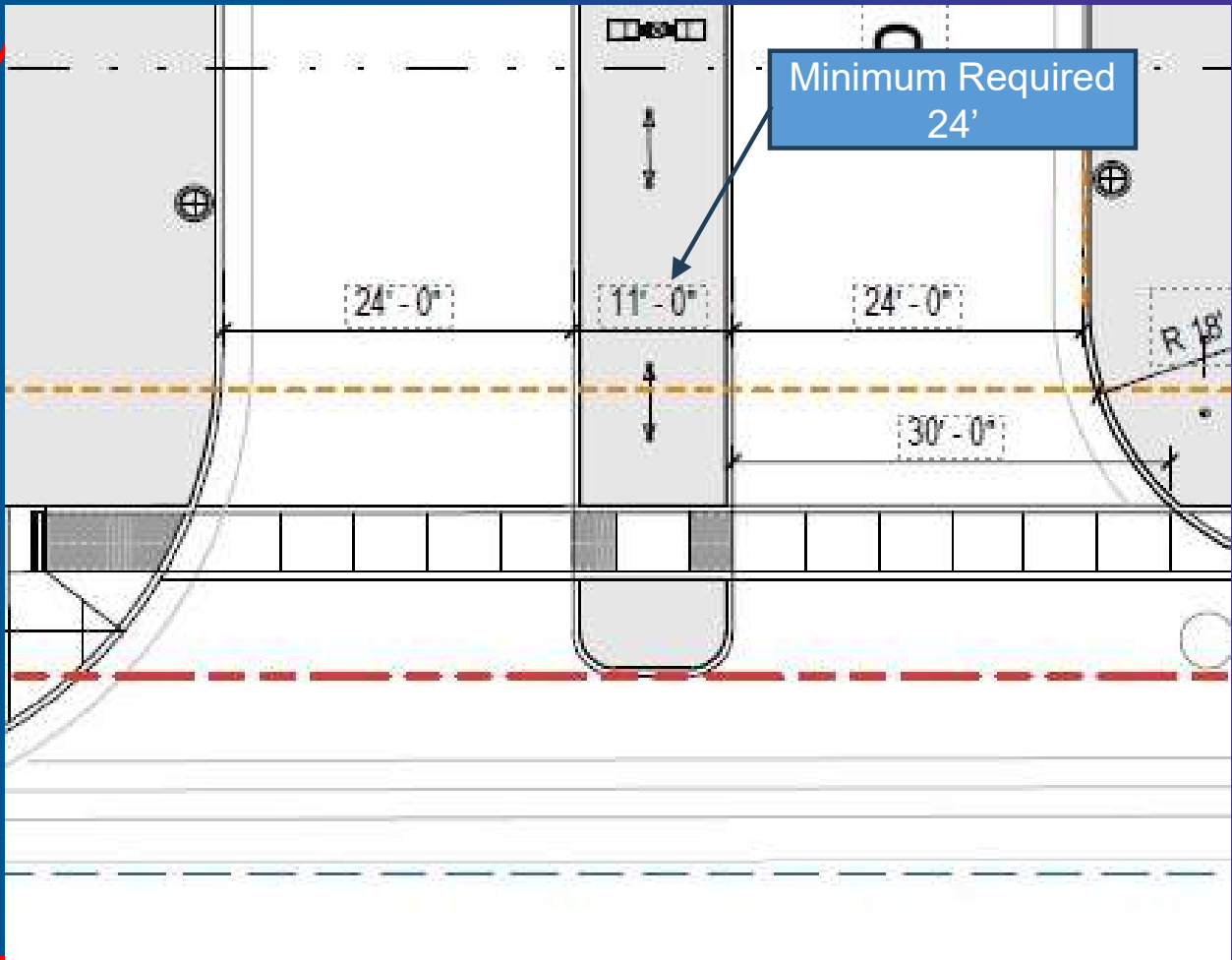
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10/2/2023

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Adjustment Findings

1. The proposed adjustment would not be detrimental to the neighborhood or district in which the property is located.
2. The proposed adjustment is necessary in order that the applicant may not be deprived unreasonably in the use or enjoyment of their property.
3. The proposed adjustment is consistent with the legislative intent of Title 15 of the ESMC.

Adjustment Findings

2. The proposed adjustment is necessary in order that the applicant may not be deprived unreasonably in the use or enjoyment of their property.
 - Access can be achieved with driveways that meet code.
 - Secondary access provided on north side.
 - Site is vacant, applicant has option to redesign.



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EIR Adopted August 2019

Analyzed: 313,000 s.f. floor area
980 parking spaces
140' height

Proposed: 182,654 s.f. floor area
760 parking spaces
128' height

CEQA Guidelines § 15162 no further
analysis required

California
Environmental
Quality
Act

California
Environmental
Quality
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Environmental Areas Analyzed

- Air quality
- Cultural resources
- Geology and soils
- Greenhouse gas emissions
- Hazards and hazardous materials
- Hydrology and water quality
- Land use and planning
- Noise
- Population, housing, and employment
- Public services
- Transportation, traffic, and parking
- Tribal cultural resources
- Utilities and service systems

Recommendation

- Adopt Resolution No. 2944. approving Environmental Assessment (EA) No. 1339 and Site Plan Review (SPR) No. 23-01, and denying Adjustment (ADJ) No. 23-01 to allow the construction of a new seven-story office building and five-level parking structure at 2021-2031 Rosecrans Avenue

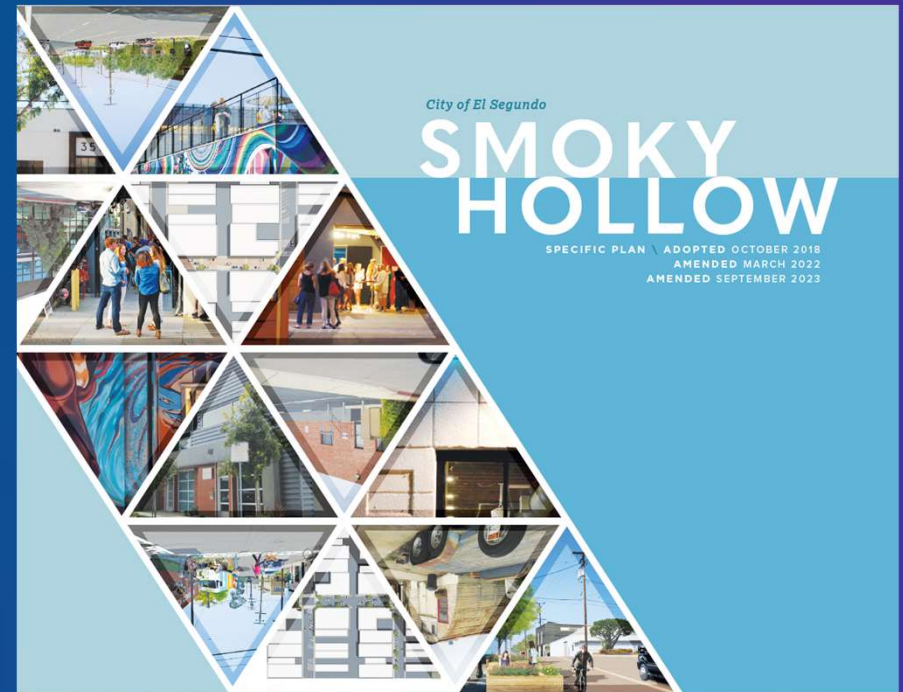


Smoky Hollow Specific Plan Update

Planning Commission Public Hearing
September 14, 2023

Tonight's Hearing

- Recap Planning Commission study session input
- Identify key changes made
- Discuss revised approach to Community Benefits Plan



January, 2023 Planning Commission Study Session Topics

- Update permitted uses
- Provide options for El Segundo Boulevard
- Clarify provisions regarding caretaker units and “change of occupancy”
- Revise Community Benefits Plan process
- Investigate housing as an allowed use

Update Permitted Uses

- Small fitness centers ($\leq 2,500$ sf) allowed by right;
- Large fitness centers require CUP
- Allow tutoring uses
- Eliminate CUP requirement for restaurants

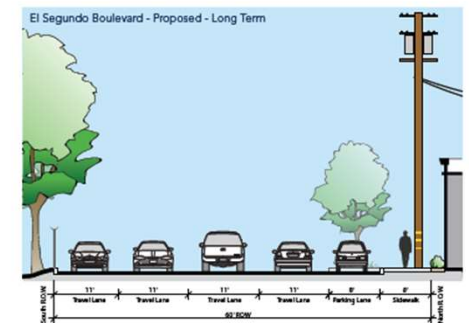
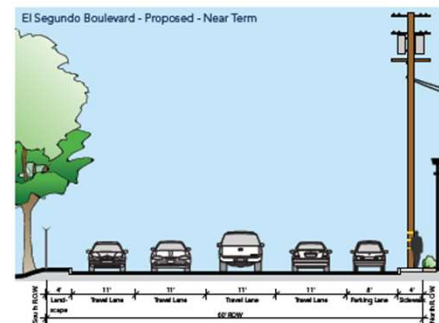
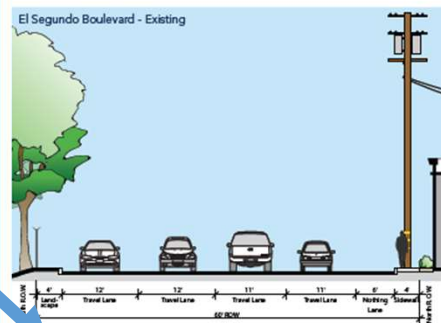
Clarifications

- Change outdoor dining parking exemption to match Downtown language
- Clarify only one caretaker unit allowed per building
- Change in “use”, not “occupancy”, will trigger compliance with parking standards

Options for El Segundo Boulevard

Prior pilot program not well received. Plan now provides options for better accommodating pedestrians and cyclists.

Figure 3-2: Possible Configuration for El Segundo Boulevard



Note(s): Ultimate configuration will be based on results of various pilot programs.

Options for El Segundo Boulevard

Zebra Crosswalk



require additional analysis based on existing conditions prior to implementation.

3.2.1 El Segundo Boulevard

El Segundo Boulevard is classified as a "minor arterial," running east/west along the south edge of the Specific Plan area, bordering the Chevron Oil Refinery. El Segundo Boulevard links the Smoky Hollow area to downtown El Segundo to the west and the office parks east of Pacific Coast Highway, and beyond to the Metro C Line El Segundo stations and I-405 freeway.

Transformative strategies for El Segundo Boulevard aim to improve mobility for pedestrians and cyclists and potentially address parking shortages in the district. Understanding that change is incremental, the Specific Plan identifies easy-to-implement improvements for the near term as well as

longer-term solutions. In the short term, the City will undertake pilot projects to explore a preferred configuration. This may include providing parallel parking, installing a protected bike lane, widening sidewalks, or some combination of these improvements. The changes in the short and long terms will not require any street widening and will maintain four travel lanes. The final configuration will be based on feedback from residents and business owners, together with a scheme that works with other citywide mobility objectives. In addition, high-visibility crosswalks will be added along El Segundo Boulevard, marked with traditional continental stripes (sometimes referred to as zebra striping). Contrasting and high-visibility crosswalks indicate pedestrian pathways and have been shown to improve safety behavior of motorists. Complete Streets provide options for modes of travel.

1 Zebra crosswalks, also referred to as continental crosswalks, alert motorists that they are approaching a pedestrian zone.

- Parallel parking
- Protected bike lane
- Wider sidewalks
- High-visibility crosswalks
- Combination of the above

Design Standards and Community Benefits

- Current Community Benefits Plan policy awards points for quality architecture
- Community benefits plans generally focus on provision of amenities that enhance the public realm for all users, such as:
 - Improved pedestrian and bicycle mobility
 - Street furniture
 - Landscaping
 - Open spaces and parklets
 - Public art

Changing Design Guidelines to Design Standards

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Table 2-7: Design Standards

DESIGN STANDARDS	SMOKY HOLLOW WEST	SMOKY HOLLOW EAST
A. Entry Orientation and Ground Floor Treatment		
1. Pedestrian Entry Orientation and Treatment	<p>a. Buildings adjacent to a street shall provide a minimum of one primary entry oriented to the sidewalk or publicly accessible pedestrian path.</p> <p>b. Secondary entries, where provided, shall be clearly identified and provided with an unobstructed path of travel from a sidewalk or parking lot.</p> <p>c. Where pedestrian access to an alley is provided, such access shall include safety lighting. Doors shall open inward from the alley.</p>	
2. Ground Floor Ceiling Height	The minimum interior floor-to-ceiling height of the ground floor shall be 12 feet.	
B. Circulation		
1. Universal Accessibility	<p>a. Where necessary to accommodate ADA-accessible sidewalks, streetscapes, and amenities in constrained rights-of-way, an easement shall be provided on private property between the sidewalk and building edge. The easement may be used for pedestrian circulation or to accommodate street trees, furniture, and utilities.</p> <p>b. Ease of access shall be provided along and across sites through leveling outdoor and indoor height differences, providing accessible ramps and handrails, removing obstacles along interior pedestrian paths, and minimizing curb cuts.</p>	
2. Surfacing Materials for Pedestrian Routes	In parking lots, pedestrian circulation routes shall be clearly distinguished through the use of paving materials, colors, and textures that contrast with the driveways and drive aisles.	
C. Building Design		
1. Transparency	For new buildings or additions of 1,000 square feet or more of gross floor area fronting Franklin Avenue, a minimum 15% facade transparency shall be provided at the ground level or first 12 feet of height above grade, whichever is less, through the utilization of windows, entries, or similar openings (see Figure 2-3: Building Transparency, Franklin Avenue Frontages).	

DESIGN STANDARDS	SMOKY HOLLOW WEST	SMOKY HOLLOW EAST
2. No Blank Walls	Along any street, no wall shall extend more than 20 feet without including doors, windows, non-commercial murals, or landscaping that cover at least 20 percent of the façade. The purpose is to avoid blank walls.	
3. 360° Architecture	All building facades shall include detailing consistent with the overall building design.	
4. Materials and Colors	A combination of at least three different materials and/or colors shall be used on all facades facing the right-of-way.	
5. Corner Buildings	<p>Any building that is located at the intersection of two streets shall have a distinctive corner treatment that includes, for example:</p> <ul style="list-style-type: none"> a. Windows that meet at the corner b. A building edge cut back from the corner at a 45-degree angle c. A distinctive non-commercial mural d. A change in building material e. A small plaza 	
D. Landscaping and Stormwater Treatment		
1. Plant Palette	Drought-tolerant and native plants and trees shall be used and selected from the plant palette established in this Specific Plan (see Figure 3-9: Tree/Stormwater Planter Design and Plant Palette).	
2. Stormwater Facilities	To the maximum extent practical, stormwater facilities shall be incorporated into landscaped areas. Where such incorporation is not practical, such facilities shall be integrated into site and building design, including through the use of rain barrels.	

Note(s):
sf = square feet; ft = feet

Revised Community Benefits Plan Process

10/2/2023

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EXHIBIT "A"

SMOKY HOLLOW COMMUNITY BENEFITS TABULATION WORKSHEET

Project Name: _____

Group A Enhance Building Character (minimum 4 required)

Minimum 4 required in this group	yes no n/a			criteria
				Convey a sense of old and new
				Build upon existing context
				Conserve and retain the character-defining features
				Encourage additions that complement existing character-defining features
				Incorporate small, medium, and large scales
				Emphasize design at the pedestrian level
				Specify 360° architecture
				Enhance entry expression
				Encourage the use of roll-up doors and sliding walls at street frontages
				Orient secondary entries to alleys
				Incorporate different materials, colors, and textures

Group B Facilitate Gathering (minimum 2 required)

Minimum 3 required in this group	yes no n/a			criteria
				Provide street corner plazas
				Develop outdoor gathering spaces
				Provide alley-facing gathering spaces
				Provide ease of access
				Enhance surface parking
				Use enduring, quality paving materials
				Provide street furniture
				Use exterior lighting to accentuate safety and design
				Provide Wi-Fi hotspots

Group C Incorporate Landscape and Environmental Design (minimum 3 required)

Minimum 2 required	yes no n/a			criteria
				Select drought-tolerant and native plants
				Utilize planters and pots to provide greenery
				Improve landscaping in parking areas
				Use fences and walls as an extension of the architecture
				Utilize natural light

Group D Encourage Connectivity

yes	no	n/a	criteria
			Install bike facilities

If "yes," total bike storage spaces provided: Required:

Group E Design for Signage, Way-Finding, and Public Art

yes	no	n/a	criteria
			Design signs as an integral component
			Incorporate way-finding through integral design
			Encourage public art

SMOKY HOLLOW COMMUNITY BENEFITS FINDINGS WORKSHEET

Project Name: _____

Step 1 finding: The proposed building height, intensity, or deviation from the development standards would not be detrimental to the public health, safety or

→ If finding is met, proceed to Step 2. If finding cannot be met, stop, the project does not qualify.

Step 2 finding: The proposed community benefits provide exemplary project and/or streetscape design

Number of criteria this project incorporates:

→ If 17 or more, proceed to Step 3, otherwise stop, the project does not qualify.

Step 3 finding: The proposed community benefit directly implements objectives of the specific plan.

→ If none of the proposed community benefits meet this finding, stop, project does not qualify.
→ If at least one proposed community benefit meets this finding and project does not qualify for Tier 2, proceed to Planning Commission
→ If at least one proposed community benefit meets this finding and project qualifies for Tier 2, proceed to Step 4

Only Tier 2 projects must meet Findings 4 & 5

Step 4 finding: The community benefits proposed do not principally benefit the project or occupants of the project, but rather provides a distinct or area-wide

→ If finding is met, proceed to Step 5. If finding cannot be met, stop, the project does not qualify.

Step 5 finding: The value of the community benefits bear a relationship to the value generated by the project.

Sums of developer costs for qualified proposed community benefits by groups:		Community value of proposed improvements:	
Group A: Architecture	\$ -	multiply by (Number of met criteria in Group A > 6 * 8.33%)	= \$ -
Group B: Open Space	\$ -	multiply by (Number of met criteria in Group B > 5 * 10%)	= \$ -
Group C: Landscaping	\$ -	multiply by (Number of met criteria in Group C > 3 * 16.67%)	= \$ -
Group D: Connectivity	\$ -	multiply by (Number of bike spaces > 2 * \$1,750)	= \$ -
Group E: Other	\$ -	multiply by (Number of met criteria in Group A * 33.33%)	= \$ -
Cafes and coffee shops	\$ -	distance to nearest similar? <input type="text"/> Select one	= \$ -
Undergrounding utilities	\$ -	multiply by 130%	= \$ -
Approved public Infrastructure	\$ -	multiply by 110%	= \$ -

Projects with more \$2 million or more value added must contribute at least 10% of value added to public infrastructure

Other proposed benefits \$ - ← These benefits are not considered for qualifying purposes unless accepted by City Council

Total cost for community benefits to developer \$ -

Estimated added project value \$ -

Community value of proposed benefits \$ -

Community value share of added value

→ If CV/AV is <30%, recommend additional community benefits and recalculate.
→ If CV/AV is >30%, go to Planning Commission for recommendation to City Council



Proposed Community Benefits Policy

1. Project architecture does not count as a community benefit, but project must comply with at least 50% of the guidelines.
2. Community benefits are precisely defined as the public realm improvements identified in Chapters 3 and 5.
3. Benefits will bear a relationship to “added project value.”
4. Required benefit value is 20% of overall added project value.

Recommendations

1. Adopt resolution No. 2940 recommending City Council approve an amendment to the Smoky Hollow Specific Plan updating permitted uses, development standards and design guidelines, simplifying the community benefit plan process, and clarifying various specific plan provisions.
2. Adopt resolution No. 2942 recommending City Council approve an amendment to the Community Benefits Plan Policy.

Discussion





1986
Specific Plan
Adoption

To preserve existing
uses and attract small
and medium
manufacturing

2005-2010
Shift in real-estate
market and
regional economy

2014-2018
Specific Plan
Comprehensive
Update

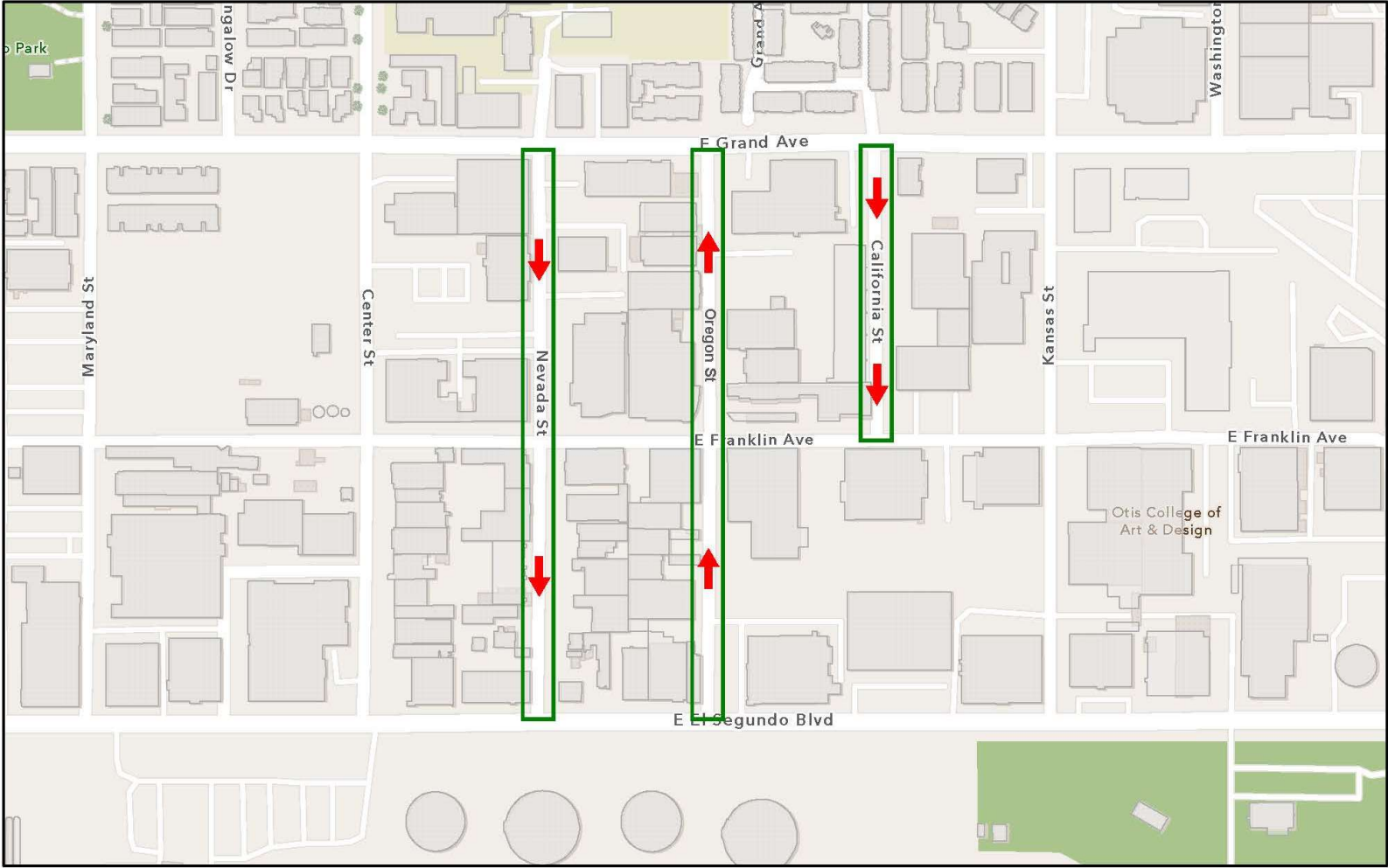
To accommodate regional
growth in creative, tech, and
new media companies and
demand for conversions of
warehouses into office
space

Included technical
research, extensive public
outreach and concept
alternatives, and
environmental analysis

March 2022
Specific Plan
Amendment

Increased building
height limit within a sub-
area of the Specific Plan

Location Map - PW 23-05 Smoky Hollow Parking Pilot Project



Vicinity Map - PW 23-05 Smoky Hollow Parking Pilot Project

