

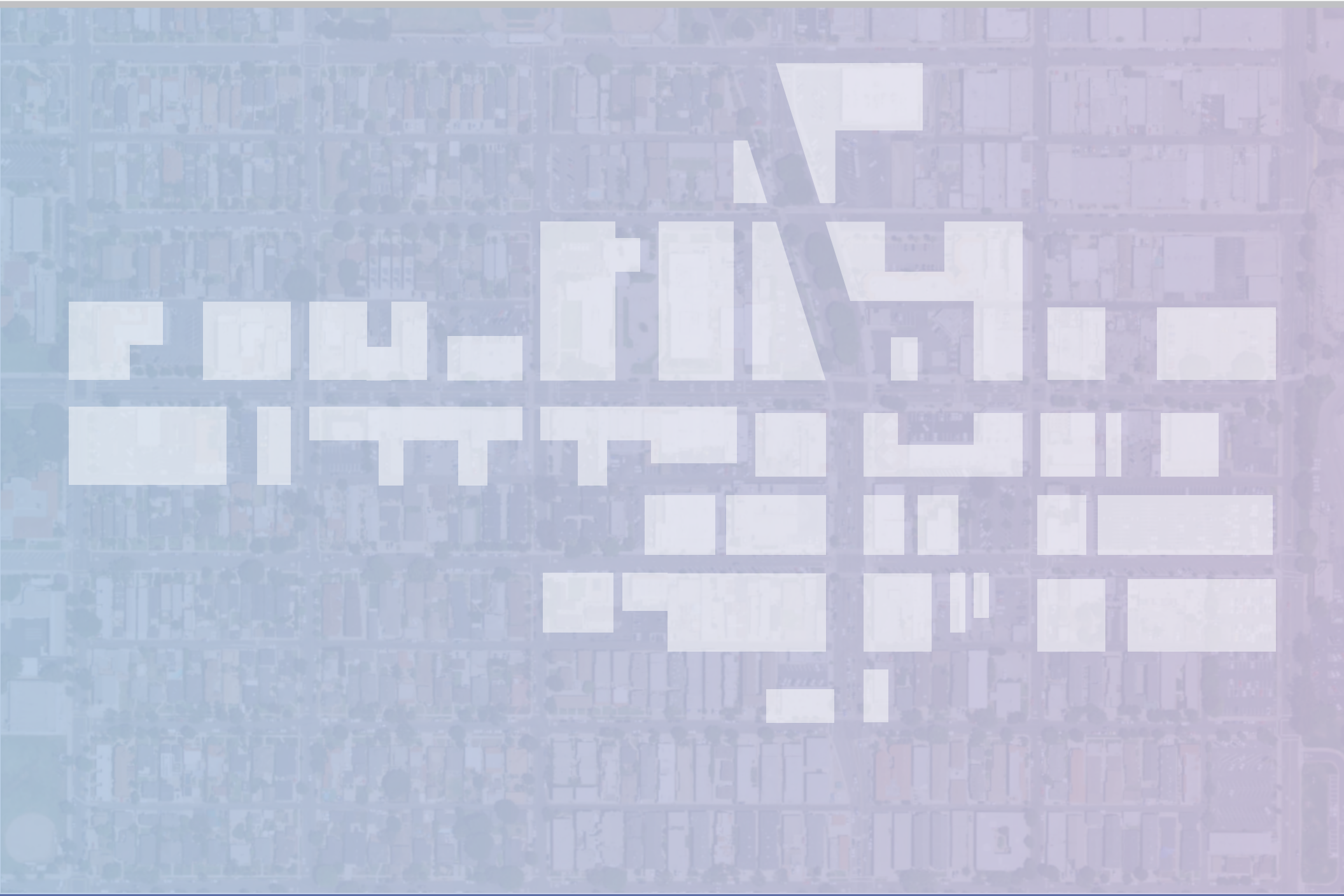


EL SEGUNDO

Downtown Specific Plan



May 2023
Public Review Draft



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Table of Contents

1. INTRODUCTION AND VISION

A. Introduction	1-1
B. Relationship to Other Planning Documents	1-6
C. Document Organization	1-8
D. Vision	1-9

2. PRIVATE REALM - LAND USE AND DEVELOPMENT STANDARDS

A. Introduction	2-1
B. District Based Approach	2-2
C. Using this Chapter	2-2
D. Main Street District	2-9
E. Richmond Street District	2-13
F. Grand Avenue District	2-17
G. Civic Center District	2-21
H. Supplemental Area-Wide Standards and Guidelines	2-27

3. PUBLIC REALM - MULTIMODAL MOBILITY

A. Introduction	3-1
B. Pedestrian Network	3-2
C. Bicycle Circulation	3-7
D. Public Transit	3-9
E. Vehicular Circulation	3-11
F. Alley Enhancements	3-25
G. Parking Strategies	3-28

4. PUBLIC REALM - PLACEMAKING AND BEAUTIFICATION

A. Introduction	4-1
B. Gateway and Wayfinding Signage	4-2
C. Streetscape Design and Pedestrian Amenities	4-8
D. Public Art	4-17
E. Landscaping	4-19

5. INFRASTRUCTURE AND PUBLIC FACILITIES

A. Introduction	5-1
B. Infrastructure	5-2
C. Public Facilities	5-7

6. IMPLEMENTATION

A. Introduction	6-1
B. Implementation Action Plan	6-9
C. Potential Funding Mechanisms	6-16

7. ADMINISTRATION

A. Introduction	7-1
B. Authority and Adoption	7-2
C. Specific Plan Amendments	7-2
D. Specific Plan Administration	7-5
E. Design Review Process	7-6
F. Environmental Review	7-10

APPENDIX

A. Relationship to the General Plan	A-1
B. Definitions	B-1

LIST OF TABLES

Table 2-1	Permitted Use Table	2-5
Table 2-2	Main Street Site Development Standards . .	2-10
Table 2-3	Main Street Building Development Standards	2-12
Table 2-4	Richmond Street Site Development Standards	2-14
Table 2-5	Richmond Street Building Development Standards	2-16
Table 2-6	Grand Avenue Site Development Standards .	2-18
Table 2-7	Grand Avenue Building Development Standards	2-20
Table 2-8	Civic Center Site Development Standards . .	2-22
Table 2-9	Civic Center Building Development Standards	2-24
Table 2-10	Parking Ratio Table	2-33
Table 3-1	On-Street Parking Supply Comparisons . . .	3-30
Table 6-1	Overview of Market Demand Projections (through 2040)	6-6
Table 6-2	Implementation Action Plan	6-10
Table 6-3	Funding Source Categories and Examples .	6-17
Table 6-4	Summary of Major District-Based Value Capture Tools	6-20
Table 6-5	Applicable Funding Sources	6-21
Table 6-6	Examples of Grant Funding Sources	6-24
Table 7-1	Downtown Design Review (DDR) Process. . .	7-9

LIST OF FIGURES

Figure 1.1	Regional Setting	1-3
Figure 1.2	Project Location	1-5
Figure 2.1	Downtown Specific Plan District Map	2-3
Figure 2.2	Main Street District Map.	2-9
Figure 2.3	Richmond Street District Map	2-13
Figure 2.4	Grand Avenue District Map	2-17
Figure 2.5	Civic Center District Map	2-21
Figure 2.6	Civic Center Parking Lot Improvements. . .	2-23
Figure 2.7	Civic Center Public Plaza Map	2-25
Figure 2.8	Potential Historic Resources	2-29
Figure 3.1	Pedestrian Circulation Map	3-2
Figure 3.2	Pedestrian Crossing Map	3-4
Figure 3.3	Pedestrian Paseo Map.	3-5
Figure 3.4	Bicycle Circulation Map	3-7
Figure 3.5	Transit Stop Map	3-10
Figure 3.6	Main Street Existing Road Section	3-12
Figure 3.7	Main Street Preferred Road Section	3-13
Figure 3.8	Main Street Alternative Road Section	3-14
Figure 3.9	Grand Avenue Existing Road Section	3-15
Figure 3.10	Grand Avenue Preferred Road Section	3-16
Figure 3.11	Grand Avenue Class II Alternative Road Section	3-17
Figure 3.12	Grand Avenue Cycle-Track Alternative Road Section	3-18
Figure 3.13	Richmond Street Existing Road Section. . .	3-19
Figure 3.14	Richmond Street Preferred Road Section . .	3-20
Figure 3.15	Richmond Street Alternative Road Section .	3-21
Figure 3.16	Alley Enhancement Map	3-25
Figure 3.17	Parking Utilization Maps	3-28
Figure 3.18	Public Parking Map	3-31
Figure 4.1	Downtown Gateways Map	4-3
Figure 5.1	Water Supply Map	5-4



Introduction and Vision



CHAPTER 1: INTRODUCTION AND VISION

A. Introduction

1. Purpose and Intent

The purpose of the Specific Plan is to establish a vision for future development and revitalization, beautification, improved mobility, streetscape, and pedestrian improvements to better serve residents and visitors alike. It envisions the continuation and expansion of the existing neighborhood serving commercial and residential uses, in an enhanced environment, while maintaining the “small-town” atmosphere. The Specific Plan carries forward the community’s goals and vision for Downtown El Segundo.



The Specific Plan envisions enhancements and beautification improvements that will revitalize the streetscape, public plazas, and pedestrian environment while maintaining the existing “small-town” charm and atmosphere.

a. What is a Specific Plan?

In the State of California, a specific plan is one of the many tools for implementing the goals and of a General Plan. Specific plans implement a city or county's general plan through the development of policies, programs, and regulations for a localized area and in greater detail. Specific plans are put in place to regulate distinct character areas that cannot be regulated through general ordinance or city-wide zoning. A specific plan establishes a link between implementing policies of the General Plan and the individual development proposals in a defined area within the City.

The Downtown Specific Plan is a document designed to implement the goals and policies of the El Segundo General Plan to implement the City's long-term vision for the Downtown. As its primary purpose, a Specific Plan provides mechanisms to target implementation measures toward a specific planning area while preserving and enhancing areas of historical or architectural significance. A Specific Plan provides a customized regulatory framework that contains detailed development standards and regulations, distribution of land uses, infrastructure requirements, and implementation measures for the development of a specific geographic area. Civic-oriented, pedestrian-oriented, and mixed-use development (housing over commercial) may be included as part of a Specific Plan.

The Specific Plan is similar in nature to the Municipal Code because it deals with implementation using development regulations. Unlike the citywide Municipal Code, Specific Plans are targeted to specific planning areas. This allows for both greater flexibility and more specificity to focus regulations and standards to achieve specific strategies and Specific Plans take precedence over the Municipal Code regulations. The Specific Plan provisions provide a greater level of assurance to prospective developers and the development community relative to the City's long-term goals for a specific geographic area. Where a provision in this Specific Plan does not address a specific condition or situation that arises, the provisions set forth in the Municipal Code shall apply. In the event of a conflict between these provisions and the provisions of the Municipal Code, the provisions set forth in the Downtown Specific Plan shall govern.

This Specific Plan governs all land within the plan boundary. Private property is governed by land use requirements and developments standards contained within Chapter 2 and the public realm and infrastructure improvements are regulated by other chapters. The land uses, development standards and regulations are important aspects of a Specific Plan since they implement the goals and policies of the General Plan. Actual development proposals, building placement, and design will come through private investment following the adoption of the Specific Plan.

b. Specific Plan Area Overview

Location

The Specific Plan area is approximately 43.8 acres in size and is in the northwest quadrant of the City of El Segundo, which is approximately 20 miles southwest from downtown Los Angeles (see Figure 1.1 Regional Setting). Downtown El Segundo is located southwest of the interchange of the Interstate 405 Freeway (I-405) and State Route 90 (Imperial Highway), west of Pacific Coast Highway and north of El Segundo Boulevard. The Interstate 105 Freeway (I-105) is north of the Specific Plan area, immediately north of the Imperial Highway. It is bounded by Mariposa Avenue to the north and El Segundo Boulevard to the south. The Los Angeles International Airport (LAX) is located to the north; the Los Angeles County community of Del Aire and the City of Hawthorne are located to the east; the City of Manhattan Beach is located to the south; and the Hyperion Sewage Treatment Plant, Dockweiler Beach, and Pacific Ocean are located to the west.



Figure 1.1 Regional Setting

Existing Characteristics and Context

The Downtown remains a small, distinct area within El Segundo and most of the Specific Plan area includes a range of neighborhood service commercial uses including retail, restaurants, offices, and banks; and there are some existing civic uses and residential units. Existing development within the Specific Plan area ranges from one- to three-story buildings, with many buildings located along or near the front property line at one to two-story heights and a few three-story buildings. The Specific Plan area is generally gently sloping with some steeper topography along portions Main Street and the Marketplace Alley.

The Specific Plan area is divided by two (2) principal streets running in a north-south orientation, Main Street and Richmond Street, and contains portions of lesser traveled Standard Street and Concord Street (see Figure 1.2 Project Location). Two (2) major streets cross in an east-west orientation, Grand Avenue and El Segundo Boulevard, as do sections of four smaller streets: Franklin Avenue, Holly Avenue, Pine Avenue, and Mariposa Avenue. Main Street, Grand Avenue, and El Segundo Boulevard each connect to major, regional arterials or freeways. Main Street runs between El Segundo Boulevard and Imperial Highway, which borders Los Angeles International Airport. El Segundo Boulevard, on the southern boundary of the Specific Plan area, connects to the I-405 Freeway and to Pacific Coast Highway. Grand Avenue links to Pacific Coast Highway to the east and the coastline to the west.

Surrounding Land Uses

The land uses surrounding the Specific Plan area are generally residential in nature, ranging from one (1) to three (3) stories in height in a fully developed urban environment.

North

The El Segundo High School campus, El Segundo Public Library, and Library Park are located just north of the Specific Plan area on Main Street. The neighborhoods surrounding these civic uses are comprised mainly of single-family dwellings, duplexes, and apartment complexes.

West

An area zoned Neighborhood Commercial (C-2) is located just west of the Specific Plan area. Less than a mile from the western edge of the Specific Plan is the Pacific Ocean coastline. Both Dockweiler Beach and El Segundo Beach are primarily accessed via Grand Avenue, which runs east-west through the city. The neighborhoods between Downtown El Segundo and the coast are comprised mainly of single-family dwellings, duplexes, and apartment complexes.

South

South of El Segundo Boulevard is the Chevron Refinery, which is zoned Heavy Industrial (M-2) and covers over 1,000 acres of land.

East

The neighborhoods to the east of the Specific Plan area are comprised of a mix of single-family dwellings, duplexes, and apartment complexes. The areas south and east of the Specific Plan area contain the Smoky Hollow Specific Plan which are developed with light industrial, and office uses. El Segundo Recreation Park, located along Pine Avenue and Eucalyptus Drive, provides recreational facilities for a range of sports, including softball, roller hockey, tennis, and basketball.

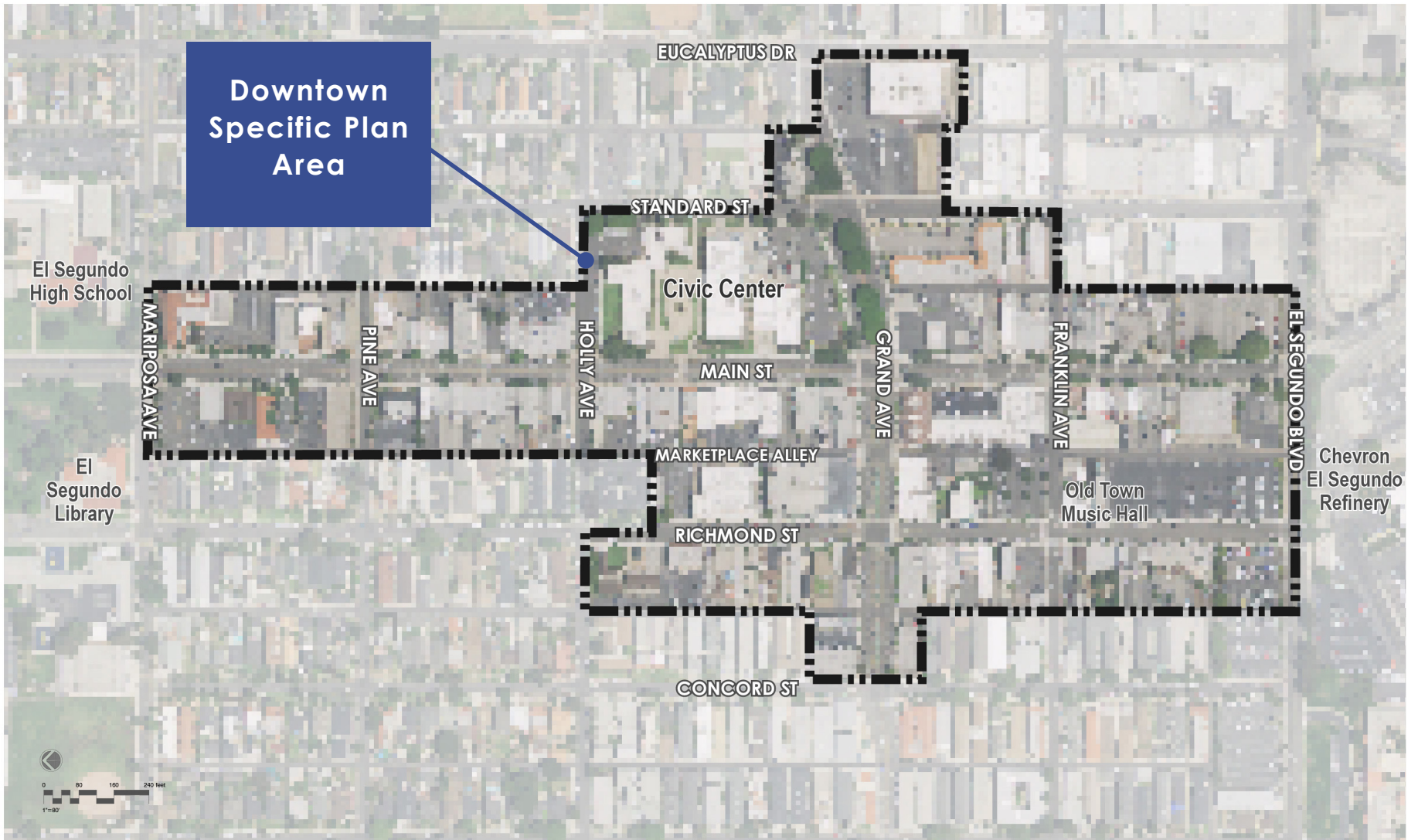


Figure 1.2 **Project Location**

B. Relationship to Other Planning Documents

This section briefly discusses key documents and policies considered in the formulation of the Specific Plan.

El Segundo Downtown Specific Plan (2000)

This Specific Plan is an update to the Downtown Specific Plan which was adopted in 2000 with a 10-year vision. 20 years have passed, and the City is looking to confirm and enhance the vision for Downtown El Segundo. The City of El Segundo identified the need to update the current Specific Plan to create a desired balance of uses within the Downtown to reach its optimal potential while enhancing the small-town charm and quality environment that the residents currently enjoy.

The district boundaries within the 2000 Specific Plan were analyzed and refined based upon existing community values, expected market demand, and shared characteristics, including the vision of range of allowable uses and development standards to support the desired future condition of the districts. The 2000 Specific Plan area was previously divided into six districts and this Specific Plan has adjusted the Specific Plan area into four distinct districts. This Specific Plan update confirms and informs the goals and objectives of the existing Plan and is based on an approximate 20-year outlook for development and growth in Downtown El Segundo.

El Segundo General Plan

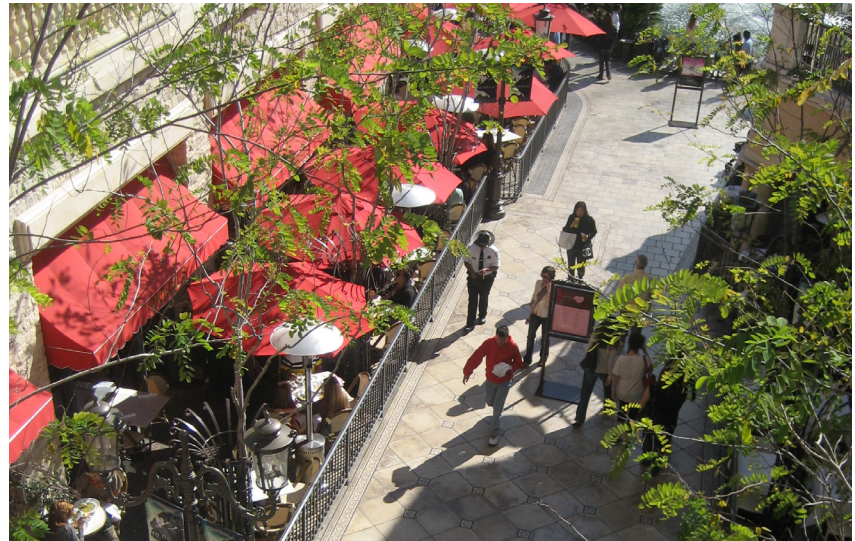
The General Plan is the City's guiding document for decision making and it outlines the City's visions and policies. The Downtown Specific Plan is generally consistent with the General Plan and provides for more precise implementation of goals, objectives, and policies outlined within the General Plan. Highlights of how the Specific Plan furthers General Plan goals are provided below. Please refer to Appendix A for additional information.

- **Economic Development Element:** The Specific Plan strives to preserve and improve the business environment, stabilize the economic viability of the Downtown, enhance the appearance of Downtown, and enhance the pedestrian environment while providing the opportunity for a mix of commercial services.
- **Land Use Element:** The Specific Plan provides for a range of uses that will maintain the "small town" atmosphere, complement the Downtown's historic context, create a sense of place, encourage landscaping and entry statements, and provide appropriate CEQA review.
- **Circulation Element:** The Specific Plan proposes streetscape beautification elements and an improved circulation system in the Downtown which are safe, convenient, and cost effective and can effectively accommodate the mobility needs of bicycles, vehicles, and pedestrians.

- **Housing Element:** The Specific Plan allows for a variety of housing types and uses and establishes standards and policies for residential development.
- **Open Space and Recreation Element:** The Specific Plan addresses the Open Space and Recreation Element objectives and policies related to the development of open space and gathering space and landscaping policies. The Specific Plan provides for the development of open space areas such as plazas and courtyards that activate the Downtown.
- **Conservation Element:** The Specific Plan enhances the quality of the urban landscape of the Downtown, particularly the characteristics and qualities identified by the community as being valued and designates landscaping features for the El Segundo Blue Butterfly.
- **Noise Element:** The Specific Plan requires that the current noise regulations of the Municipal Code be adhered to which address and mitigate potential noise conflicts.

El Segundo Municipal Code

The City of El Segundo's Municipal Code is the main regulatory document that provides specific development regulations that are applicable to individual neighborhoods, districts, and corridors to ensure they are consistent with the General Plan.



The Specific Plan provides for plazas and courtyards that will energize and activate Downtown El Segundo

C. Document Organization

This Specific Plan is organized into seven chapters that discuss public improvements and streetscape guidelines, private urban form criteria, permitted land uses, development standards, mobility and infrastructure improvements, an implementation plan, and administration processes. The following describes the contents in more detail:

Chapter 1: Introduction and Vision

The introduction discusses the purpose and organization of this document and the Specific Plan area boundary. This section describes the community's vision for the Specific Plan area, informed by the community engagement process and public hearings. In addition, the Specific Plan's relationship to the City's General Plan and other pertinent City documents and policies are discussed in this chapter.

Chapter 2: Private Realm – Land Use and Development Standards

The Specific Plan uses a district-based approach to govern land uses and development standards. This chapter sets forth general provisions for development within the Specific Plan area and details the permitted land uses and development standards which are customized for each district. The regulations within this chapter will guide growth and development in the Specific Plan area to accommodate a desired mix of uses with guidelines and standards included to create a development form and composition that supports a vibrant, active Downtown shopping district and neighborhood.

Chapter 3: Public Realm – Multimodal Mobility

This chapter provides direction for public mobility improvements for the entire Specific Plan area. Topics include mobility improvements for all modes of travel to promote an efficient and clear path of travel providing connectivity to and within the Specific Plan area and includes recommendations for parking improvements.

Chapter 4: Public Realm – Placemaking and Beautification

This chapter provides direction for public placemaking and beautification improvements for the entire Specific Plan area. Topics include public plazas and gathering areas, street furnishings, landscape concepts, and gateway signage.

Chapter 5: Infrastructure and Public Facilities

This chapter addresses essential infrastructure requirements for future development within the Specific Plan area, including water, sewer, stormwater, solid waste, dry utilities, schools, police, fire, parks, and other public services.

Chapter 6: Implementation

This chapter provides implementation strategies and direction for achieving the goals set forth within the Specific Plan. It identifies key future implementation programs and improvements, as well as priority, phasing, and primary responsible parties for each.

Chapter 7: Administration

This section describes the authority of the Specific Plan, project review procedures, and the administrative procedures required for amendments and/or modifications to the Specific Plan.

DOWNTOWN
SPECIFIC PLAN UPDATE

Shopping Living Eating Working
EL SEGUNDO
Downtown Specific Plan Update

PLANNING COMMISSION STUDY SESSION

Join us to learn about and provide feedback on the Downtown Specific Plan Update at the Planning Commission meeting!

Over the summer, we have heard from the community and have developed some preliminary concepts regarding future land uses, streetscape beautification, improved mobility, and other enhancements for Downtown El Segundo.
We want to continue to hear from you!

WHEN & WHERE:

NOVEMBER 10 FROM 5:30 - 7:00 PM

In-Person at: City Council Chambers
(350 Main Street)

Virtually via Zoom: Visit the project website for a Zoom link closer to the meeting date

FOR MORE INFO:

VISIT OUR PROJECT WEBSITE!
www.elsegundo.org/downtownupdate

Questions?
Contact: Paul Samaras at
PSamaras@elsegundo.org

CITY OF EL SEGUNDO

Flyer from the Planning Commission Study Session

- **Planning Commission Study Session:** A public Planning Commission Study Session was held on November 10, 2022 to discuss Specific Plan progress and key concepts. RRM Design Group presented the community outreach results, market demand highlights, proposed Specific Plan districts, Downtown gateway signage concepts, existing parking analysis, parking management strategies and potential future parking structure locations, and the reviewed the Opportunities Map. To receive early decision-maker input, two alternatives were presented for the Civic Center District, and streetscape enhancements were reviewed with road section options for Grand Avenue, Main Street and Richmond Street.

The progress was well received, and the meeting concluded without any recommendations for refinements to the proposed Specific Plan districts or gateway signage concepts. There was a preference for the Central Green option at the Civic Center District and requests to include habitat areas for the El Segundo Blue Butterfly. Chapter 2, Section G, Civic Center District reflects these recommendations.

There was support for reducing travel lanes and providing traffic calming and wider sidewalks for outdoor dining in the Downtown. The Planning Commission asked to consider narrower bike lanes to allow for more pedestrian spaces and requested that parking not be adversely affected by the bike alternatives. The roadway sections shown in Chapter 3, Section E, Vehicular Circulation, reflect these recommendations. The Planning Commission recommended a phased implementation of the Downtown Specific Plan improvements. Chapter 6, Implementation discusses the potential funding sources/mechanisms for implementation.

2. Vision and Planning Principles

The following Downtown Specific Plan vision and planning principles were formulated through extensive community engagement, review of City policies, and analysis of established conditions. The planning principles, policies and standards included in this Specific Plan will collectively implement this shared vision.

VISION

Downtown is the heart of El Segundo, and its vibrant energy will continue to provide an attractive and accessible destination for families of all ages and incomes to stay, play, and relax. The vision of this Specific Plan is to create an economically prosperous Downtown with a mix of uses and entertainment options and cohesive elements that tie the community together. The Specific Plan's goal is to create a balance of uses within the Downtown to reach its optimal potential and will provide direction for streetscape beautification, outdoor gathering spaces, improved mobility, and other enhancements that will establish a unique and inviting environment that highlights its historical and cultural roots to enrich this community destination.



The Specific Plan will provide direction for outdoor gathering spaces and streetscape beautification and will establish a unique and inviting Downtown environment

PLANNING PRINCIPLES

Crafted from community input, the following planning principles shape the guidelines and standards contained in the Specific Plan.

Private Realm - Land Use and Development Standards (refer to Chapter 2)

- **Heart of El Segundo** - Embrace the unique small-town “village” character, pedestrian friendly environment, and historic charm of Downtown and enhance its identity to reflect local interests.
- **Economic Revitalization** - Attract investment and increase the economic vitality of Downtown to foster an active center serving residents, visitors, and local workers.
- **Outdoor Dining** - Create aesthetically pleasing and functional outdoor dining opportunities.
- **Residential Opportunities** - Promote a range of housing options with opportunities for all incomes.

Public Realm - Multimodal Mobility (refer to Chapter 3)

- **Expanded Mobility** - Support enhanced and efficient mobility opportunities for walking, driving, bicycling, and transit.
- **Pedestrians and Bicycles** - Improve walkability and the pedestrian environment and encourage bicycle use with additional bicycle improvements and amenities.
- **Improved Public Parking** - Develop a comprehensive parking plan with increased parking wayfinding signage and facilitate innovative methods for parking such as shared parking agreements.

Public Realm - Placemaking and Beautification (refer to Chapter 4)

- **Designate the Core** - Enhance the entrances and gateways into Downtown and develop the Civic Center Plaza as a focal point for the community with activities for all ages.
- **Entertainment and Arts** - Provide attractive multi-use public spaces enhanced with public art for events, entertainment, socializing, and playing.
- **Streetscape Beautification** - Ensure an enjoyable, comfortable, and beautified public realm with high-quality amenities and additional shaded seating and gathering areas.



2

Private Realm - Land Use and Development Standards



CHAPTER 2: PRIVATE REALM - LAND USE AND DEVELOPMENT STANDARDS

A. Introduction

The private realm includes all privately owned property in the Downtown Specific Plan area. This chapter provides direction for development through regulatory tools and guidelines established to shape the design character envisioned by the community. Permitted land uses and development standards are regulatory tools that guide new development as well as the re-use of existing buildings. They apply to building additions, exterior remodels, relocations, or new construction requiring a building permit within the Downtown Specific Plan area.

The land use and development standards presented in this chapter will help guide change toward achieving the overall Downtown vision and will provide direction for the types of uses that should occur, and how these uses will be allowed to develop in each area of the Downtown. They are also designed to reinforce the Planning Principles established within Chapter 1 of this document.

Planning Principles Related to Private Realm - Land Use and Development Standards:

- Heart of El Segundo** - Embrace the unique small-town “village” character, pedestrian friendly environment, and historic charm of Downtown and enhance its identity to reflect local interests.
- Economic Revitalization** - Attract investment and increase the economic vitality of Downtown to foster an active center serving residents, visitors, and local workers.
- Outdoor Dining** - Create aesthetically pleasing and functional outdoor dining opportunities.
- Residential Opportunities** - Promote a range of housing options with opportunities for all incomes.

B. District Based Approach

This Specific Plan utilized a mixed-use zoning approach to re-invigorate the Downtown as a focal point of activity, as advocated by the General Plan, and to meet the goals envisioned by the community to develop an inviting and pedestrian-friendly realm. In contrast to the single-use zoning based on land use type, this Specific Plan is based on geographic areas called planning districts and each district has a distinctive vision and a customized range of uses and development standards that support the preferred future vision for the Downtown. The district-based approach is by nature a “mixed-use” zoning approach where the desired activities and building forms dictate what happens where and what development looks like.

C. Using This Chapter

Before new development occurs, this chapter must be reviewed to determine which district the property is located within and whether the proposed land use is allowed. Once it is determined that a land use is allowed, refer to the specific district development standards based upon your property location. Projects within the Downtown Specific Plan shall also comply with the requirements of the ESMC and General Plan.

1. El Segundo Downtown Districts

The District boundaries were determined based upon shared characteristics including land use commonalities, parcel size, proximity to community-wide destinations, and redevelopment potential. A hybrid approach to zoning is used which combines form-based development standards with a selection of compatible uses that have been tailored for each Specific Plan District (see Figure 2.1, Downtown Specific Plan District Map).

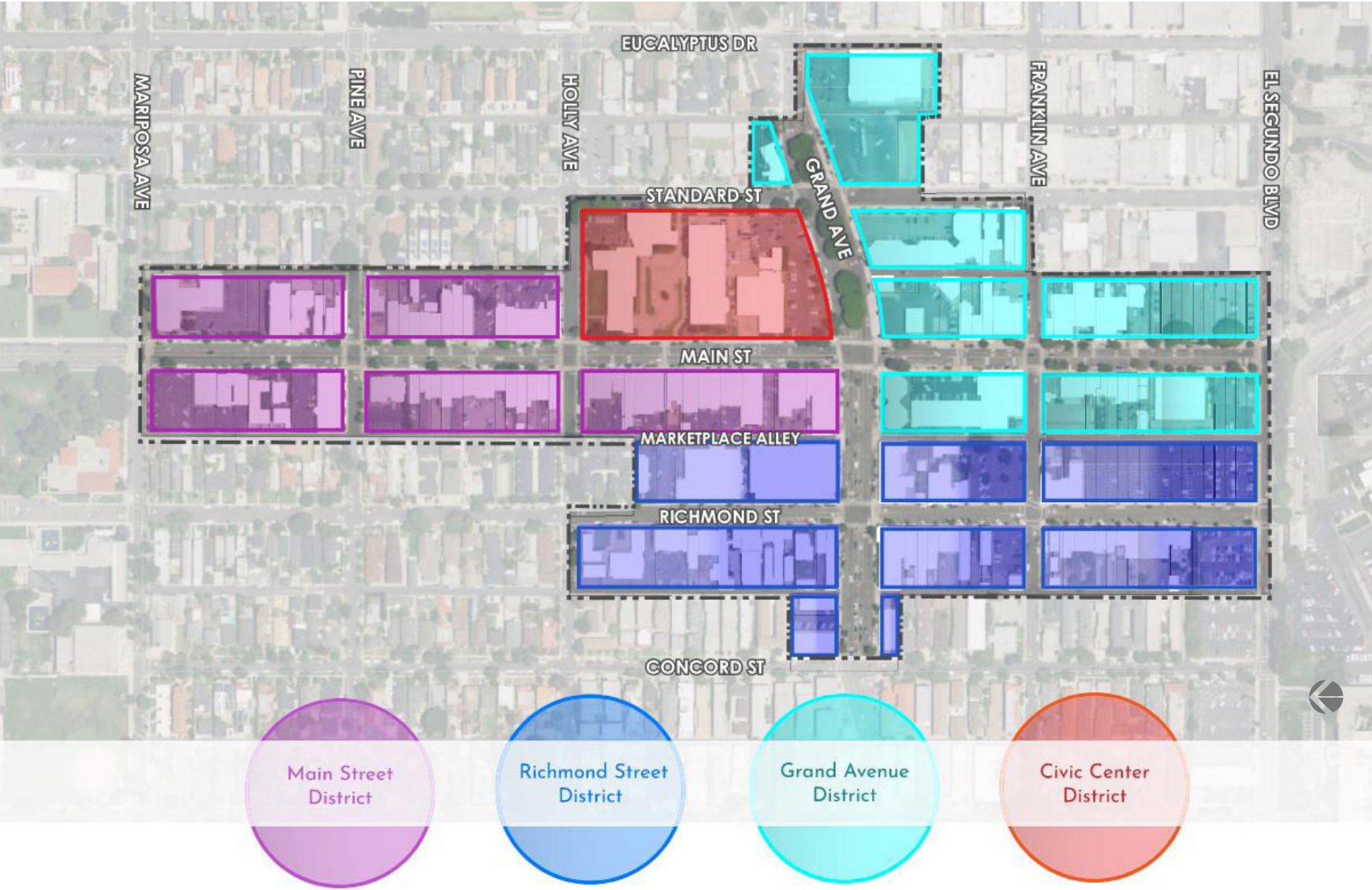


Figure 2.1 *Downtown Specific Plan District Map*

2. Land Use Regulations

Land Uses are selected to encourage reinvestment and revitalization of each Downtown District consistent with its vision and in support of the planning principles that guide Specific Plan. Each District contains a list of Permitted Uses as well as others that may be subject to special conditions regarding the location, operation, design, or special permitting requirements. Following an application submittal, the Director of Community Development or his or her designee shall make a determination as to whether the proposed use is permitted, conditionally permitted, prohibited, or allowed as a temporary or accessory use to a permitted use. Any use not specifically listed in Table 2-1, Permitted Land Use Table, shall be interpreted as not allowed in the Downtown Specific Plan area, except where deemed permissible per Chapter 7, Section D.4, Allowable Land Uses. Refer to Chapter 7 for a list of projects that might require Design Review approval.

- *A Permitted Use (P)* is allowed without discretionary approval and subject to all applicable provisions of this Specific Plan.
- *An Administrative Use Permit (AUP)* requires discretionary approval authorized by the Director of Community Development and subject to the requirements outlined in ESMC Chapter 22, Section 15-22-3.
- **A Conditional Permitted Use (CUP)** requires discretionary approval in the form of a Conditional Use Permit authorized by the Planning Commission and subject to the requirements outlined in ESMC Chapter 23, Section 15-23-2.
- *An Accessory Use (A)* refers to a use that is incidental and subordinate to a primary use of the land or building and located on the same lot with the primary use or building, as outlined in ESMC Chapter 23, Section 15-10-3.
- *Prohibited Uses (–)* are specifically not allowed in a particular zoning district.
- *Uses only permitted above or behind primary street ground floor uses (1)* are allowed in these areas.
- Primary uses not listed in Table 2-1 are not permitted unless determined to be substantially similar to a listed use by the Director. Where a proposed land use is not listed, but is largely similar to one of the listed uses, the process set forth in the ESMC Chapter 15-22 shall apply.
- All existing nonconforming uses that are listed as prohibited in this chapter shall be subject to the provisions outlined in ESMC Chapter 15-21.
- Use definitions are contained within ESMC Section 15-1-6 and Appendix B of this Specific Plan.

Table 2-1: Permitted Use Table

P= Permitted Use
 A= Accessory Use
 AUP = Administrative Use Permit
 CUP = Conditional Use Permit
 (--)= Prohibited Use
 (1) = Uses only permitted above or behind primary street ground floor uses

LAND USES	DISTRICTS			
	Main Street District	Richmond Street District	Grand Avenue District	Civic Center District
Alcohol Sales, Off-Site	AUP	AUP	AUP	AUP
Alcohol Sales, On-Site without Food Service (Bars)	AUP	AUP	AUP	AUP
Alcohol Sales, On-Site with Food Service	P	AUP	AUP	AUP
Artistic or Cultural Services	P	P	AUP	P
Assembly Halls	--	CUP	--	P
Bed and Breakfast Inn	P	P	--	--
Brewery and Alcohol Production (including on-site consumption or restaurant)	--	AUP	AUP	--
Commercial, Financial Institutions	P (1)	P	P	--
Commercial, Retail Sales	P	P	P	P
Commercial, Retail Services	P	P	P	P
Daycare Centers	P (1)	P (1)	CUP	CUP
Dwelling, Multiple-Family	P (1)	P	P	--
Dwelling, Senior Citizen Housing	--	P	P	--
Entertainment (Live)^a	A	A	A	A

a. Entertainment Facilities are subject to an Entertainment Permit pursuant to ESMC Chapter 4-8.

(Continued on next page)

Table 2-1: Permitted Use Table (Continued)

P= Permitted Use
 A= Accessory Use
 AUP = Administrative Use Permit
 CUP = Conditional Use Permit
 (--)= Prohibited Use
 (1) = Uses only permitted above or behind primary street ground floor uses

LAND USES	DISTRICTS			
	Main Street District	Richmond Street District	Grand Avenue District	Civic Center District
Fitness Center^b	P	P (1)	P	--
Hotel	--	--	P	--
Live/ Work	P (1)	P	P	--
Movie Theater and Entertainment Facilities^a	P	P	--	--
Museum	--	P	--	P
Nightclubs	--	--	--	--
Offices, General	P (1)	P	P	--
Office, Medical-Dental	P (1)	P (1)	P	--
Outdoor Dining (Subject to design review and compliance with Chapter 2, Section H.8 of this Specific Plan and El Segundo Municipal Code §15-2-16, Outdoor Dining Areas)	P	P	P	P

a. Entertainment Facilities are subject to an Entertainment Permit pursuant to ESMC Chapter 4-8.

(Continued on next page)

b. Fitness Centers may not exceed 5,000 s.f. of gross floor area.

Table 2-1: Permitted Use Table (Continued)

P= Permitted Use
 A= Accessory Use
 AUP = Administrative Use Permit
 CUP = Conditional Use Permit
 (--)= Prohibited Use
 (1) = Uses only permitted above or behind primary street ground floor uses

LAND USES	DISTRICTS			
	Main Street District	Richmond Street District	Grand Avenue District	Civic Center District
Parklets^c	P	P	P	P
Public Facilities	--	--	--	P
Recreational Facilities (excluding outdoor uses)^d	P	P	P	--
Restaurant, Food To Go	P	P	P	AUP
Restaurant, Full Service	P	P	P	P
Studio/Sound Stages and Support Facilities	--	P (1)	--	--
Temporary Outdoor Retail Sales Events	P	P	P	P
Theater	P (1)	P	--	P
Underground Parking Facilities and Parking Structures	P (1)	P	P	P
OTHER				
Any use customarily incidental to a permitted use	A	A	A	A
Other similar uses approved by the Director of Community Development, as provided by Chapter 22 (Title 15 Zoning Regulations)	P, A, AUP, CUP	P, A, AUP, CUP	P, A, AUP, CUP	P, A, AUP, CUP

c. Parklets are permitted, subject to an adopted El Segundo Parklet's Program. Refer to Chapter 6 for additional information.

d. Recreational Facilities shall consist of indoor recreational facilities only, and may not exceed 5,000 s.f. of gross floor area.



Development standards provide site planning and building requirements such as building placement, maximum heights, setbacks, and the relationship to street and sidewalk

3. Development Standards

Development standards constitute the constraints for a project's building envelope in which new construction or a structural remodel is permitted. They provide site planning and building requirements such as building placement, maximum heights, setbacks, relationship to street and sidewalk and required parking to improve the overall aesthetic appearance and to serve as an incentive for private reinvestment in Downtown.

This document is a regulatory document adopted by ordinance. In any instance where the Specific Plan conflicts with the requirement of the ESMC, the Specific Plan provisions will take precedence. Where the Specific Plan is silent on a topic, the ESMC requirements remain in force. The following sections of the ESMC should be consulted, but is not a comprehensive list:

- 15-2-3 Exceptions to Building Heights
- 15-2-4 Height restrictions for walls and fences
- 15-2-9 Screening
- 15-2-10 Temporary Buildings
- Chapter 18: Signs

D. Main Street District

1. Introduction

The Main Street District is considered the Downtown core or “heart”. Its focus is to serve residents, local employees, and visitors within the most pedestrian oriented environment – narrow street width and wide sidewalks, high volume pedestrian-oriented uses at the ground floor, and building design that emulates a historic building pattern. The district runs north-south along Main Street (Main Street 300-500 blocks) between Grand Avenue and Mariposa Avenue and is bounded by the alleys to the east and west (see Figure 2.2, Main Street District Map). The district contains a wide variety of commercial uses and abuts Multi-Family Residential (R-2 and R-3) uses to the east and west across the adjacent alleyways.

The Main Street District will:

- Promote pedestrian-oriented enhanced streetscapes with buildings oriented toward the street with minimized pedestrian and vehicle conflicts, wide sidewalks to allow for outdoor dining, gathering areas, and additional pedestrian amenities.
- Site design standards minimize curb cuts along the street frontage and streetscape policies promote additional pedestrian-oriented enhancements such as street lighting and places to sit and rest while enjoying the shade from the lush tree canopy.
- Provide for a variety of uses including retail sales and restaurants at the street edge with office and residential units permitted above and behind the ground floor Main Street frontage.
- Incorporate standards that maintain and enhance the historic Downtown character with reduced building heights along the Main Street frontage, additional building form and articulation criteria to emulate typical twenty-five (25) foot lot widths, additional transparency requirements on the ground floor to enhance the pedestrian experience, and buildings located at the street edge with parking located behind the building and accessed from the alley.

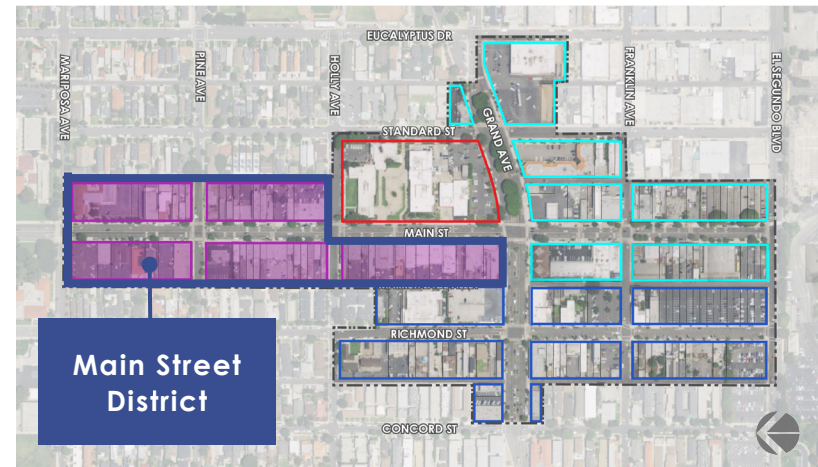


Figure 2.2 **Main Street District Map**

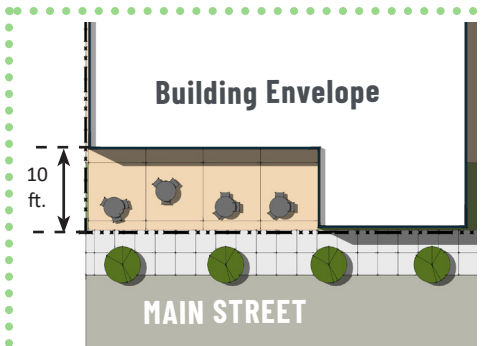
2. Site Development Standards

Intentional site planning and design ensures a pedestrian oriented traditional downtown environment. The following standards support the vision for the Main Street District.



BUILDING PLACEMENT INTERPRETATION 2-2A:

Buildings shall be located and oriented toward Main Street



BUILDING SETBACK INTERPRETATION 2-2B:

Ten (10) foot maximum setback is permitted for front/ street adjacent yards if pedestrian-oriented plazas or outdoor dining is provided in the setback

Table 2-2: Main Street Site Development Standards

Building Placement and Orientation (refer to Interpretation 2-2A)	<ol style="list-style-type: none"> 1. Building shall be located and oriented toward Main Street. 2. Required on-site parking shall not be located between the building and the Main Street property line.
Lot Area	Five thousand (5,000) square feet minimum.
Lot Width	Twenty-five (25) feet minimum for new lots.
Setbacks	
Front/Street Adjacent Yard (refer to Interpretation 2-2B)	<ol style="list-style-type: none"> 1. Zero (0) setback at ground floor maximum. 2. Ten (10) feet maximum permitted for pedestrian-oriented plazas or outdoor dining, subject to design review.
Side Yard	<ol style="list-style-type: none"> 1. Continuous ground floor building frontage required along Front Setback: Zero (0) minimum at ground floor for the first fifty (50) feet of lot depth measured from Main Street property line. 2. Side Yard exceeding fifty (50) feet from Main Street property line: None.
Rear Yard	None Required.
Density and FAR	None.
Minimum Unit Size	Two hundred and fifty (250) square feet.

(Continued on next page)

Table 2-2: Main Street Site Development Standards (Continued)

Parking Location	<ol style="list-style-type: none"> 1. Alley access required. 2. Parking shall be provided in the rear of the site, or off-site via in-lieu fee or shared parking agreement per ESMC.
Parking Requirements	Refer to Section H. Supplemental Area-Wide Standards and Guidelines, Parking.
Residential Private Open Space Per Unit	Fifty (50) square-feet.
Residential Common Open Space Per Unit	Twenty-five (25) square-feet designed as an active or passive common space amenity. Rooftop decks may satisfy this requirement.
Residential Recreation Facility Per Unit	None required.
Additional Requirements	Refer to Section H. Supplemental Area-Wide Standards and Guidelines.



Common open space with active or passive pedestrian amenities shall be provided

3. Building Development Standards

Building form and massing support the desired character and use of an area. The pedestrian experience and aesthetic quality of a building is defined by these standards.

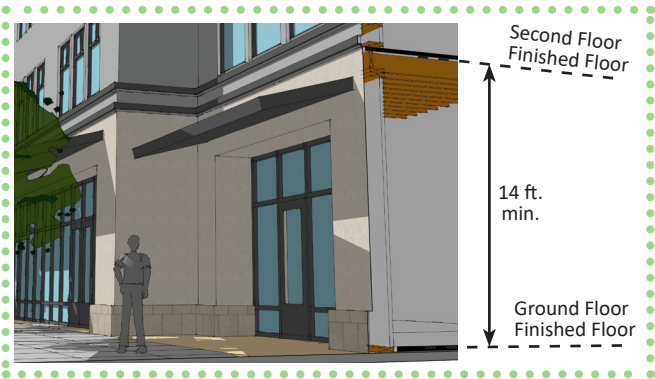


PLATE HEIGHT INTERPRETATION 2-3A:

Minimum plate height for ground floor commercial uses



Building Height	<ol style="list-style-type: none"> 1. Thirty (30) feet maximum at front property line. 2. Forty-five (45) feet maximum, ten (10) feet from front property line. 3. Forty-five (45) feet maximum at rear property line. 4. Height shall be calculated from existing grade at the adjacent property line. 5. See Section 15-2-3 of the ESMC for exceptions to building height.
Plate Height (refer to Interpretation 2-3A)	Fourteen (14) feet minimum for ground floor commercial use.
First-Floor Glazing Facing Main Street	<ol style="list-style-type: none"> 1. Forty-five (45) percent minimum transparency for first-floor front façade. 2. At least seventy-five (75) percent of the façade between two (2) and eight (8) feet above the sidewalk shall be glazing. 3. Refer to Section H.2 Supplemental Area-Wide Standards and Guidelines for additional requirements.
Additional Requirements	Refer to Section H. Supplemental Area-Wide Standards and Guidelines.

Glazing shall be provided on the first-floor of buildings facing Main Street

E. Richmond Street District

1. Introduction

The Richmond Street District is generally located along Richmond Street (Richmond Street 100-300 blocks) and is situated one block west of and parallel to Main Street (see Figure 2.3, Richmond Street District Map). This district is similar in nature to the Main Street district, and it contains some of the oldest commercial buildings in the city, including the Old Town Music Hall. The district abuts Multi-Family Residential (R-3) uses to the west across the alley. It is an eclectic mixed-use environment of commercial and residential uses.

The Richmond Street District will:

- Celebrate the traditional “Old Town” character and entertainment uses within the area by encouraging restaurants with outdoor dining and art and culture related uses such as filming related uses, arts and entertainment, and design studios.
- Foster an eclectic mixed-use environment, allowing for more flexibility than the Main Street District with a broader mixture of commercial uses including breweries and tasting rooms, entertainment, professional, medical and dental offices.
- Provide professional office and stand-alone residential uses on the ground floor fronting Richmond Street.
- Include site design standards to minimize curb cuts along the street frontage and streetscape policies to promote additional pedestrian-oriented enhancements such as street lighting and places to sit and rest while enjoying the shade from the lush tree canopy.
- Incorporate standards that maintain and enhance the historic Downtown character with additional building form and articulation criteria to emulate typical twenty-five (25) foot lot widths, additional transparency requirements on the ground floor to enhance the pedestrian experience, and buildings located at the street edge with parking located behind the building and accessed from the alley.

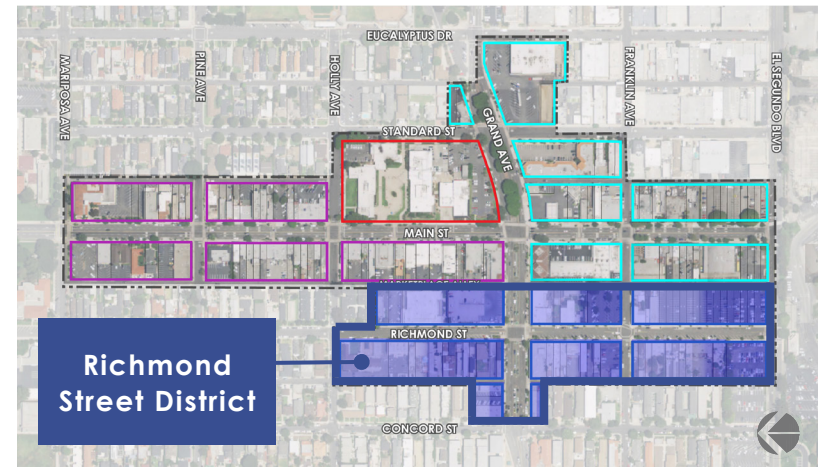


Figure 2.3 **Richmond Street District Map**

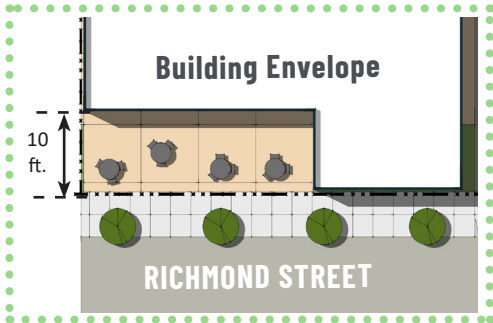
2. Site Development Standards

Intentional site planning and design ensures a pedestrian oriented traditional downtown environment. The following standards support the vision for the Richmond Street District.



BUILDING PLACEMENT INTERPRETATION 2-4A:

Buildings shall be located and oriented toward Richmond Street



BUILDING SETBACK INTERPRETATION 2-4B:

Ten (10) foot maximum setback is permitted for front/ street adjacent yards if pedestrian-oriented plazas, outdoor dining, or residential common open space is provided within the setback

Table 2-4: Richmond Street Site Development Standards

Building Placement and Orientation (refer to Interpretation 2-4A)	<ol style="list-style-type: none"> 1. Building shall be located and oriented toward Richmond Street. 2. Required on-site parking shall not be located between the building and the Richmond Street property line.
Lot Area	Five thousand (5,000) square feet minimum.
Lot Width	Twenty-five (25) feet minimum for new lots.
Setbacks	
Front/Street Adjacent Yard (refer to Interpretation 2-4B)	<ol style="list-style-type: none"> 1. Zero (0) setback at ground floor maximum. 2. Ten (10) feet maximum permitted for pedestrian-oriented plazas, outdoor dining, or residential common open space, subject to design review.
Side Yard	<ol style="list-style-type: none"> 1. Continuous ground floor building frontage required along Front Setback: Zero (0) minimum at ground floor for the first fifty (50) feet of lot depth measured from Main Street property line. 2. Side Yard exceeding fifty (50) feet from Richmond Street property line: None required.
Rear Yard	None required.
Density and FAR	None.
Minimum Unit Size	Two hundred and fifty (250) square feet.

(Continued on next page)

Table 2-4: Richmond Street Site Development Standards (Continued)	
Parking Location	<ol style="list-style-type: none"> 1. Alley access required. 2. Parking shall be provided in the rear of the site, or off-site via in-lieu fee or shared parking agreement per ESMC.
Parking Requirements	Refer to Section H. Supplemental Area-Wide Standards and Guidelines, Parking.
Open Space	<p>All required common open space must:</p> <ol style="list-style-type: none"> a. be physically or visually accessible to the residents, b. be a minimum of five (5) feet in both length and width, and c. include a minimum of fifty (30) percent of landscaping.
Residential Private Open Space Per Unit	Fifty (50) square-feet.
Residential Common Open Space Per Unit	Twenty-five (25) square-feet designed as an active or passive common space amenity. Rooftop decks may satisfy this requirement.
Residential Recreation Facility Per Unit	None required.
Additional Requirements	Refer to Section H. Supplemental Area-Wide Standards and Guidelines.



Residential units shall provide active or passive common open space

3. Building Development Standards

Building form and massing support the desired character and use of an area. The pedestrian experience and aesthetic quality of a building is defined by these standards.

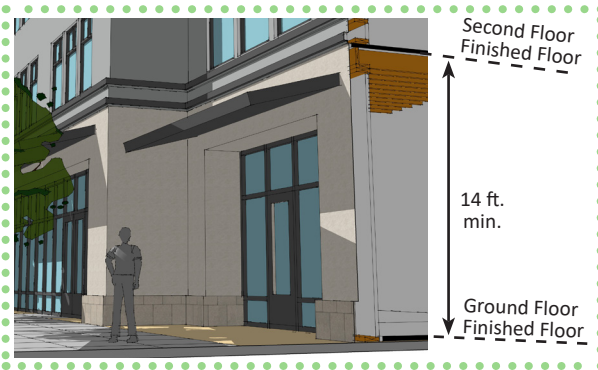


PLATE HEIGHT INTERPRETATION 2-5A:

Minimum plate height for ground floor commercial uses



FIRST-FLOOR GLAZING INTERPRETATION 2-5B:

Buildings facing Richmond Street shall have at least thirty (30) percent transparency along first-floor front façade

Building Height	<ol style="list-style-type: none"> Forty-five (45) feet maximum. Height shall be calculated from existing grade at the adjacent property line. See ESMC Section 15-2-3 for exceptions to building height.
Plate Height (refer to Interpretation 2-5A)	Fourteen (14) feet minimum for ground floor commercial use.
First-Floor Glazing Facing Richmond Street (refer to Interpretation 2-5B)	<ol style="list-style-type: none"> Thirty (30) percent minimum transparency for first-floor front façade. The bottom of first-floor window glazing shall not be higher than three (3) feet above the adjacent sidewalk. Refer to Section H.2 Supplemental Area-Wide Standards and Guidelines for additional requirements.

F. Grand Avenue District

1. Introduction

The Grand Avenue District is generally located along the southern side of Grand Avenue from Marketplace Alley to Eucalyptus Drive and contains portions of Main Street and Standard Avenue (Main Street 100-200 blocks and portions of Standard Street 200-300 blocks). The Grand Avenue District serves as a gateway from the west entry of the City of El Segundo to the Downtown core. Several parcels are underutilized and larger than those located in other Districts thus providing the highest redevelopment opportunity within the Specific Plan area (see Figure 2.4, Grand Avenue District Map).

The Grand Avenue District will:

- Provide an opportunity to accommodate an increased demand for office and residential uses with the maximum building heights permitted.
- Support a vibrant Downtown with places for people to live, work, and play and provide community amenities such as publicly accessible open space and enhanced pedestrian access in and around an individual project site.
- Promote additional connectivity and Downtown character with enhanced and unified street scape amenities, pedestrian crossing areas, wayfinding and gateway signage and identity, buildings rather than parking located at the street edge, and ground floor design criteria to establish additional window and door transparency along Main Street and Grand Avenue.

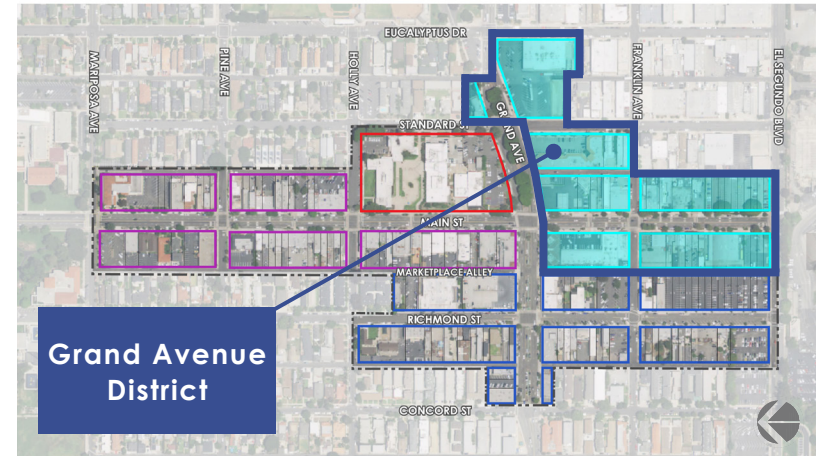


Figure 2.4 **Grand Avenue District Map**

2. Site Development Standards

Intentional site planning and design ensures a pedestrian oriented traditional downtown environment. The following standards support the vision for the Grand Avenue District.



Site planning and design ensures a pedestrian oriented Downtown environment

Table 2-6: Grand Avenue Site Development Standards

Building Placement and Orientation	1. Building shall be located and oriented toward Grand Avenue and Main Street.
Lot Area	Ten thousand (10,000) square feet minimum.
Lot Width	1. One-hundred (100) foot frontage minimum for new lots. 2. Existing lots under common ownership shall be developed under a common cohesive plan, as one comprehensive development application.
Setbacks	
Front/Street Adjacent Yard	None required.
Side Yard	None required.
Rear Yard	None required.
Density and FAR	None.
Minimum Unit Size	Two hundred and fifty (250) square feet.
Access	1. A maximum of one (1) vehicle access point shall be provided from Grand Avenue. Additional access may be provided from alley or side streets. 2. Provide adequate access and facilities for various modes of transit, as required by the City’s Transportation Demand Management Program in ESMC Chapter 15-16. 3. Provide pedestrian access between buildings and transit facilities located on site and/or off site, if within adjoining public rights-of-way. If the building is part of a multi-building development project, then safe and convenient pedestrian access shall be provided between buildings.
Parking Location	1. Surface parking areas shall not be located adjacent to Grand Avenue or Main Street. Surface parking areas shall be located behind the building. 2. Parking structures shall incorporate first floor commercial or residential lobby when fronting Grand Avenue or Main Street. Access to parking structures is prohibited from Main Street.

Table 2-6: Grand Avenue Site Development Standards (Continued)

Parking Requirements	<ol style="list-style-type: none"> 1. A minimum of seventy-five (75) percent of parking shall be required on-site. Any parking not provided on-site shall be satisfied via in-lieu fee or shared parking agreement per ESMC. 2. Refer to Section H. Supplemental Area-Wide Standards and Guidelines, Parking.
Open Space	<ol style="list-style-type: none"> 1. Shall not be achieved by the utilization of parking areas, driveways, service areas. 2. Interior side and rear setbacks may be considered as required open spaces and recreation facilities. 3. Up to fifty (50) percent may be satisfied within a rooftop deck. 4. All required common open space shall: <ol style="list-style-type: none"> a. be physically or visually accessible to the residents, b. be a minimum of fifteen (15) feet in both length and width, c. include a minimum of fifty (30) percent of softscape landscaping, and d. include seating, as well as other pedestrian amenities, such as decorative lighting, planters, fountains or water features, distinctive paving, public art, landscaping, and bicycle racks.
Residential Private Open Space Per Unit	Fifty (50) square-feet.
Residential Common Open Space Per Unit	One-hundred (100) square-feet designed as an active or passive common space amenity.
Residential Recreation Facility Per Unit	Thirty (30) square-feet.
Landscaping	<ol style="list-style-type: none"> 1. Ten (10) percent minimum of the lot area. 2. Up to one-third (1/3) of the required landscape area may be hardscape or plaza. Parking is not permitted within this area. 3. Ten (10) percent of the required landscape area can be met through use of pervious paving, and may include parking in this area. This pervious paving is in addition to the hardscape or plaza area listed above. 4. Landscaping must be provided as required by ESMC Section 15-2-14 and Chapter 15-15A.
Additional Requirements	Refer to Section H. Supplemental Area-Wide Standards and Guidelines.

3. Building Development Standards

Building form and massing support the desired character and use of an area. The pedestrian experience and aesthetic quality of a building is defined by these standards.



PLATE HEIGHT INTERPRETATION 2-7A:

Minimum plate height for ground floor commercial uses



STREET FACING GLAZING INTERPRETATION 2-7B:

Minimum (30) percent transparency for first-floor front façades

Building Height	<ol style="list-style-type: none"> Sixty (60) feet maximum. Height shall be calculated from existing grade at the adjacent property line. See ESMC Section 15-2-3 for exceptions to building height.
Plate Height (refer to Interpretation 2-7A)	Fourteen (14) feet minimum for ground floor commercial use.
Street Facing First-Floor Glazing (refer to Interpretation 2-7B)	<ol style="list-style-type: none"> Thirty (30) percent minimum transparency for first-floor front façade. The bottom of first-floor window glazing shall not be higher than three (3) feet above the adjacent sidewalk. Refer to Section H.2 Supplemental Area-Wide Standards and Guidelines for additional requirements.
Additional Requirements	Refer to Section H. Supplemental Area-Wide Standards and Guidelines.

G. Civic Center District

1. Introduction

Located centrally in the Specific Plan area, this district includes City Hall, the El Segundo Police Department, the El Segundo Fire Department, and existing public plaza and open spaces (see Figure 2.5, Civic Center District Map). The Farmer's Market is held every Thursday night on Main Street and vendors set up booths in the roadway. The existing plaza and open spaces at the Civic Center complex offer opportunities to activate and reinvigorate this area as a central public gathering hub and add vibrancy to the north end of Main Street. The underutilized surface parking areas along Grand Avenue provide an opportunity for a public parking structure that would allow for street parking to be reused for pedestrian seating and gathering spaces in key locations throughout the Downtown. Reduced travel lanes on Main Street will provide for increased pedestrian uses and streetscape improvements along the Main Street frontage.

The Civic Center District will:

- Expand and consolidate existing uses to include governmental offices and public safety facilities, recreational uses, outdoor entertainment and temporary events, outdoor retail uses, and a location for a future public parking structure.
- Allow for activities for all ages with enhanced and flexible multi-use outdoor gathering areas.
- Enhance opportunities for outdoor entertainment and temporary events and infuse outdoor retail uses such as newsstands, coffee carts, flower stands, vendors, and food trucks.

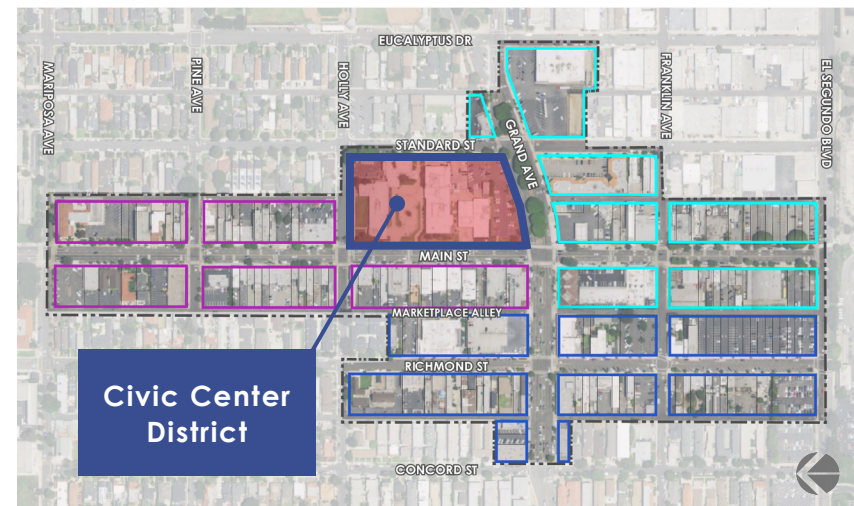


Figure 2.5 Civic Center District Map

2. Site Development Standards

Intentional site planning and design ensures a pedestrian oriented traditional Downtown environment. The following standards support the vision for the Civic Center District.



Site planning and design ensures a pedestrian oriented and active Downtown environment

Table 2-8: Civic Center Site Development Standards

Building Placement and Orientation	Building shall be located and oriented toward Grand Avenue and Main Street.
Lot Area	None required.
Lot Width	None required.
Setbacks	
Front/Street Adjacent Yard	None required.
Side Yard	None required.
Rear Yard	None required.
Density and FAR	None required.
Access	<ol style="list-style-type: none"> 1. A maximum of one (1) vehicle access point shall be provided from Grand Avenue. 2. Vehicular access from Main Street is not permitted.
Parking Location	<ol style="list-style-type: none"> 1. Surface parking areas shall not be located adjacent to Grand Avenue or Main Street. Surface parking areas shall be located behind the building.
Parking Requirements	<ol style="list-style-type: none"> 1. All parking required shall be located on-site or in a designated City parking facility. 2. Refer to Section H. Supplemental Area-Wide Standards and Guidelines, Parking.

(Continued on next page)

Table 2-8: Civic Center Site Development Standards (Continued)

Open Space	Refer to Civic Center District Public Plaza Development Standards in Section G.4.
Landscaping	<ol style="list-style-type: none"> 1. Twenty-five (25) percent minimum of the lot area. 2. Up to seventy-five (75) percent of the required landscape area may be hardscape or plaza. Parking is not permitted within this area. 3. Ten (10) percent of the required landscape area can be met through use of pervious paving, and may include parking in this area. This pervious paving is in addition to the hardscape or plaza area listed above. 4. Landscaping must be provided as required by Section 15-2-14 and Chapter 15-15A of this title.
Additional Requirements	Refer to Section H. Supplemental Area-Wide Standards and Guidelines.



Up to seventy-five (75) percent of the required landscape area may be hardscape or plaza

3. Public Parking Recommendations

The Civic Center District includes two surface parking lots for City Staff and the public, and there is a portion of the parking lot on Standard Street by Grand Avenue which is gated and restricted to City vehicle parking.

A new public parking structure is recommended to replace a portion of the existing surface parking along Grand Avenue. The new parking structure should be open to the public and continue to provide City staff parking with restricted access to City vehicles. The first floor uses of the parking structure fronting Grand Avenue and Main Street should incorporate civic uses and public services, or provide public open space or courtyards. Additionally, a public plaza is suggested at the corner of Main Street and Grand Avenue to provide a new community gathering space and enhance this primary intersection. Refer to Section G.4, Public Plaza Development Standards, and Parking Strategies in Chapter 3 for additional information.

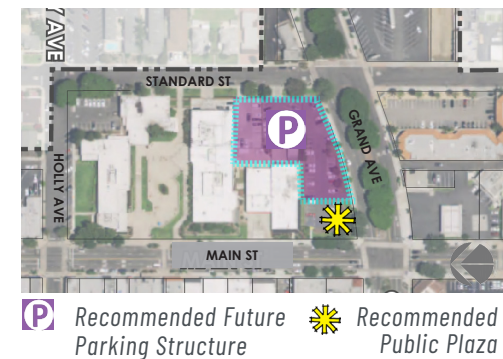


Figure 2.6 Civic Center Parking Lot Improvements

4. Building Development Standards

Building form and massing support the desired character and use of an area. The pedestrian experience and aesthetic quality of a building is defined by these standards.



Building development standards enhance the desired character and use of the Civic Center District

Table 2-9: Civic Center Building Development Standards

Building Height	<ol style="list-style-type: none"> Sixty (60) feet maximum. Height shall be calculated from existing grade at the adjacent property line. See ESMC Section 15-2-3 for exceptions to building height.
Plate Height	None required.
Street Facing First-Floor Glazing	<ol style="list-style-type: none"> All glazing facing Main Street and Grand Avenue shall be transparent glass which provides a minimum visibility of light transparency/transmittance level of fifty (50) percent. Refer to Section H.2 Supplemental Area-Wide Standards and Guidelines for additional requirements.
Additional Requirements	Refer to Section H. Supplemental Area-Wide Standards and Guidelines.

5. Public Plaza Development Standards

Three areas within the Civic Center District have the potential to be vibrant community plaza spaces that serve a variety of users with many interests. A redesign of these underutilized and dated spaces will provide opportunities for pedestrian gathering within a range of spaces designed to support activities such as outdoor seating, concerts and events, socializing, lounging, playing, and celebrating with friends and neighbors (see Figure 2.7, Civic Center Public Plaza Map).

The redesign of the Civic Center public plazas shall:

1. Provide gathering spaces for outdoor entertainment and events and allow for activities for all ages with enhanced and flexible multi-use outdoor gathering areas.
2. Include *Erigonium parvifolium*, Sea Cliff Buckwheat to provide habitat areas for the El Segundo Blue Butterfly along with interpretive signage to educate the public about California native plants and the Blue Butterfly (refer to Chapter 4, Section E.2, Landscaping, for additional information).
3. Create a beautiful green space with shade trees, native and drought-tolerant plants.
4. Include shaded seating areas with gazebos, benches, and tables to entice visitors to take a walk or picnic and strategically locate focal points such as public art and accent planting.
5. Allow for passive and relaxing activities (such as chess and reading) and include more active uses (such as exercise equipment and/ or a children’s play area).
6. Include a “Downtown El Segundo” sign and a historical or cultural kiosk with information about the City and key Downtown destinations.

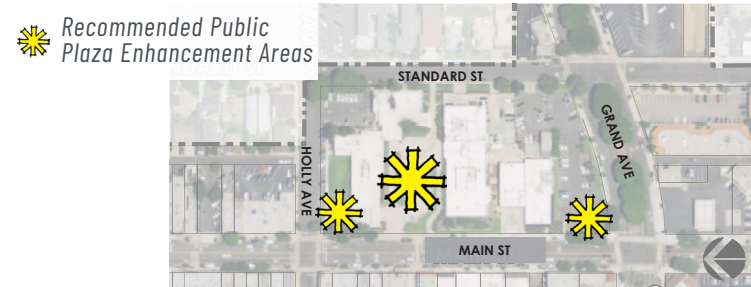


Figure 2.7 Civic Center Public Plaza Map



Provide gathering spaces for outdoor entertainment and events



Include interpretive signage to educate the public about native plants and the El Segundo Blue Butterfly



Provide an outdoor stage or amphitheater for music events or outdoor movies



Integrate an inclusive children’s play area or feature



Provide seating in a variety of sizes and configurations

7. Provide an outdoor stage or amphitheater for music events and outdoor movies.
8. Consider focal points such as public art, fire pits, and/ or outdoor fireplaces.
9. Integrate an inclusive children’s play area or feature, i.e. boulders or fountain.
10. Provide lighting for nighttime activities, security, and aesthetic interest. Up lighting of trees and/or string lights or other accent lighting elements are encouraged.
11. Be visually open and oriented towards the street. Provide pedestrian connections to any street and be designed to seamlessly integrate into the sidewalk on Main Street.
12. Incorporate trellises, pergola and other vertical element to draw users into the space.
13. Provide additional pedestrian amenities such as benches and bike racks facing the street to maximize social interaction.
14. Shade elements such as tree canopy, shade sails, or trellises.
15. Seating in varying sizes and configurations to allow for individual quiet reflection and larger group discussions. Elements may include informal seating options such as mounds of grass, steps, low seat walls, or raised planters to increase overall seating capacity.

H. Supplemental Area-Wide Standards and Guidelines

1. Introduction

This section contains standards that apply to all private property within the entire Specific Plan area. The future urban form of Downtown El Segundo will be established by providing opportunities for development that adheres to the following customized context-sensitive development standards in this chapter, along with the placemaking design guidelines and public realm enhancements in Chapters 3 and 4. Projects shall comply with the development standards contained within this chapter, and the intent of the guidelines.



Opportunities for development will be established to shape the future urban form of Downtown El Segundo

- Standards.** Standards are specifications that the community considers essential to the creation and preservation of a high quality, sustainable and coherent city. Conformance with Standards is mandatory. Such provisions are indicated using the words “shall,” “must,” “is required,” and “is/is not permitted”. Applicants must review and incorporate all applicable standards. Reviewers shall ensure consistency between the project and the regulations/standards as applicable.
- Guidelines.** Guidelines provide additional information to assist the designers with fulfilling the intent of the Specific Plan. Guidelines pertain to issues of visual character and aesthetics. Conformance with Guidelines is recommended, especially to ensure the swiftest possible approval. Although conformance with Guidelines is recommended, developers are permitted to propose alternative design solutions if they can show that such design solutions meet the overall objectives of the Specific Plan. Guidelines are indicated using the words “should,” “may,” or “is/are encouraged.”

2. Building Form and Articulation

Building form and massing support the desired character and use of an area. The pedestrian experience and aesthetic quality of a building is defined by these standards.

Building Wall Modulation - Front

1. Fifty (50) feet maximum length without at least a five (5) foot variation in wall plane offset for a minimum of ten (10) feet in length (refer to Interpretation 2-A).
2. Building materials and articulation shall be applied to replicate traditional twenty-five (25) foot building width, irrespective of the building's total width. New construction of infill buildings that are wider than this shall be broken down into a series of structural bays or components.

Building Wall Modulation - Side and Rear

1. Variation in massing, roof form, and wall planes, as well as articulation, shall be integrated into every wall surface. Blank wall shall be avoided.
2. Outdoor storage and equipment shall be enclosed and designed with the same materials as the primary building materials.

Roofline Variation

1. Fifty (50) feet maximum length without a variation in roof eave, ridge, or parapet height.
2. Flat roofs shall include a parapet with a detail element such as cornice, cap, or similar detail. It shall convey a sense of permanence and the interior side, or any screened equipment shall not be visible from public view.



BUILDING WALL MODULATION INTERPRETATION 2-A:

Front building walls shall not exceed fifty (50) feet in length without at least a five (5) foot variation in wall plane offset for a minimum of ten (10) feet in length

Primary Entrance

1. Buildings shall have a primary entrance door adjacent to the public sidewalk.
2. Building entrances and storefronts shall incorporate with one or more of the following design elements:
 - a. A change in wall plane – recessed or projecting.
 - b. Wall articulation/additional detail around the entry.
 - c. Projecting element above the entry.

Street Facing Glazing

1. All glazing shall be transparent glass which provides a minimum visibility of light transparency/transmittance level of fifty (50) percent.
2. At least seventy-five (75) percent of the glass area must be unobstructed by signage, including advertisement, screens, and window coverings.
3. Reflective glass is prohibited.
4. Metal garage doors, folding or exterior mounted security screens or other security features which detract from the street appearance are prohibited.
5. Awnings shall be individually mounted above the window or door.

3. Historic Resources

The Specific Plan area contains four (4) individual properties that appear to be eligible as historical resources (see Figure 2.8, Potential Historic Resources):

- 105 W. Grand Avenue (built 1928)
- 140 W. Richmond Street (built 1921)
- 203 Richmond Street (built 1925)
- 218-220 Richmond Street (built 1915)

Additionally, there are twenty-seven (27) properties on the 100 and 200 blocks of Richmond Street that appear to potentially be collectively eligible as a historic district as shown in Figure 2.8, Potential Historic Resources. Refer to Historical Resource Technical Report, prepared by Teresa Grimes, dated May 2023 for additional information.

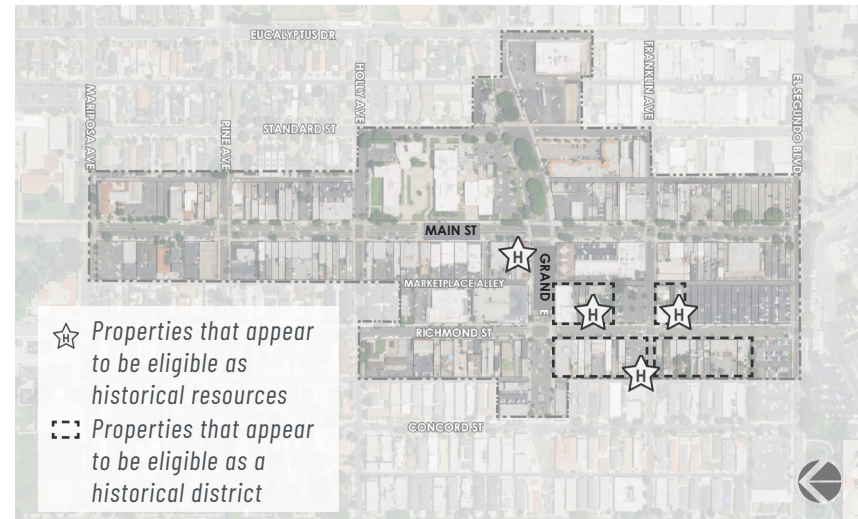


Figure 2.8 Potential Historic Resources



The Old Town Music Hall (140 W. Richmond Street) was built in 1921 and is a rare remaining example of a theater that was originally a live performance venue called the State Theater



105 W. Grand Avenue is prominently situated at the corner of Grand Avenue and Main Street and is an example of an existing mixed-use commercial building



203 Richmond Street was the former location of the first El Segundo City Hall and Library



218-220 Richmond Street is one of the few remaining examples of a mixed-use commercial building from the 1910s

Prior to the issuance of any permits allowing development within the Specific Plan area that involves the demolition or alteration of a property (building or structure) that is at least forty-five (45) years of age at the time of such activity, and that was not previously identified as a potential historical resource in the 2021 reconnaissance survey, the City shall require the applicant to prepare a Historical Resources Assessment Report (HRAR).

1. The HRAR shall be prepared by a qualified professional who meets the Secretary of the Interior’s Professional Qualifications Standards in architectural history or history. The qualified professional shall conduct an intensive-level evaluation in accordance with the guidelines and best practices promulgated by the State Office of Historic Preservation.
2. All evaluated properties shall be documented on Department of Parks and Recreation Series 523 Forms. The HRAR shall be submitted to the City for review and concurrence with the findings.

Prior to the issuance of any permits allowing development within the Specific Plan update area that involves the alteration of a property (building or structure) that is a listed historical resource or evaluated as a potential historical resource, the City shall require the applicant to consult with a qualified professional who meets the Secretary of the Interior’s Professional Qualifications Standards in architectural history or historic architecture with demonstrated experience in the rehabilitation of historic buildings.

The qualified professional shall review the project for compliance with the Secretary of the Interior’s Standards for the Treatment of Historic Properties (Standards). The findings of the qualified professional shall be documented in a Memorandum at the schematic design phase. If the project does not comply with the Standards, the Memorandum shall include recommendations for changing the plans to bring the project into compliance. The purpose of the Memorandum is to ensure that the project complies with the Standards in order to avoid significant adverse impacts to historical resources, such that no further environmental review is required. The Memorandum shall be submitted to the City for review and concurrence with the findings and recommendations.

4. Mixed-Use

Mixed-use projects combine commercial, office, and/or residential uses into one single development. The uses can be combined in multiple ways, such as each use located on a separate floor or wing of a building or each use in separate buildings on the site. Both types of mixed-use development are encouraged.

Mixed-use projects can create unique design issues, such as the need to balance the requirements of residential uses with the needs of commercial uses. When designing mixed-use developments, it is important that commercial and office uses are sensitive to the residential uses of the project.

1. All buildings shall be sited to reduce odor, noise, light and glare, and visual and other conflicts between commercial and residential uses.
2. Noise-generating equipment, such as refrigeration units and air conditioning and exhaust fans shall be located away from residential uses.
3. Residential development shall have dedicated entries or lobby spaces and open space dedicated to privatized common tenant use.
4. Commercial uses with residential units either above or attached shall provide ventilation systems to prevent odors from adversely affecting residential units.



Mixed-Use buildings with commercial on the ground floor and residential units above

5. Parking

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

General Provisions

1. Minimum Requirements - No use or building shall be established, erected, enlarged or expanded unless parking facilities are provided and maintained as required by this chapter. Unless off-street parking reductions are permitted pursuant to provisions herein, the number of off-street parking spaces required by Table 2-1 shall be considered the minimum necessary for each standalone use. When the calculation of the required number of off-street parking spaces results in a fraction of a space, the number of spaces shall be rounded up to the nearest whole number.
2. Renovation, Expansion, Use Changes
 - a. *Renovation (without expansion or use change)* - No additional parking is required.
 - b. *Use Change (without expansion)* - No additional parking is required.
 - c. *Expansion (without use change)* - Additional parking per Table 2-1 is required for the net new floor area.
 - d. *Existing Buildings (with permitted uses)* - Existing uses in an existing building with a maximum ten thousand (10,000) square feet may change to any other use identified within the Table 2-1 without providing additional on-site parking spaces, provided that all existing on-site parking spaces provided in connection with the building or structure shall be continued and available for use with the subject building.
3. Refer to ESMC Sections 15-15-1 through 15-15-5 for parking standards not included within this chapter.
4. Unless stated otherwise, parking shall be based on net floor area defined in ESMC Section 15-1-6.
5. In the case of mixed uses in a building or on a site, the total requirements for parking facilities shall be the sum of the requirements for the various uses computed.
6. The number of parking spaces required by this chapter may be reduced by the payment of a parking in-lieu fee, per ESMC Section 15-15-6D for the Main Street, Grand Avenue, and Richmond Street Districts.
7. Tandem spaces shall have a maximum length of forty (40) feet, provide for parking for two (2) vehicles maximum, and may only be utilized in residential development or where a Parking Demand Study is provided. All tandem parking spaces, where allowed, shall be clearly outlined on the surface of the parking facility.
8. Parking facilities in all Districts shall be designed in such a manner that any vehicle on the property will be able to maneuver as necessary so that it may exit from the property traveling in a forward direction. However, cars may exit onto an alley traveling in a reverse direction. A vehicle shall not have to enter a street to move from one location to any other location within the same facility.
9. Any lights provided to illuminate any parking area shall be arranged so as to direct the light away from any residential dwelling unit.

Table 2-10: Parking Ratio Table

LAND USES	PARKING REQUIREMENT
Alcohol Sales, Off-Site	Refer to Commercial, Retail Sales
Alcohol Sales, On-Site without Food Service (Bars)	1.5 spaces/1,000 sf
Alcohol Sales, On-Site with Food Service	Refer to Restaurant, Full Service
Artistic or Cultural Seives	0 spaces/1,000 sf
Assembly Halls	4 spaces/1,000 sf
Bed and Breakfast Inn	1 space/unit
Brewery and Alcohol Production (including on-site consumption or restaurant)	1.5 spaces/1,000 sf for seating/serving area
Commercial, Financial Institutions	2 space/1,000 sf
Commercial, Retail Sales	1.5 spaces/1,000 sf (under 10,000 gross sf) 2.5 spaces/1,000 sf (over 10,000 gross sf)
Commercial, Retail Services	1.5 spaces/1,000 sf
Daycare Centers	1 space/1,000 sf
Dwelling, Multiple-Family	Studio/1 Bedroom: 1 space/unit 2 Bedrooms or more: 1.5 spaces/unit
Dwelling, Senior Citizen Housing	0.25 space/unit
Fitness Center	2 spaces/1,000 sf
Hotel	1 space/room
Live/ Work	1 space/1,000 sf plus Multiple-Family standards
Movie Theater and Entertainment Facilities	1 space/8 seats

(Continued on next page)

Table 2-10: Parking Ratio Table (Continued)

LAND USES	PARKING REQUIREMENT
Museum	0 space/1,000 sf
Offices, General	2 spaces/1,000 sf (under 10,000 gross sf) 3 spaces/1,000 sf (over 10,000 gross sf)
Office, Medical-Dental	2 spaces/1,000 sf
Outdoor Dining	0 spaces for the portion up to 500 sf 1 space/300 sf for the portion over 500 sf
Parklets	0 spaces for the portion up to 500 sf 1 space/300 sf for the portion over 500 sf
Public Facilities	0 spaces/1,000 sf
Recreational Facilities (excluding outdoor uses)	2 spaces/1,000 sf
Restaurant, Food To Go	1.5 spaces/1,000 sf
Restaurant, Full Service	1.5 spaces/1,000 sf
Studio/Sound Stages and Support Facilities	1 space/1,000 sf
Temporary Outdoor Retail Sales	0 spaces/1,000 sf
Theater	1 space/8 seats

Sites with Transportation Systems Management (TSM) and Transportation Demand Management (TDM) Plans

The number of required parking spaces may be further modified subject to approval of a Transportation Systems Management or Transportation Demand Management Plan, pursuant to the procedures and requirements of Chapters 15-16 and 15-17 of the El Segundo Municipal Code.

Failure to Maintain Required Parking

In the event parking facilities required to be provided under this section or required pursuant to any application approved in accordance with this section are not maintained, the Director of Community Development may revoke and cancel the certificate of occupancy issued for such structure. Prior to such revocation, the Planning Commission shall hold a public hearing in accordance with the public hearing procedures provided in ESMC Chapter 15-28, Public Hearings. However, if it appears that failure to maintain such required parking was reasonably beyond the control of the person required to maintain the same, the certificate of occupancy shall not be revoked until the owner has had at least 90 days to reestablish the minimum required parking. In the event the certificate of occupancy is revoked, the premises covered thereby shall not be occupied or used for any purpose until a new certificate of occupancy has been issued.

Parking Reductions

1. *Parking Demand Study.* The Director of Community Development may modify the required number of parking spaces for fewer than ten (10) spaces based on the submittal of a parking demand study. Reductions of ten (10) or more spaces require Planning Commission approval. Additionally, for any use for which the number of parking spaces is not listed, the Director of Community Development or Planning Commission will specify the required number of spaces based on a parking demand study. A parking demand study must include, without limitation, information specifying the number of employees, customers, visitors, clients, residents and owner-occupancy of residence and business (for existing legal non-conforming residential uses), shifts, deliveries, parking spaces, or other criteria established by the Director of Community Development. The study may also include the use of valet or attendant parking.
2. *Joint Use and Off-Site Parking Facilities.* Parking spaces may be joint use or located off-site on a different lot or lots, subject to approval of a parking demand study and a parking agreement. The agreement shall be recorded in the office of the County Recorder, prior to the issuance of a Building Permit. The agreement may include conditions as the Director of Community Development, or the Planning Commission, deems appropriate.

Parking Structure Design

Parking structures are usually larger buildings and as such can have a significant impact upon the streetscape. All proposed parking structures in the Downtown should adhere to specific standards to ensure a pedestrian-oriented environment on Downtown streets.



Parking structures should be articulated in similar character as surrounding uses and visually appealing on all frontages

1. Parking structures should be visually appealing on all frontages. Parking structure facades should be articulated in similar character as surrounding uses.
2. Where parking structures are planned, the street wall should be composed of active uses that screen podium parking, parking structures, and other uses that do not contribute to a vibrant pedestrian environment.
3. Structures located adjacent to Main Street, Richmond Street, or Grand Avenue shall minimize the visual impact by providing pedestrian activated uses and urban design and landscaping features.
4. Light fixtures within parking structures shall be designed to minimize off-site light spillover onto adjacent properties.
5. To give the structure proportions reflective of a regular building, design the openings to resemble window openings rather than long, horizontal parking garage openings. The deck and railing pattern should not dominate the elevations.
6. Substantial massing should occur at the corner of the structures to anchor the building and give the structure proportions similar to a human occupied building. These panels should incorporate relief to create shadow patterns and add visual interest.
7. Height should be added to the parapet at key areas on the building structure to accent entries and reduce the long horizontal façade that is typical of parking structures.
8. Consider adding awnings or trellis structures at vehicular and pedestrian entrances to create a pedestrian scale.
9. Consider providing landscaping and vines on façades to help reduce the visual impact of the structure.

6. Service and Delivery

Service areas must be carefully designed in order to create an aesthetic street frontage in Downtown El Segundo.

1. Loading areas are required for buildings with gross building areas equal to or greater than fifty thousand (50,000) square feet.
2. Loading/unloading, service areas, and trash and recycling enclosures shall not front onto Grand Avenue, Main Street, or Richmond Street (refer to Interpretation 6-A).
3. For lots adjoining an alley, loading areas shall adjoin or have access from the alley. Loading spaces may encroach into any required alley setback.
4. Loading docks and service bays shall be a minimum of twenty (20) feet from any public street.
5. On-site loading areas shall be at least eighteen (18) feet long and ten (10) feet wide.
6. Loading or unloading of trucks is prohibited between ten (10) PM and seven (7) AM unless it can be demonstrated that such activities would not exceed the noise limits of the ESMC.
7. Refuse collection service shall be contracted with an approved local service provider. Refuse collection areas shall be screened per ESMC Section 15-2-8 D.
8. On lots adjoining an alley, refuse collection storage areas shall be oriented to and accessed from the alley.



LOADING AREA INTERPRETATION 6-A

Loading/unloading, service areas, and trash and recycling enclosures shall not front onto Grand Avenue, Main Street, or Richmond Street

7. Signage

Signs are significant features of shopping and entertainment districts as they serve as invitations for people to enter and patronize stores and restaurants. Unique, attractive signs signify quality establishments and products.



Unique and attractive signs enhance the charm and character of the Downtown

General Signage Provisions

1. The sign standards supplement those found in ESMC Chapter 18 and shall be adhered to in conjunction with those located within the code.
2. Signage facing any public street within the Specific Plan area shall be limited to a **combination of storefront, window and perpendicular/pedestrian signs**.
 - a. Each property is allowed an area up to a maximum of one (1) square foot per lineal foot of street frontage.
 - b. If lots are aggregated, then a formula of one and one-half (1.5) square feet per lineal foot of street frontage is used to determine maximum allowable signage.
3. Additional signage requirement for non-street facing (rear/alley and interior side yard) is provided within this section.
4. Multi-tenant developments of three (3) or more commercial tenants require an approved Master Sign Program by the Director of Community Development or their designee per ESMC Section 15-18-5.
5. Signs should be in scale with and in proportion to the primary building façade so that the signs do not dominate the appearance.
6. Sign colors, materials, and design should be compatible with that of the primary building façade.
7. Painted wood and metal are appropriate materials for signs.
8. Signs that reflect the type of business through design, shape, or graphic form are encouraged.
9. The method of attaching the sign to the building should be integrated into the overall sign design.
10. Signs on canopies and awnings are encouraged.
11. Signs should not cover up important architectural features.
12. Flush mounted signs should be positioned within architectural features such as the window panel above the storefront or flanking the doorway.

Storefront Signs

1. *Size.* Individual storefront signs may be no more than twenty (20) square feet.
2. *Number.* One (1) storefront sign is permitted per storefront.
3. *Lettering.* Freestanding lettered/iconic signage (without background area) is encouraged and allowed.
4. *Lighting.* Signage shall be lighted from an external source, such as gooseneck lamps.
5. *Temporary Signs.* Temporary signs are limited to no more than fifteen (15) percent of the window or storefront area for a maximum of thirty (30) days per year.
6. *Prohibited:*
 - a. Internally illuminated canister signs are not allowed.
 - b. Pole or pylon signs are not allowed.
 - c. Roof signs are not allowed.

Window Signs

1. *Size.* Window signage may be no more than sixteen (16) square feet.
2. *Lettering.* Lettering, such as painted script is encouraged, while signs with backgrounds are discouraged.
3. *Prohibited.* Advertisements placed in windows are not allowed.

Perpendicular/Pedestrian Signs

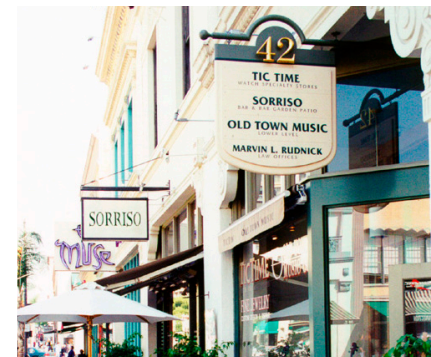
1. *Size.* Perpendicular/Pedestrian signs may be no more than nine (9) square feet on each sign face (double sided signs are allowed).
2. *Number.* One (1) Perpendicular/Pedestrian sign is permitted per storefront.
3. *Projection:*
 - a. Signs shall not project from the wall of the building or structure to which they are attached more than thirty (30) inches and shall not exceed eight (8) feet in height.
 - b. Projecting signs less than twelve (12) feet above the grade are not allowed. Permitted projecting signs may project over public sidewalks.



Storefront sign with freestanding lettering accentuated with gooseneck lamps



Window signs with painted script



Perpendicular/ pedestrian signs may project over the public sidewalk

Non-Street Fronting Signs

1. *Size.* Signage abutting an alley or private property shall not exceed sixty percent (60%) of the area otherwise permissible if the wall abutted a public street and all other standards shall apply.
2. *Additional Elements:*
 - a. In addition to allowed signage, a maximum of two (2) square feet of lettered/logo and/or icon painted directly onto the entrance (without a background) is allowed.
 - b. In addition, a directory sign identifying non-street fronting businesses within a building is allowed on non-street fronting building elevations (including elevations fronting on alleys). The directory sign may not exceed twelve (12) square feet.

A-Frame Signs

1. *Size:*
 - a. Width 24"-34"
 - b. Length 36"-48" (including frame, sign face, and any vertical supports)
2. *Number.* There shall be only one (1) A-Frame sign per business.
3. *Graphics.* The sign must not consist of more than one-half (1/2) of the lettered area. One third (1/3) of the sign face shall contain a visual or non-word design.
4. *Location on Sidewalk.* A-frame signs shall only be permitted on the public sidewalk in front of the business. The sign must be positioned to allow a minimum of five feet (5') clear sidewalk area and not impede the main path of pedestrian travel. The sign must be placed within eighteen inches (18") of the curb or adjacent to the corresponding outdoor dining area or business frontage. All applicable ADA standards must be met.
5. *Materials.* Exterior quality wood or metal (except as supplemented by material for changeable messages, see below). Handbills and/or similar paper attachments shall not be affixed to approved A-Frame signs
6. *Changeable Sign Area.* Changeable sign area must be screwed or bolted to the sign. The sign must not contain any glare producing surfaces or inappropriate lighting (blinking, fluorescent, neon lights, exposed power cords, etc). No more than one-half (1/2) of each sign face may be reserved for changeable messages may be chalk board or 'wipe down' board.
7. *Finish.* Fully painted and/or sealed; color must be in keeping with the colors for the business establishment. In general, fluorescent or other strikingly bright or vivid colors will not be approved unless part of a discernible theme other than simply to gain attention.
8. *Construction and Support.* The name of the establishment must be professionally lettered on each sign face in a color and style consistent with the establishment's primary signage.



A-frame sign example

8. Outdoor Dining

Sidewalk widening or utilizing unused parking lot spaces or paved areas to increase usable space for the placement of tables, chairs, benches, planters, umbrellas, and related items to enliven the overall pedestrian experience and support day and nighttime activity is permitted within the Downtown. Wide, pedestrian-friendly sidewalks should activate the Downtown by providing spaces for outdoor dining and informal gathering.

1. *Dining Area.* Outdoor Dining Area (Area) shall be directly associated with an existing or proposed eating establishment.
 - a. Dining area may be covered or uncovered.
2. *Barriers:*
 - a. *Visibility.* Fences or other perimeter barriers/enclosures with a height between thirty-six inches (36") and fifty inches (50") must be at least fifty percent (50%) open (see-through) in order to maintain visibility of street level activity. Any enclosure with a height over fifty inches (50") must be at least eighty percent (80%) open (see-through).
 - b. *Appearance.* Dining area barriers (fences, gates, ropes, planters, etc.) must be both visually appealing and functional. All barrier material must be maintained in a good visual appearance, without visible fading, dents, tears, rust, corrosion, or chipped or peeling paint.
 - c. *Freestanding.* All barriers must be freestanding, without any (or minimal) permanent or temporary attachments to buildings, sidewalks, and other infrastructure. Sectional fencing (generally defined as rigid fence segments that can be placed together to create a unified fencing appearance) is an acceptable solution for outdoor seating areas using barriers. Such fencing is portable, but cannot be easily shifted by patrons or pedestrians, as can less rigid forms of enclosures. Sectional fencing must be of metal (aluminum, steel, iron, or similar) or of wood construction and must be of a dark color (either painted or stained). Vinyl and/or plastic material is prohibited.
 - d. *Height.* Stanchions, end posts, and other corner supports must measure thirty-six inches (36") to fifty inches (50") in maximum height. Planning Commission approval is required for any component greater than fifty inches (50") in height from the sidewalk surface.
 - e. *Maximum Distance from the Ground.* All barriers must be detectable to visually impaired pedestrians who employ a cane for guidance; therefore, the bottom of barriers must be no greater than twenty-seven inches (27") above the sidewalk surface.
 - f. *Leading Edge Barrier.* All outdoor dining areas must have a detectable barrier at the leading edges to ensure that visually impaired pedestrians using canes can detect the dining area safety.
 - g. *Rope or Chains.* Barrier rope or chains must have a diameter of at least one inch (1") to maintain detectability by the visually impaired. Plastic chains are discouraged.
 - h. *Planters.* Planters are a friendlier and more attractive way to delineate an outdoor dining area and may be used in addition to, or in place of, other barrier designs. Planters must not exceed a height of fifty inches (50") above the level of the sidewalk. All planters must have live plants within them. Artificial plants, empty planters, or planters with only bare dirt, mulch, straw, wood chips, or similar material are not permitted. Planters must be cleaned of all trash at least daily.

- i. *Signage.* Barriers must not contain signage for the restaurant or any other entity.
 - j. *Prohibited.* Fabric inserts (natural or synthetic) are not permitted to be used as part of a barrier. Chain link, cyclone fencing, chicken wire, or similar materials are not permitted to be used as part of a barrier.
3. *Furniture and Fixtures:*
- a. *Freestanding.* Furniture and fixtures must not be secured to trees, lamp posts, street signs, hydrants, or any other street infrastructure by means of ropes, chains, or any other such devices.
 - b. *All-Weather.* Furniture and fixtures used in outdoor dining must be specifically made for outdoor use.



Outdoor chairs shall be all-weather, and each dining area should contain chairs that are similar to each other

- c. *Storage.* All furniture and fixtures must be removed and stored inside when not in use for an extended period of time.
- d. *Signage.* Furniture and fixtures must not contain signage for the restaurant or for any other entity in the form of wording, logos, drawings, pictorial or photographic representations, or any other likewise identifying characteristic.
- e. *Chairs.* Chairs, like other outdoor dining elements, must contribute to the overall atmosphere of Downtown, and (if applicable) to any historic building or historic overlay district, and must be complementary in both appearance and quality.
 - *Consistency.* All chairs used within an establishment's outdoor seating area should match each other by being of visually similar design, construction, and color.
 - *Colors.* Chairs may be colored or of a natural unpainted material (e.g., all-weather metal, wood, wicker, etc.). Chairs are not permitted to be white plastic. In general, fluorescent or other strikingly bright or vivid colors will not be approved unless part of a discernible theme other than simply to gain attention.
 - *Upholstery.* Upholstered chairs are permitted as are upholstered cushions for chairs. In general, fluorescent or other strikingly bright or vivid colors will not be approved unless part of a discernible theme other than simply to gain attention. Outdoor and water-resistant materials are required. Cushions must be attached in some manner to the chair itself.

- f. *Tables.* Tables need to be functional, not only for patrons, but also for pedestrians, given the limited space available for outdoor dining on many sidewalks. Outdoor dining furniture must also contribute to the overall atmosphere of Downtown and, if applicable, to any historic property or district, and be complementary in both appearance and quality.
- *Colors.* Tables may be painted, anodized, colored or of a natural unpainted material (e.g., all-weather wood, metal, wicker, etc.). Tables are not permitted to be white plastic. In general, fluorescent or other strikingly bright or vivid colors will not be approved unless part of a discernible theme other than simply to gain attention.
 - *Size and Shape.* The size and shape of tables strongly affects the functionality of an outdoor dining area. Due to many of the narrow sidewalks, restaurants should strive for space efficient seating layouts and furniture configuration. Square or rectangular tables are strongly recommended as such tables may fit flush against a building's wall and can permit more usable surface area for patrons while at the same time leaving more space available for pedestrians.
 - *Durability.* All tables and chairs shall be of sturdy construction and made of quality materials.
- g. *Prohibited.* Any furniture and fixtures other than tables, chairs, and umbrellas are prohibited. This includes, but is not limited to: serving stations, bar counters, shelves, racks, sofas, televisions, trash receptacles, and torches. Furniture that is lightweight and thus subject to being blown around during wind and sudden storm events is expressly prohibited; as such, most plastic furniture is unacceptable. Heaters and fans are not allowed, unless they are on private property.



Outdoor tables shall contribute to the overall atmosphere of the Downtown



Umbrella colors shall blend with the surrounding built environment

4. *Shade Structures and Umbrellas.* Umbrellas can add a welcoming feel to outdoor dining areas, and provide shelter from the elements; making their use desirable for outdoor dining applications. Appropriately designed and sized umbrellas are permitted. Pop-up tents and freestanding canopies are not permitted. All umbrellas must comply with the following conditions:

a. *Contained within the Outdoor Seating Area.* To ensure effective pedestrian flow, all parts of any umbrella (including the fabric and supporting ribs) must be contained entirely within the outdoor seating area.

- b. *Height.* The lowest dimension of an extended umbrella must be at least seven feet (7') above the sidewalk surface. In order to avoid causing an undue visual obstruction of other businesses, umbrellas must not exceed a height of ten feet (10') above the level of the sidewalk. These measurements must include not only the umbrella frame and panels, but also any decorative borders such as fringes, tassels, or other such ornamentation.
- c. *Colors.* Umbrellas must blend appropriately with the surrounding built environment. Umbrellas must be of one (1) solid color. In general, fluorescent or other strikingly bright or vivid colors will not be approved unless part of a discernible theme other than simply to gain attention. Signage and wording are not permitted.
- d. *Size and Shape.* The size and shape of an umbrella strongly affects its functionality within a constrained space such as an outdoor dining area. Due to the narrow measurements of most restaurants' outdoor dining areas, restaurants using umbrellas should strive for space-efficient umbrella designs.
- e. *Market-Style Umbrellas.* Market style umbrellas (those designed specifically for patio or outdoor dining use, and which vent breezes) are preferred.
- f. *Material.* Umbrella fabric must be of a material suitable for outdoor use, and must be canvas-type. No plastic fabrics, plastic/vinyl-laminated fabrics, or any type of rigid materials are permitted for use as umbrellas within an outdoor dining area.
- g. *Removable.* Umbrellas must be able to be removed each night or during strong storms and stored inside, for the safety of pedestrians and surrounding business.
- h. *Awnings.* Awnings are allowed subject to the same color and material requirements as umbrellas.

5. *Lighting:*

- a. *All-Weather.* Lighting used within an outdoor dining area must be specifically made for outdoor use, and must have a hardwired electrical connection.
- b. *Matching.* All lighting used within an outdoor dining area should match each other by being of visually similar design, construction, and color.
- c. *Height.* The lowest dimension of lighting must be at least seven feet (7') above the sidewalk surface. In order to avoid causing an undue visual obstruction of other businesses, lighting must not exceed a height of ten feet (10').
- d. *Color Temperature and Brightness of Lighting.* Lighting must be of a color temperature between 2,500 Kelvin and 3,000 Kelvin; 2,700 Kelvin is ideal. All lighting must be dimmable, and must not overpower the public street lighting.
- e. *Maintenance.* Lighting must be kept in proper working order at all times. Burnt out lighting must be replaced promptly (within one (1) working day).
- f. *Lighting Source.* The light must not contain any glare producing surfaces or inappropriate lighting (blinking, fluorescent, neon lights, etc).
- g. *Support.* Lighting must not be secure to trees, lamp posts, street signs, hydrants, or any other street infrastructure by means of ropes, chains, or any other such devices.
- h. *Signage or Wording.* Lighting must not contain signage for the restaurant or for any other entity in the form of wording, logos, drawings, pictorial or photographic representations, or any other likewise identifying characteristic.
- i. *Power Cords.* Lighting must be hardwired in an electrical conduit. Power cords and similar methods of power are not allowed.

6. *Accessibility.* Area shall be designed and operated so that it may be used by people of all abilities according to the standards of the California Building Code.
7. *Fire Safety.* Area shall be designed and operated so that it is in compliance with regulations regarding access to building openings, fire lanes, use of combustible materials and other fire safety measures as identified in the ESMC.



Outdoor lighting is recommended to enhance the pedestrian atmosphere and create a sense of vibrancy in the Downtown



Wide, pedestrian-friendly sidewalks activate the Downtown by providing usable spaces for outdoor dining and informal pedestrian gathering areas

8. *Pedestrian Access:*
 - a. *Clear Passage Area.* Six foot (6') minimum clear passage area is required for pedestrian access between outdoor dining area and the curb where the sidewalk is at least eight feet (8'). A wider clear passage area may be required for any of the previous conditions at the discretion of the Director of Community Development or his/her designee.
 - No sidewalk smaller than eight feet (8') in width may be allowed to have outdoor dining.
9. *Business Setback.* Restaurants need to be mindful of adjoining businesses when using outdoor dining areas, making sure that neighboring businesses remain visible to pedestrians and motorists. If tall elements are used as part of the design, an applicant may be required to adjust the outdoor dining area's layout and/or distance from the adjoining property line (twenty-four inches (24") or more) to ensure that this visibility is maintained.
10. *Dining Area Floor.* The floor of outdoor seating areas must be uncovered sidewalk as to provide continuity with the adjacent public right-of-way (does not apply to approved Parklet configurations).

Parklets

Parklets are outdoor dining and gathering areas which are located adjacent to the public sidewalk and typically placed within an existing parking space adjacent to the roadway curb. Parklets are encouraged within the Downtown Specific Plan Area, but subject to a future Parklet's Program. Refer to Chapter 6 for additional information regarding the Parklet Program implementation.



CHAPTER 3: PUBLIC REALM - MULTIMODAL MOBILITY

A. Introduction

This section of the Specific Plan Update discusses the opportunities for improvement of mobility that reflect the needs and goals of the Downtown El Segundo community. The Multimodal Mobility chapter includes improvement opportunities related to the pedestrian network, bicycle circulation, public transit, vehicular circulation, and parking. This section supports the Specific Plan Update objectives related to the improvement of walkability and the pedestrian environment, encouragement of bicycle use, support of enhanced and efficient mobility opportunities for walking, driving, bicycling, and transit, and the development of a comprehensive parking plan. They are also designed to reinforce the Planning Principles established within Chapter 1 of this document.

Planning Principles Related to Multimodal Mobility:

- Expanded Mobility** - Support enhanced and efficient mobility opportunities for walking, driving, bicycling, and transit.
- Pedestrians and Bicycles** - Improve walkability and the pedestrian environment and encourage bicycle use with additional bicycle improvements and amenities.
- Improved Public Parking** - Develop a comprehensive parking plan with increased parking wayfinding signage and facilitate innovative methods for parking such as shared parking agreements.

The opportunities presented within this Multimodal Mobility section can enhance the comfortability of walking, biking, and taking transit, to create a Downtown El Segundo in which community and atmosphere is emphasized in addition to vehicular mobility. This section also includes improvement opportunities for the Downtown corridors of Main Street, Grand Avenue, and Richmond Street that could enhance multimodal mobility. It is not the intent of this chapter to provide specific street geometric design standards rather, it is to suggest design-oriented treatments of the street environment. Refer to streetscape amenities and beautification recommendations in Chapter 4 for additional information and requirements.



Walking is an important mode of access within a vibrant Downtown

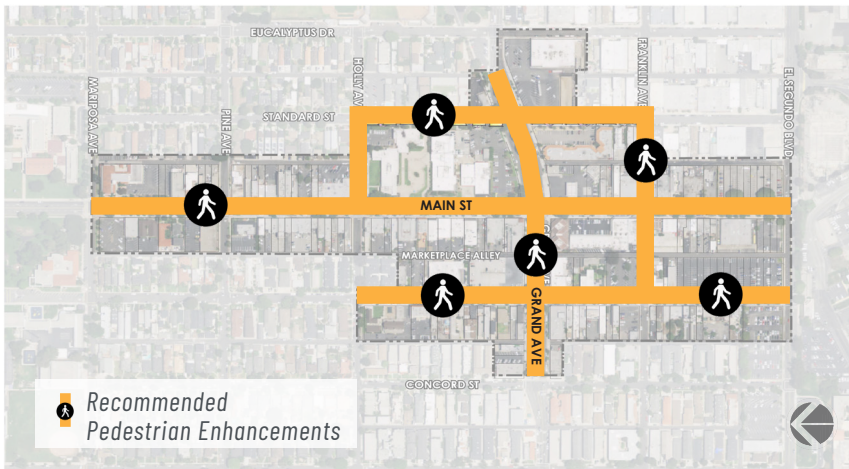


Figure 3.1 Pedestrian Circulation Map

B. Pedestrian Network

Opportunities for the improvement of the pedestrian network in this section focus on improving access and comfortability on both sidewalks and at roadway crossings. During the public engagement period for the Specific Plan Update, respondents showed strong support for walkability improvements within Downtown, with almost two-thirds (2/3) of survey respondents listing enhanced walkability among their top three (3) priorities. Additionally, walking is an important mode of access for Downtown El Segundo, as almost ninety (90) percent of survey respondents listed walking as one of their typical mode of travel choice for getting to Downtown.

The Smoky Hollow Specific Plan has identified improvements along Franklin Avenue which include artistic crosswalks and potential future “woonerf” which are envisioned to transform the street into a pedestrian and bike-friendly connection between Smoky Hollow and the Downtown. See additional standards and requirements for Franklin Avenue within the Smoky Hollow Specific Plan.

1. Sidewalks and Pedestrian Streetscape

The pedestrian experience plays a very important part in the functionality and the economic health of the Downtown environment and sidewalks are a key component of the Downtown pedestrian circulation network. Sidewalks provide pedestrian access to virtually every activity and provide critical connections between other modes of travel, including the automobile, public transit, and bicycles. Wide sidewalks, street trees and landscaping, and consistent street furnishings all contribute to a desirable pedestrian street scene. Sidewalks must be wide enough to be comfortable, with smooth paving and special accent paving in select locations, and buffering provided from vehicular traffic. Crosswalk design, traffic control devices, and visual markers all are important in encouraging pedestrian use.

Currently, pedestrian facilities are provided throughout Downtown, including sidewalks on all streets. While sidewalks exist throughout Downtown, some existing mobility and challenges were observed. In some locations, the sidewalk is obstructed or damaged by large trees, which can cause accessibility issues, especially for those using wheelchairs or pushing strollers. While sidewalk amenities, such as benches, promote visitor comfortability, they also result in narrowed walkways in some areas.

Vehicular ingress and egress throughout Downtown present comfortability challenges to pedestrians as well. Many driveways have limited visibility to the sidewalk in advance of the exit, which could make it difficult for drivers exiting the structure to see pedestrians. Additionally, in most locations where the sidewalk is interrupted by a driveway, the curb cuts do not feature ADA-compliant curb ramps, resulting in degraded comfortability and access for those using mobility devices.

The following general improvements should be implemented to provide a more comfortable pedestrian experience in Downtown El Segundo (see Figure 3.1, Pedestrian Circulation Map):

1. Sidewalk surface shall be stable, firm, smooth, and slip resistant.
2. Sidewalks shall have a “through pedestrian zone” that is kept clear of any fixtures and/or obstructions. A minimum of four (4) feet shall be reserved to allow for two (2) people to walk comfortably side by side and in accordance with the Americans with Disabilities Act (ADA) requirements.
3. Potted plants, raised planters, streetscape elements and/or landscaped parkways should be used to define the sidewalk edge and provide a buffer between pedestrians and moving vehicles where feasible.
4. Integrate streetscape amenities and beautification recommendations established in Chapter 4 of this document.
5. Add mirrors to parking structure, driveway, and alleyway exits to increase the visibility of approaching pedestrians.
6. Remove sidewalk obstructions or re-route around obstructions, such as trees, to increase accessibility, especially for those using wheeled devices.
7. Upgrade curb cuts at driveways and alleyways to ADA-compliant curb ramps to improve accessibility for those using mobility devices.



Midblock crosswalk on Main Street between Holly Avenue and Pine Avenue

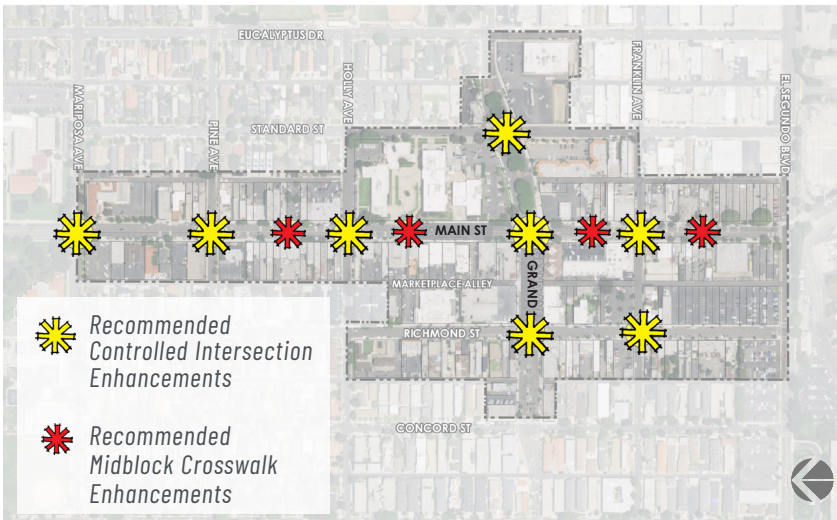


Figure 3.2 Pedestrian Crossing Map

2. Pedestrian Crossings

Pedestrian crossings are currently provided throughout Downtown, at both intersections and at some midblock locations. There are four midblock crosswalks, all located on Main Street, which feature pedestrian-activated in-road flashing lights, crosswalk signs, and yield paddles. These midblock crossings lack crosswalk lines, which reduces their visibility to drivers.

While some intersection pedestrian crossings in Downtown El Segundo feature ADA-compliant curb ramps with truncated domes, most lack these accessibility enhancements. Additionally, most crosswalks lack edge lines and striping. Both signalized intersections in Downtown do not provide pedestrian countdown on the signal heads.

Midblock Crosswalks

The following walkability enhancements should be considered at the four (4) existing midblock crosswalks along Main Street (see Figure 3.2, Pedestrian Crossing Map):

1. Install pedestrian signals to better alert drivers to crossing pedestrians and encourage signal compliance.
2. Install raised crosswalks for better visibility and awareness of crossing pedestrians.
3. Crosswalks shall provide decorative paving or continental-style striping to increase their visibility. At a minimum, the crosswalk edge-lines shall be striped to meet California Manual on Uniform Traffic Control Device (MUTCD) standards.
4. To better serve users with mobility challenges, upgrade ramps to meet ADA compliance by adding truncated domes, modifying pedestrian push button locations relative to the ramp, and providing audible push buttons.

Controlled Intersection Crosswalks

The following walkability enhancements should be considered at controlled intersections (see Figure 3.2, Pedestrian Crossing Map):

1. Upgrade curb ramps to meet ADA compliance by adding truncated domes and modifying pedestrian push buttons.
2. Crosswalks shall provide decorative paving or continental-style striping to increase their visibility. At a minimum, the crosswalk edge-lines shall be striped to meet California Manual on Uniform Traffic Control Device (MUTCD) standards.
3. At signalized intersections, install pedestrian countdown heads to meet current standards and inform pedestrians of the remaining walk time available.
4. Ensure that pedestrian signals comply with current MUTCD pedestrian clearance time standards, with a standard walking speed of 3.5 feet per second.

3. Pedestrian Paseos

Paseos are pedestrian-only pathways that provide opportunities to create unique public spaces. Paseos provide internal connections between the roadways and alleyways and allow for pedestrian-friendly activities to occur. Paseos provide linkages between public parking areas and the alleyway and street environment and connections between residential and commercial areas.

The Specific Plan area has existing paseos at Handprint Alley, located between Main Street and Marketplace Alley, and Butterfly Lane Alley, located between Main Street and the alleyway west of Standard Street. These paseos should be enhanced with paseo improvements listed below where feasible, and accentuated with wayfinding signage, accent lighting, and decorative paving at the entry on Main Street to provide increased visibility.

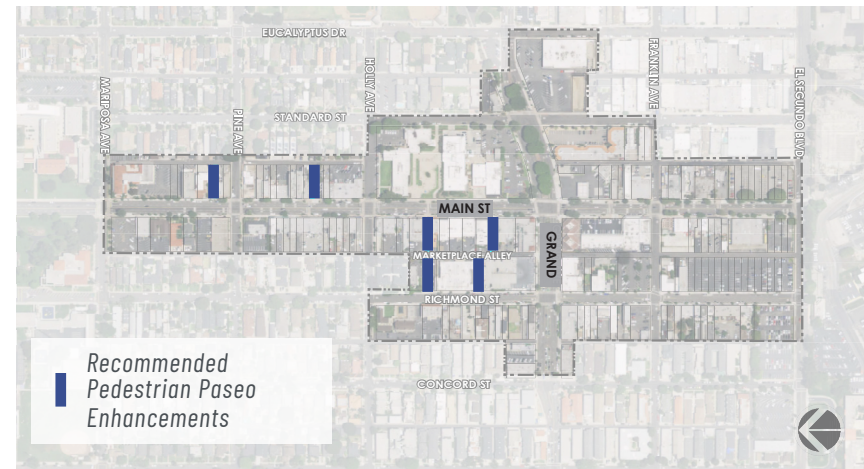
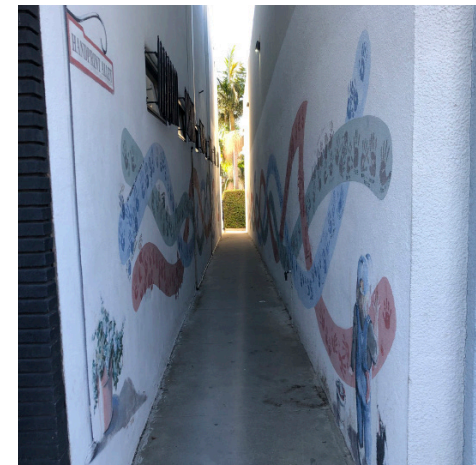


Figure 3.3 **Pedestrian Paseo Map**



Handprint Alley is an existing Downtown pedestrian paseo which integrates public art to make a narrow space more appealing

Additional paseos are recommended throughout the Specific Plan area to further enhance pedestrian access, promote walkability, and increase opportunities for community gathering. Paseos are suggested at existing parking lots, such as between Main Street and Richmond Street, to provide opportunities for pedestrian linkages to the roadways, alleyways, and existing public parking. Paseo improvements should also be utilized at the existing public walkways located between primary roadways and alleyways, such as the walkway west of the existing public parking structure at Grand Avenue and Richmond Street, to activate the use of these pedestrian linkages.



Paseos provide off-street linkages and allow for unique pedestrian spaces

The following enhancements should be considered at paseos (see Figure 3.3, Pedestrian Paseo Map):

1. The pedestrian entry to paseos should be highly visible from the public right-of-way. Consider the consistent use of vertical elements within the streetscape as wayfinding devices at paseo entries such as arched entry elements, trellises, banners and hanging plants on light poles, and/or large potted plants.
2. An intensive wayfinding program should be used in paseos to direct and orient pedestrians to key areas in the Downtown.
3. Paseos should include pedestrian amenities such as seating, landscaping, special paving treatment, and public art and be well lit utilizing pedestrian scale decorative lighting to create safe and usable spaces that are visually appealing at all hours.
4. Paseos shall be ADA accessible and accommodate emergency access as required.

C. Bicycle Circulation

Opportunities for the improvement of the bicycle network in this section focus on comfortability, connection to existing Citywide bicycle facilities, and convenience. During the public engagement period for the Specific Plan Update, almost half of survey respondents listed biking as one of their typical modes of travel for visiting Downtown El Segundo, suggesting the importance of enhanced bicycle mobility in Downtown's transportation future.

Bicycle Lanes

Currently, bicycle facilities in Downtown El Segundo consist of Class III bicycle routes with on-pavement shared lane markings, also known as "sharrows", on Main Street and Grand Avenue. West of Downtown, Class II bike lanes currently exist along Grand Avenue, between Loma Vista Street and Vista Del Mar, providing bicycle access to El Segundo Beach. The Specific Plan Update envisions the enhancement of east-west bicycle facilities through Downtown to connect to these Class II bike lanes, providing improved bicycle mobility between Downtown and other points of interest in the City, such as El Segundo Beach (see Figure 3.4, Bicycle Circulation Map, and Section E, Vehicular Circulation, for additional information).

The Class III bicycle route along Main Street connects El Segundo Boulevard in the south to Imperial Avenue in the north, providing direct access to City Hall, within Downtown El Segundo, and Library Park and El Segundo High School, north of the Specific Plan area. The Specific Plan Update envisions improved bicycle comfortability along this corridor, without compromising direct access to these points of interest.



A Class III bicycle route with "sharrow" lane marking

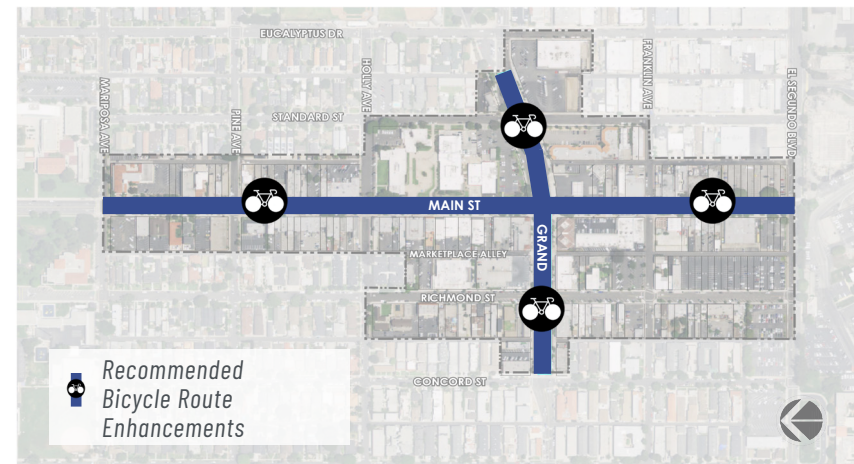


Figure 3.4 Bicycle Circulation Map



Existing bicycle wayfinding sign on Grand Avenue

Bicycle Accommodation and Wayfinding

The bicycle facilities in Downtown El Segundo are supported by route signage, wayfinding signage for area destinations, and decorative bicycle racks with a Downtown El Segundo themed-design.

While existing bicycle racks provide short-term parking and add an element of placemaking, a bicycle hub, consisting of a gated area with controlled access, could be installed in the parking structure for more secure and longer-term parking. The bicycle hub could also feature a repair station, with basic tools such as wrenches and pumps, to support the convenience of bicycle travel to and from Downtown.

Enhanced bicycle wayfinding signage, such as maps which show area bicycle routes and destinations, could be installed at Downtown gateway points and at the intersection of the two (2) existing bike routes, at Main Street and Grand Avenue. This upgraded wayfinding can support bicycle navigation and comfortability throughout the Downtown. Refer to Chapter 4, Section B, Gateway and Wayfinding Signage for additional information.

D. Public Transit

Opportunities for the improvement of public transit in this section focus on efficiency of transit service and comfortability of transit stop amenities. During the public engagement for the Specific Plan Update, less than one (1) percent of survey respondents listed public transit as one of their typical modes for visiting Downtown El Segundo. Envisioning a more efficient and comfortable transit environment in Downtown could help to increase ridership and improve access for those who rely on or choose to utilize public transit.

Transit Stakeholders Discussion

In May 2022, a virtual transit stakeholders meeting was held, in which representatives from transportation service providers in and around Downtown El Segundo shared their goals and discussed opportunities to be incorporated into the Specific Plan Update. Topics discussed included service-related items, such as coordination between the City and Beach Cities Transit about Main Street closure detours, as well as transit stop attributes such as shelters and bus zone lengths.

Transit Service

Downtown El Segundo is served by Beach Cities Transit and City of El Segundo Transportation. During temporary closures of Main Street between Holly Avenue and Grand Avenue, the bus lines operating on the corridor are re-routed. Below is a list of the bus routes that provide service to and around Downtown:

- *Beach Cities Transit Line 109* – Line 109 connects LAX and Torrance via El Segundo, Manhattan Beach, Hermosa Beach, and Redondo Beach. In Downtown El Segundo, this line runs along Main Street and Grand Avenue. This line has headways of 40-50 minutes during weekdays.
- *Lunchtime Shuttle* – Lunchtime Shuttle services were suspended during the COVID-19 pandemic and had not resumed as of Winter 2023. Previously, the City of El Segundo Transportation Lunchtime Shuttle operated on a continuous loop between Downtown El Segundo and the Smoky Hollow area to the east from 11:45 to 2pm on weekdays.
- *Beach Shuttle* – Following suspended service during the COVID-19 pandemic, the City partnered with Swoop, Inc. to resume Beach Shuttle service for the 2022 summer season. The Beach Shuttle operates between El Segundo and El Porto Beach during the El Segundo Unified School District summer break. There are several stops located near Downtown.
- *Dial-a-Ride* – The City currently operates Dial-a-Ride (DAR) service in partnership with Lyft. DAR primarily focuses on enhancing accessibility for seniors and disabled residents. The service operates on weekdays and serves the entirety of Downtown.

The following improvements to transit service should be considered to enhance mobility to, from, and within Downtown El Segundo (see Figure 3.5, Transit Stop Map, and Chapter 4, Section C.c, Bus Shelters and Transit Stops, for additional information):

1. Coordinate with Beach Cities Transit on their ongoing short-range transportation plan development to ensure that Line 109 continues to serve Downtown El Segundo and identify opportunities to increase service frequency or hours of service.
2. Continue operating the Beach Shuttle each summer through public-private partnerships.
3. Continue operating DAR through public-private partnerships with expanded service hours, including evenings and weekends.

4. Investigate public-private partnership opportunities to resume operation of the Lunch Time Shuttle or similar service. Upon resumption, expand service hours to include evenings to enhance dinnertime connections between Downtown El Segundo and the Smoky Hollow area.
5. Continue communication between City Hall, Beach Cities Transit, and the El Segundo Police Department to enhance public outreach regarding temporary closures of Main Street and subsequent transit service detours.

Transit Infrastructure

Currently, the facilities featured at bus stops within Downtown vary by stop. Some include a bench and waste bin, while others provide no accommodations. There are two (2) existing bus stops featuring shelters, one (1) on Main Street within the temporary closure area, and one (1) on Grand Avenue between Standard Street and Eucalyptus Drive. The following bus stop enhancements should be considered to improve transit mobility and rider comfortability in Downtown El Segundo:

1. Provide transit shelters at Downtown bus stops, where space allows. Transit shelters could be designed to reflect City or Downtown community aesthetic desires.
2. At a minimum, include a bench and waste bin at each bus stop.
3. Increase bus zone length by extending red curb at stops, to at least thirty-five (35) feet where feasible.

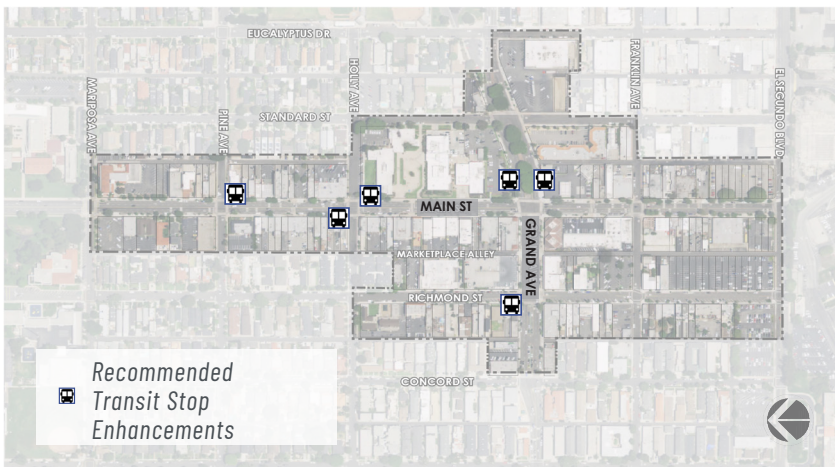


Figure 3.5 **Transit Stop Map**

E. Vehicular Circulation

Opportunities for the improvement of vehicular circulation in this section focus on multi-modal operations at intersections and placemaking considerations along roadway segments. During the public engagement period for the Specific Plan Update, just over two-thirds (2/3) of survey respondents listed driving as one of their typical modes for visiting Downtown El Segundo, suggesting vehicular access to be an important value for the Downtown community.

During the development of the Specific Plan Update, a level of service (LOS) study was conducted to evaluate the state of vehicular circulation within Downtown. Current LOS was studied at the following three intersections, all of which were determined to operate acceptably:

- Main Street and Mariposa Avenue
- Main Street and Grand Avenue
- Main Street and El Segundo Boulevard

While it is important to recognize how people get to Downtown, it is equally important to understand why they come and what they expect once they get there. The livability and attraction of a successful Downtown is connected to the design of its streets. Large and walkable sidewalks, reduced travel lanes that are easy to cross, slower traffic, and amenities such as places to sit, pedestrian lighting, signage, and special paving all influence the user's experience.

The following section discusses the current, preferred, and alternate roadway configurations for Main Street, Grand Avenue, and Richmond Street. Main Street and Grand Avenue are the primary corridors for vehicular circulation within Downtown, and Richmond Street is notable for its change in vehicular access during the COVID-19 pandemic. This section proposes re-configuration opportunities on Main Street, Grand Avenue, and Richmond Street, which improve pedestrian mobility throughout Downtown and serve Specific Plan objectives.

Note: The Smoky Hollow Specific Plan has identified potential one-way traffic improvements along portions of Standard Street and Eucalyptus Drive to increase on-street parking. See additional standards and requirements for Franklin Avenue within the Smoky Hollow Specific Plan.

1. Main Street

Main Street is the primary north-south corridor in Downtown El Segundo. Main Street is a four-lane collector north of Grand Avenue and a four-lane secondary arterial south of Grand Avenue, as designated in the El Segundo General Plan Circulation Element. Within Downtown, Main Street provides parallel on-street parking and the speed limit on Main Street is twenty-five (25) miles per hour (mph). Some stop-controlled intersections on Main Street are enhanced with light-emitting diode (LED) flashing stop signs, such as the intersection with Franklin Avenue. The typical existing roadway cross-section of Main Street in the Downtown is eighty (80) feet, with four (4) ten (10) foot travel lanes (two in each direction) with bike “sharrows”, twelve (12) foot wide sidewalks, and two eight (8) foot parking lanes (see Figure 3.6, Main Street Existing Road Section).

The segment of Main Street from Grand Avenue to El Segundo Boulevard is designated as a Truck Route in the General Plan Circulation Element and is marked by signage. This segment is also a designated Class III bicycle route, marked with “sharrows”. The Preferred Roadway Concept for Main Street proposes a reduction in the number of travel lanes on Main Street from two lanes in each direction to one lane in each direction, which, depending on the purpose and use of this Truck Route, could increase the potential for truck-bicycle interactions.

A future truck route study is recommended to further investigate the purpose and use of the existing truck route. Refer to the Implementation Action Plan in Chapter 6 for additional information.

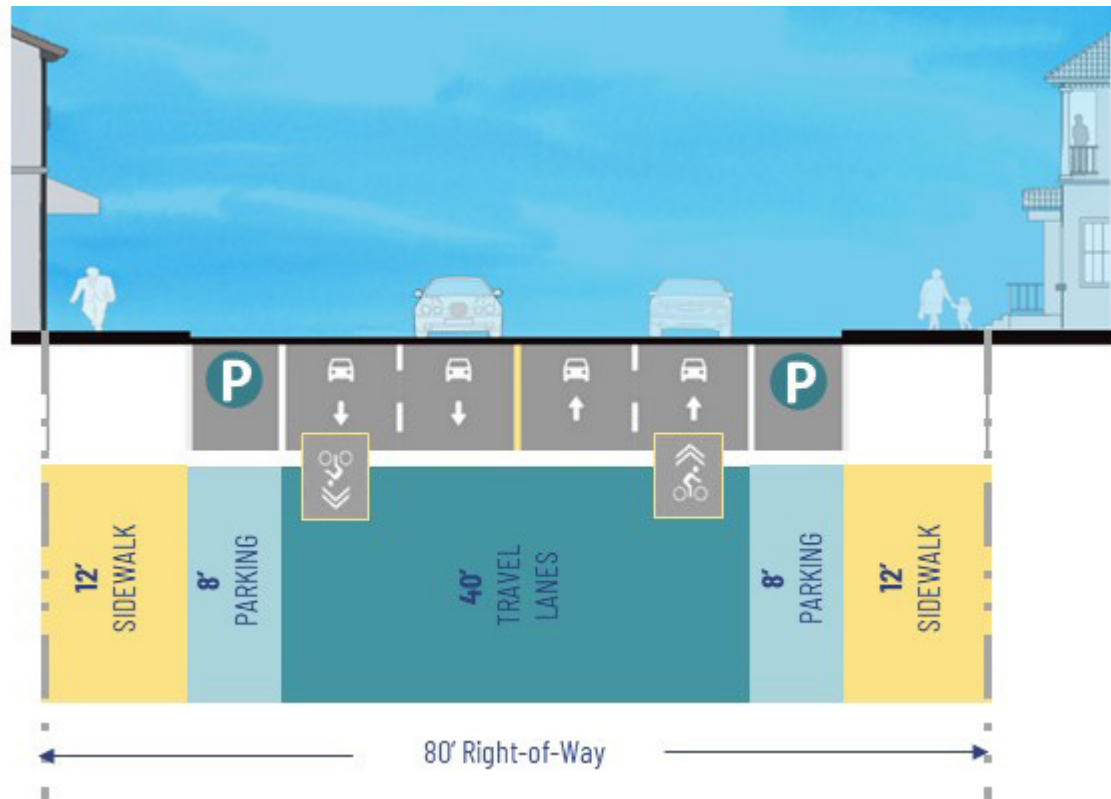


Figure 3.6 Main Street Existing Road Section

Preferred Concept

The proposed Pedestrian Mobility Emphasis concept for the Main Street envisions enhanced pedestrian comfort and outdoor gathering opportunities, with wider sidewalks and outdoor dining, while maintaining the existing Class III bike route “sharrows” (see Figure 3.7, Main Street Preferred Road Section). This concept involves the conversion of parallel parking spaces on both sides of the street to angled parking on one (1) side of the street to allow for wider sidewalks and/or permanent outdoor dining areas. Though angled parking allows a higher space capacity over the same distance as compared to parallel parking, the modification from parking on both sides of the street to one (1) side would result in a net loss in current parking spaces along the corridor. Depending on final design, this net loss of parking on Main Street under this concept could range from about ten (10) percent to about twenty (20) percent.

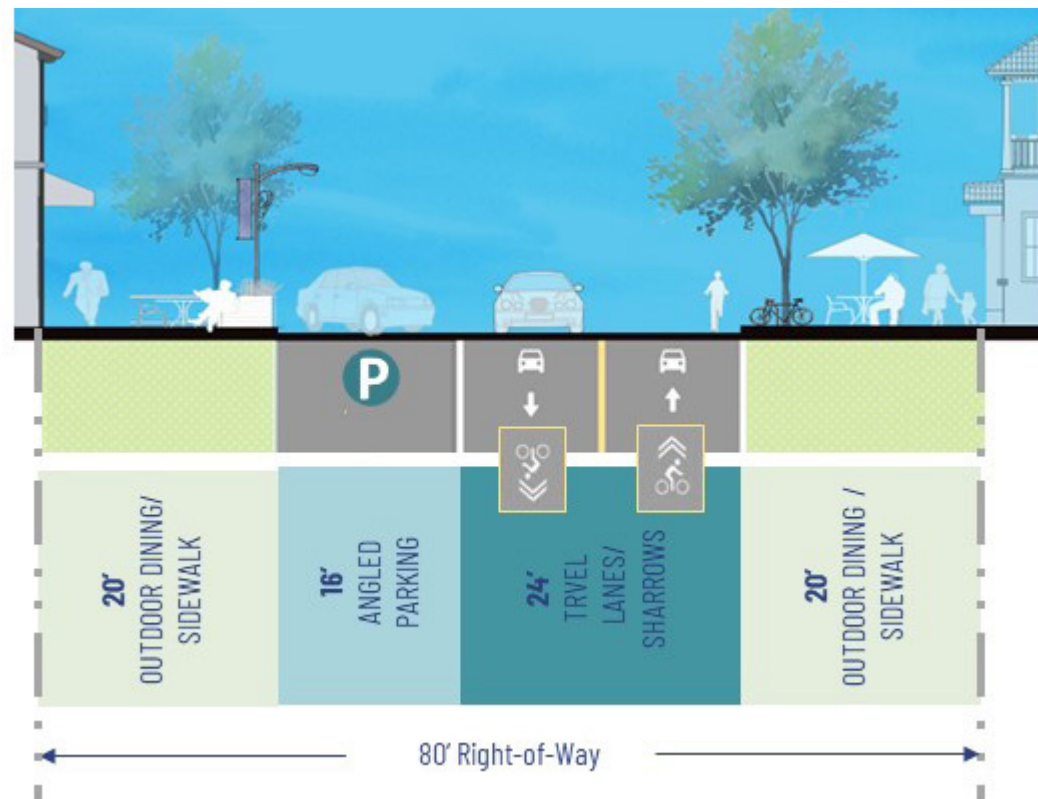


Figure 3.7 **Main Street Preferred Road Section**

Alternative Concept

The Bicycle Mobility Emphasis alternative concept for Main Street envisions enhanced cyclist comfort with Class II buffered bike lanes (see Figure 3.8, Main Street Alternative Road Section). Buffered bike lanes provide greater horizontal separation between cyclists and vehicular traffic than the existing Class III “sharrow” bike routes and can be enhanced with conflict-zone striping for increased visibility. The Bicycle Mobility Emphasis concept is expected to maintain a similar parking supply along Main Street as exists today, as both sections include parallel parking on both sides of the street.

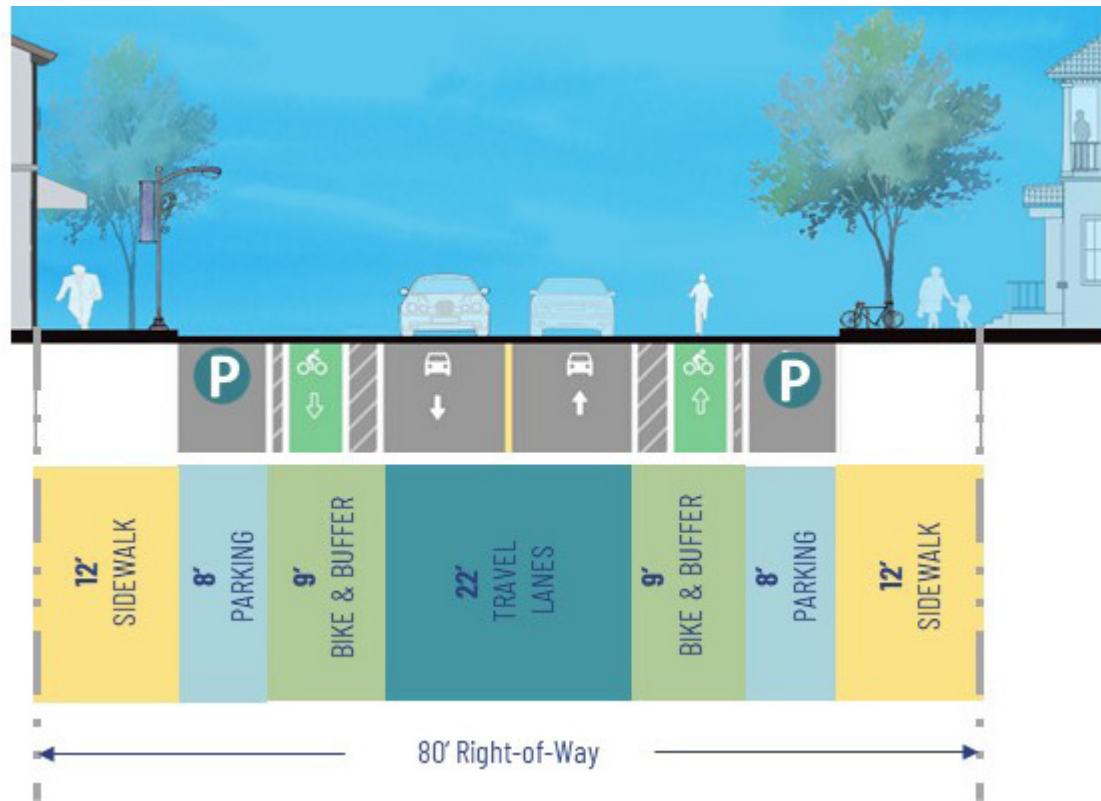


Figure 3.8 Main Street Alternative Road Section

2. Grand Avenue

Grand Avenue is a four (4) lane east-west secondary arterial in Downtown El Segundo, with a raised center median. Grand Avenue provides parallel parking for the entire extent of Downtown on both sides of the street and includes median parking between Main Street and Concord Street. Grand Avenue is a dedicated bicycle route and truck route, and the speed limit is twenty-five (25) mph.

The typical roadway cross section of Grand Avenue between Main Street and Concord Street is one hundred (100) feet, with four (4) eleven (11) foot travel lanes (two travel lanes in each direction) with bike "sharrows", ten (10) foot wide sidewalks, four (4) eight (8) foot parking lanes (including two along the median), and a four (4) foot median (see Figure 3.9 Grand Avenue Existing Road Section). The cross section east of Main Street is similar, but it features a wider median that tapers off toward Eucalyptus Street.

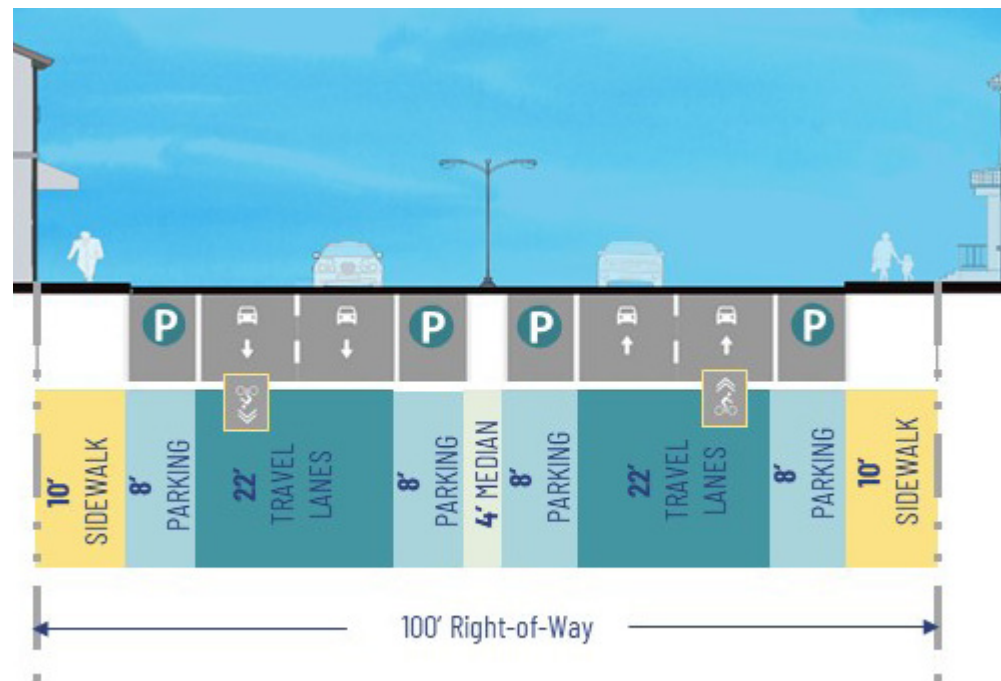


Figure 3.9 **Grand Avenue Existing Road Section**

Preferred Concept

The preferred Grand Avenue Pedestrian Mobility Emphasis concept envisions enhanced pedestrian comfort and outdoor gathering opportunities, with wider sidewalks and outdoor dining, while maintaining the existing Class III bike route “sharrows” (see Figure 3.10, Grand Avenue Preferred Road Section). This concept involves the conversion of parallel parking spaces on both sides of the street and along both sides of the median to angled parking to allow for wider sidewalks and outdoor dining and includes a widened central median. Though angled parking allows a higher parking space capacity over the same distance as compared to parallel parking, the removal of the median parking spaces would result in a net loss in current parking spaces along the corridor. Depending on final design, the net loss of parking on Grand Avenue under this concept could range from about ten (10) percent to about twenty (20) percent.

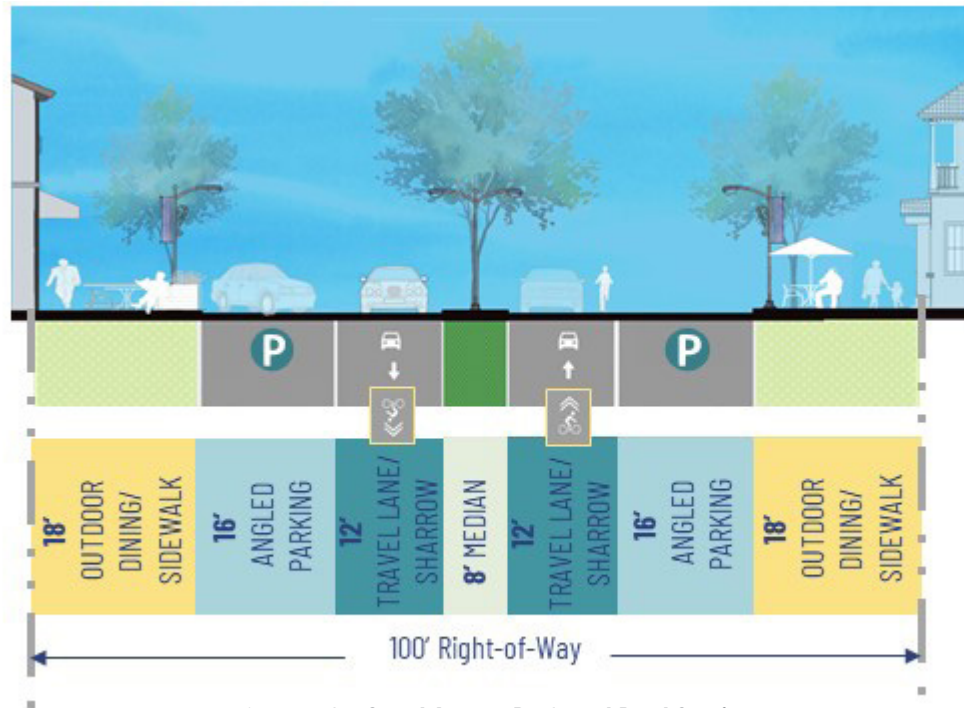


Figure 3.10 **Grand Avenue Preferred Road Section**

Alternative Concepts

There are two (2) Bicycle Mobility Emphasis alternatives developed for Grand Avenue that provide enhanced cyclist comfort through the creation of dedicated bicycle facilities: Class II bike lanes and Class IV protected bikeway (Cycle-Track) which are illustrated in Figures 3.11 and 3.12.

- Class II Bike Lane Alternative:** The Class II concept envisions enhanced cyclist comfort with buffered bike lanes (see Figure 3.11, Grand Avenue Class II Alternative Road Section). Buffered bike lanes provide greater horizontal separation between cyclists and vehicular traffic than the existing Class III “sharrow” bike routes and can be enhanced with conflict-zone striping for increased visibility. As Class II bike lanes currently exist on Grand Avenue west of Downtown, these concepts would further connect El Segundo’s citywide bike lane network and increase mobility to, from, and through Downtown. The Bicycle Mobility Emphasis would provide about half the number of parking spaces as currently exists along Grand Avenue, as median parking would be removed, and curb lane parallel parking would be maintained.

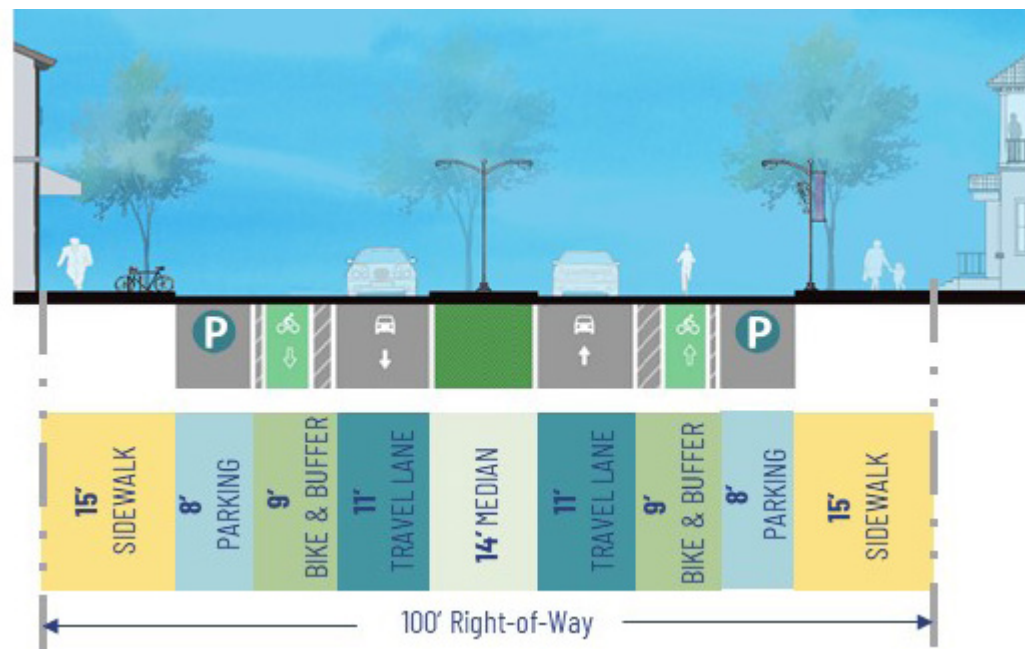


Figure 3.11 **Grand Avenue Class II Alternative Road Section**

- Cycle-Track Alternative:* The Cycle-Track concept includes a two-way Class IV protected bikeway on one (1) side of the street (see Figure 3.12, Grand Avenue Cycle-Track Alternative Road Section). Class IV protected bikeways feature both horizontal and vertical (a lane of parked vehicles) separation between cyclists and vehicular traffic. The Buffered Bike Lanes concept provides greater horizontal separation between vehicle travel lanes and cyclists than the current Class III “sharrows” bike route, but not does provide protected facilities. However, vehicles wishing to ingress and egress the on-street parking must pass through the bike lanes and yield to cyclists, creating more potential conflicts than the Cycle-Track concept. The Cycle-Track concept would provide similar parking supply along the corridor to that of the Pedestrian Mobility Emphasis concept, with about a ten (10) percent to twenty (20) percent reduction in spaces.

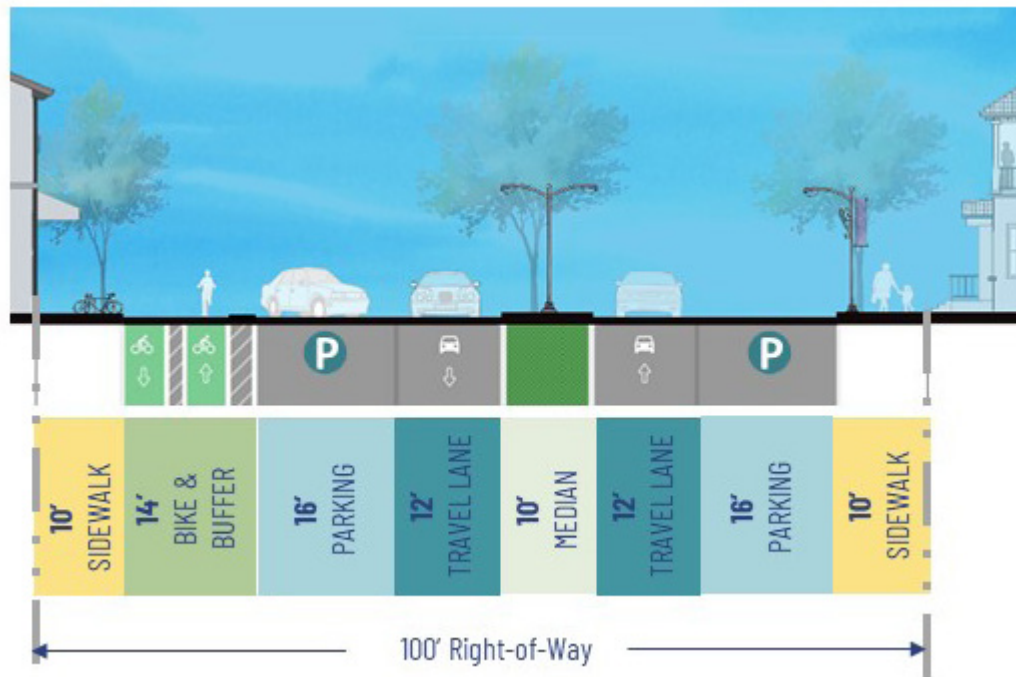


Figure 3.12 Grand Avenue Cycle-Track Alternative Road Section

3. Richmond Street

Richmond Street is a two (2) lane north-south local street in Downtown El Segundo. Richmond Street provides on-street parking for the entire length of Downtown, and includes angled parking on the west side of the street between El Segundo Boulevard and the midblock crossing north of Grand Avenue. The speed limit on Richmond Street is twenty-five (25) mph. Beginning during the COVID-19 pandemic, the half-block of Richmond Street south of Grand Avenue was temporarily closed to vehicular traffic to provide expanded outdoor dining opportunities. Additional options for flexible use of space for continued pedestrian comfort, outdoor dining, and events on Richmond Street are also discussed in Section E.5, Street Closure Placemaking. The typical roadway cross section of Richmond Street between Franklin Avenue and Grand Avenue is sixty (60) feet and it consists of two eleven (11) foot travel lanes (one in each direction), an eight (8) foot wide sidewalk on the west side of the street, ten (10) foot wide sidewalk on the east side, thirteen (13) foot angled parking lane on the west side, and a seven (7) foot parallel parking lane on the east side (see Figure 3.13, Richmond Street Existing Road Section).

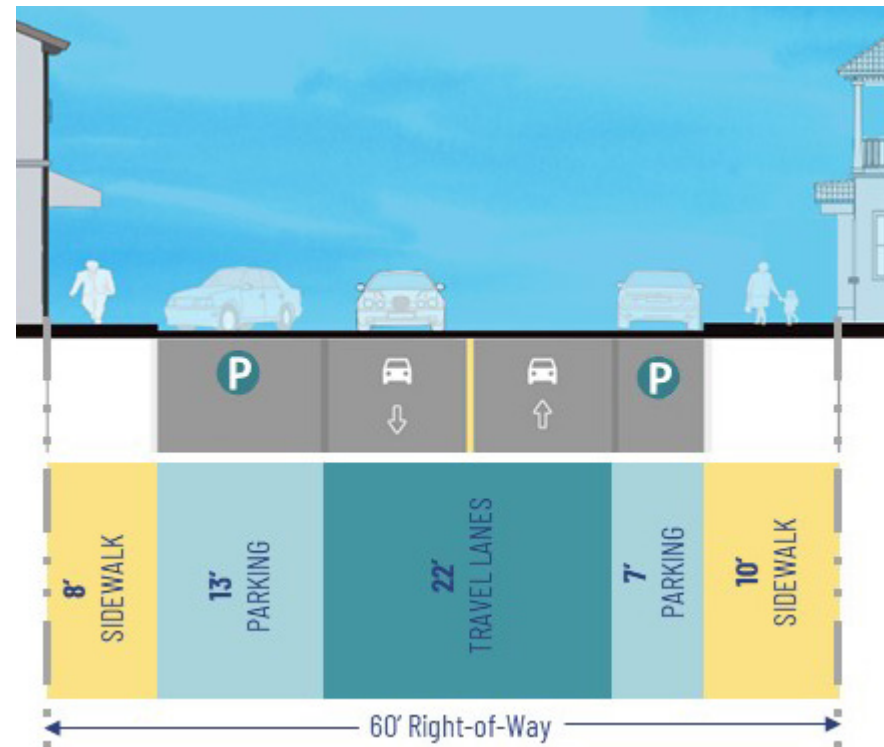


Figure 3.13 **Richmond Street Existing Road Section**

Preferred Concept

The preferred Richmond Street Sidewalk Dining concept for the area between Franklin Avenue and Grand Avenue envisions enhanced pedestrian comfort and expanded outdoor gathering opportunities with wider sidewalks and outdoor dining and the continuation of two (2) travel lanes (see Figure 3.14, Richmond Street Preferred Road Section). This concept would result in the removal of all parking spaces on this portion of the street and assumes a future parking structure would be developed adjacent to Richmond Street. The Sidewalk Dining concept for Richmond Street would provide similar vehicular capacity to the existing road section.

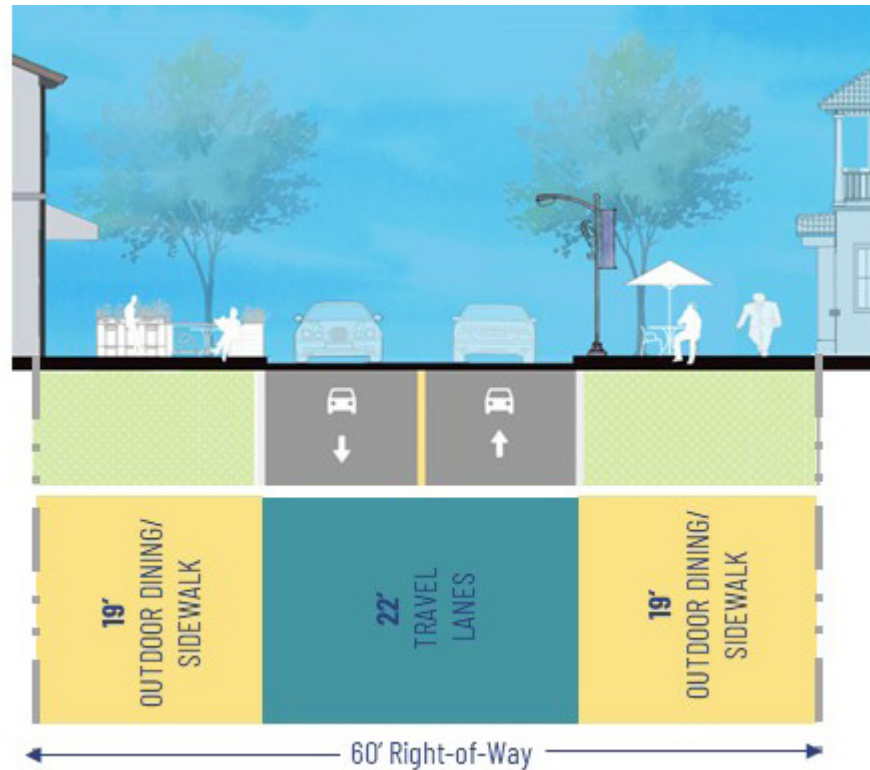


Figure 3.14 **Richmond Street Preferred Road Section**

Alternative Concept

The Pedestrian Mall concept between Franklin Avenue and Grand Avenue envisions enhanced pedestrian comfort and expanded outdoor gathering opportunities with wider sidewalks and the removal of vehicular travel lanes to allow for an expanded permanent outdoor dining area with increased gathering opportunities (see Figure 3.15, Richmond Street Alternative Road Section). The Pedestrian Mall concept would result in the removal of all parking spaces on this portion of the street and assumes a future parking structure would be developed adjacent to Richmond Street. The Pedestrian Mall concept for Richmond Street would permanently restrict vehicular traffic in this portion of the street, except for emergency vehicle access. Refer to Section E.5, Street Closure Placemaking, for additional information.



Figure 3.15 **Richmond Street Alternative Road Section**

4. Intersection Control

There are two (2) signalized intersections in Downtown, at Main Street and Mariposa Avenue and at Main Street and Grand Avenue. All other intersections include one (1) of the following control types:

- All-way stop control, in which vehicles on all approaches must stop.
- Side-street stop control, in which vehicles on side-street approaches must stop, while vehicles on major road approaches do not.

Downtown includes an extensive alleyway network, which provides access to off-street parking, business access, and truck circulation. Most intersections between alleyways and roadways are side-street stop-controlled, though many lack advance stop bars on the alley approach, which can increase right-of-way confusion and cause conflicts with cross-traffic pedestrians, bicyclists, or vehicles.

The following improvements should be considered to increase the multi-modal mobility of intersection control in Downtown:

1. Protected left turn phases could be added in all directions at the intersection of Main Street and Grand Avenue to reduce left turn conflicts with oncoming vehicles and pedestrians in the adjacent crosswalk.
2. All side-street stop-control intersections should include stop signs and stop bars on the controlled approaches to reduce right-of-way confusion.

5. Street Closure Placemaking

Street closures used for temporary or permanent public space add an opportunity for community gathering and establish a sense of community and provide locations for outdoor activities. These opportunities exist within many Downtown streets, but are currently implemented on portions of Main Street and Richmond Street.

Main Street

Main Street has in-road bollards that allow for temporary street closures for special events, such as the Farmer's Market. To continue serving Specific Plan Update objectives, including promoting a "village" character and a pedestrian friendly environment, this flexibility for temporary street closures should be maintained. Decorative paving is suggested in the travel lanes in this portion of Main Street to signify this special place. To enhance mobility throughout Downtown during closure events on Main Street, coordination and public outreach should be implemented as described in Section D, Public Transit.



Existing retractable in-road bollards on Main Street being used during Farmer's Market

Richmond Street

Beginning during the COVID-19 pandemic, the half-block of Richmond Street between Grand Avenue and Franklin Avenue was temporarily closed to vehicular traffic to provide expanded outdoor dining opportunities. This temporarily-closed area features dining tables and heat lamps to serve patrons of restaurants on the block.

During the public engagement period for the Specific Plan Update, one hundred and thirty (130) stakeholders responded to the questions of “do you feel that Richmond Street between Grand Avenue and Franklin Avenue should be closed to vehicular traffic and redesigned as a pedestrian promenade?” Approximately eighty-four (84) percent of respondents were in favor of this re-design, while another nine (9) percent were in favor of occasional closure to vehicular traffic, similar to the current condition on Main Street.



Outdoor dining along Richmond Street during the temporary road closure



Pedestrian Malls provide Downtown placemaking opportunities and benefit the community with additional outdoor gathering areas

The temporary closure of the half-block of Richmond Street between Grand Avenue and Franklin Avenue should be expanded upon to provide ongoing placemaking opportunities and community gathering benefits to the Downtown, with one (1) of the following options:

1. Permanently close the Pedestrian Mall segment using a combination of in-road bollards, similar to those on Main Street, and landscaping on both ends. The pavement could be resurfaced with pedestrian-scale material such as decorative concrete, pavers, or brick. This Pedestrian Mall is further discussed in Section E3.2, Richmond Street Alternative Concept.
2. Install in-road bollards or removable bollards at both ends of the Pedestrian Mall segment to allow ongoing temporary closures, while maintaining vehicle access during non-event periods.
 - a. In-road bollard receptacles could also be implemented to allow for temporary road closures for events for the existing road section of Richmond Street (shown in Figure 3.13), or in conjunction with the Preferred Sidewalk Dining concept (shown in Figure 3.14).

While providing ongoing outdoor dining and placemaking amenities, continued closure of this segment of Richmond Street would restrict vehicular access and result in the removal of approximately twenty (20) on-street parking spaces.

F. Alley Enhancements

Alleys provide an opportunity to recapture underutilized public space for outdoor activity and can provide more engaging and welcoming public spaces, with enhanced pedestrian connectivity throughout the Downtown. Alleys are important because they provide for deliveries, services, and parking and they can allow for an alternative pedestrian route off the busy roadways and connects the public spaces proposed throughout the Specific Plan area. Alleyways in the Downtown are interconnected with paseos that link to key destinations and public parking areas. Two (2) types of alley enhancements are proposed throughout the Specific Plan: Neighborhood Alleys and Service Alleys (see Figure 3.16, Alley Enhancement Map).

All alleyway enhancements should include:

1. Public art such as murals, paving insets, and sculpture
2. Street trees and landscape enhancements such as potted plants
3. Entry elements such as decorative paving and/or accent landscaping
4. Trash and recycling receptacle consolidation and concealment
5. Lighting and facade enhancements



Consolidated trash and recycling receptacles are concealed within elements that reflect the adjacent architecture

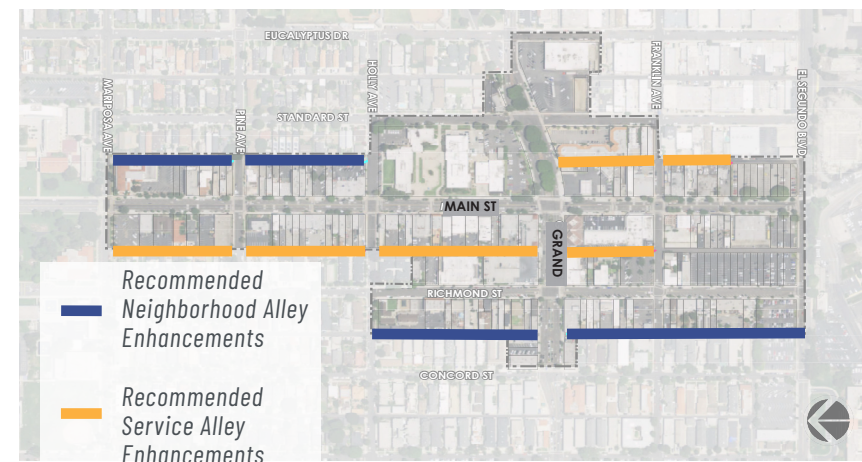


Figure 3.16 Alley Enhancement Map



Alleys provide an opportunity to provide more engaging and welcoming public spaces

BEFORE



AFTER



Alleyways with comfortable pedestrian spaces accentuated with landscaping, public art, and decorative paving link key areas of the Downtown

1. Neighborhood Alley Enhancements

Neighborhood alleys connect adjacent residential areas with enhanced pedestrian walkways linking to key destinations within the Downtown.

Neighborhood alley enhancements are proposed in the following locations (see Figure 3.16, Alley Enhancement Map):

- Alleyway between Main Street and Standard Street (between Holly Avenue to Mariposa Avenue)
- Alleyway between Concord Street and Richmond Street (between El Segundo Boulevard to Holly Avenue)

In addition to the requirements for all alleyways, neighborhood alleys should include:

1. Clearly defined pedestrian paths of travel with decorative paving
2. Shaded pedestrian seating and comfortable gathering areas
3. Key alleyway entrances should be highlighted with an overhead element, such as an archway, arbor, or trellis
4. Hanging and twinkle lights are encouraged but may not be placed adjacent to residential uses
5. Wayfinding and directional signage

Overhead elements are recommended in neighborhood alleyways but must maintain a twenty (20) foot high minimum vertical clearance.

2. Service Alley Enhancements

Service alleys include enhanced pedestrian amenities blended and integrated with existing delivery and service uses.

Service alleys are proposed in the following locations (see Figure 3.16, Alley Enhancement Map):

- Alleyway between Main Street and Standard Street (between Holly Avenue to Mariposa Avenue)
- Alleyway between Concord Street and Richmond Street (between El Segundo Boulevard to Holly Avenue)

In addition to the requirements for all alleyways, service alleys should include:

1. Maintain a clear path for delivery and service vehicles with defined pedestrian paths of travel using elements such as decorative paving
2. Back patio and seating areas with bike racks and lockers
3. Directional signage and signage for key elements and historic landmarks

BEFORE



AFTER



Decorative paving, potted plants and pedestrian amenities create a welcoming and vibrant environment

G. Parking Strategies

As part of this Specific Plan effort, a comprehensive parking analysis was prepared to address current and future parking conditions within the Specific Plan area. In May 2022, an existing conditions parking analysis was conducted to evaluate supply and utilization of public parking within the Downtown Specific Plan area. The parking utilization study investigated the variety of public on-street and off-street spaces that exist throughout the Downtown, including the lots, structure, parallel, and angled spaces (see Figure 3.17 Parking Utilization Maps). This section further describes the current parking conditions by space type and includes discussion on future parking demand and optimization strategies.

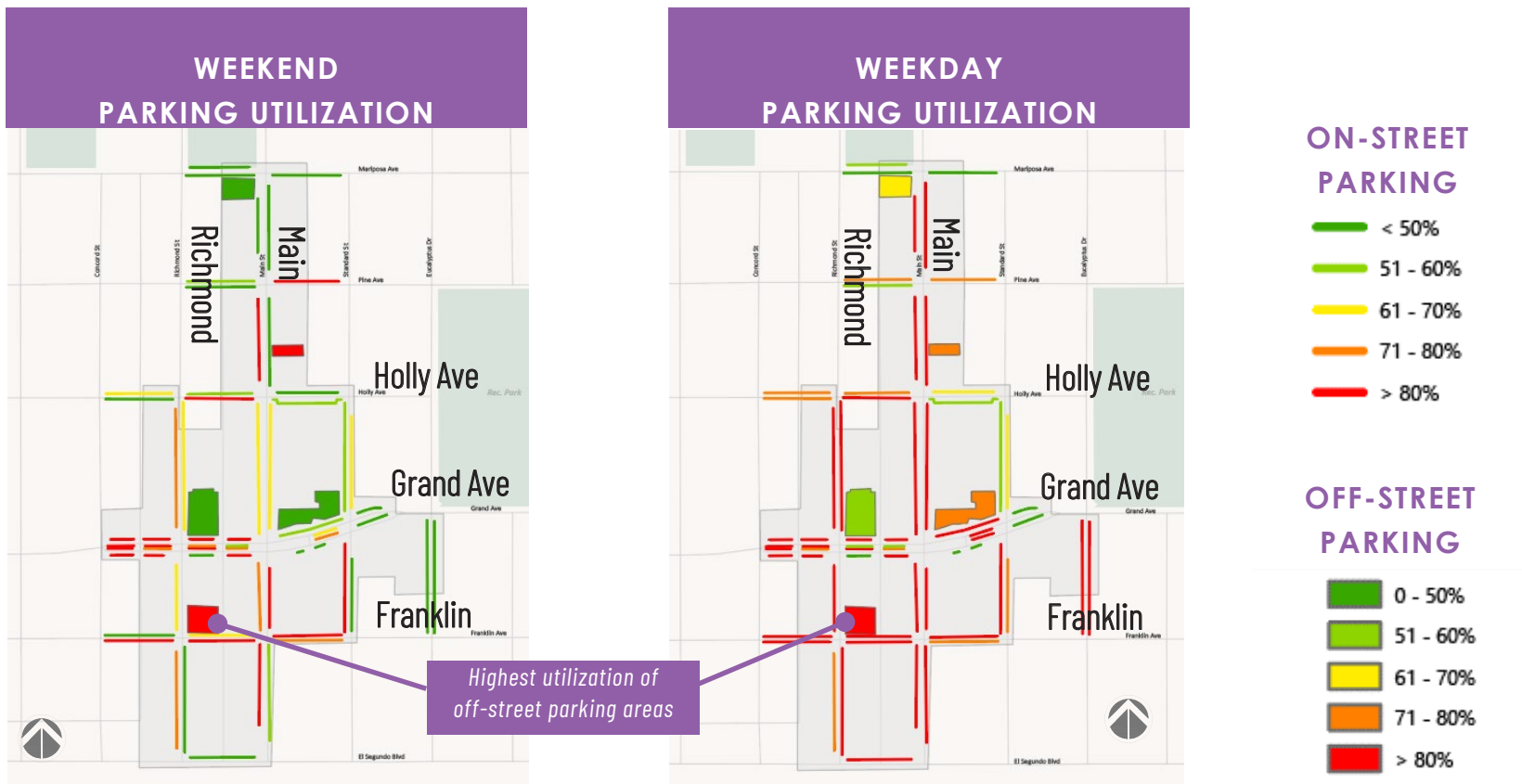


Figure 3.17 Parking Utilization Maps

1. On-Street Parking

During the Specific Plan Update community engagement period, over half (1/2) of survey respondents stated that they prefer to use street parking when visiting Downtown El Segundo. Currently, free on-street parking is available along all streets in Downtown El Segundo, with a 2-hour time limit from 8am to 6pm for most spaces. Several short-term 20-minute parking spaces as well as accessible spaces are also provided. The design of parking spaces, angled or parallel, varies by street. The existing parking utilization study found approximately eighty (80) percent and sixty (60) percent utilization of the public on-street parking on the weekday and weekend dates evaluated, respectively.

Downtown Overview

Currently, all angled parking within Downtown is “front-in”. The following angled on-street parking facilities exist within Downtown:

- Mariposa Avenue (WB) from Main Street to western Specific Plan extent
- Richmond Street (SB) from south of Holly Avenue to southern Specific Plan extent
- Holly Avenue (EB) from Main Street to eastern Specific Plan extent

While many streets with parallel parking feature space-delineation striping, some do not. The following parallel on-street parking facilities exist along the street’s entire Downtown Specific Plan extent, unless otherwise noted:

- Main Street (both directions)
- Richmond Street (NB)
- Mariposa Avenue (EB)
- Pine Avenue (both directions)
- Holly Avenue (both directions) from western Specific Plan extent to Marketplace
- Holly Avenue (WB) from eastern Specific Plan extent to Marketplace
- Grand Avenue (both directions) from eastern Specific Plan extent to Main Street
- Grand Avenue (both directions, including median) from Main Street to western Specific Plan extent
- Franklin Avenue (both directions)
- Standard Street (both directions)
- Eucalyptus Drive (both directions)

The following on-street parking strategies should be considered to optimize supply and demand within Downtown El Segundo:

1. Stripe all available parallel parking spaces with delineation lines to minimize inefficient parking behavior and draw attention to available spaces.
2. Re-stripe parking spaces to be “back-in” to increase driver visibility of cyclists and other vehicles while exiting parking spaces.
3. Further investigate the feasibility of converting parallel parking spaces to angled parking spaces, where right-of-way allows.

The proposed streetscapes for Grand Avenue, Main Street, and Richmond Street, illustrated in Section E, Vehicular Circulation have varying effects on the on-street parking supply on those streets. Implications on parking supply for each proposed streetscape are discussed in this section and summarized in Table 3-1, On-Street Parking Supply Comparison.

Table 3-1: On- Street Parking Supply Comparison

Roadway Corridor	Corridor Extent	Existing Corridor Parking Supply	Streetscape Concept	Approximate Corridor Parking Supply with Streetscape Concept
Main Street	El Segundo Boulevard to Mariposa Avenue	108	Preferred Road Section (Pedestrian Mobility Emphasis- Class III)	86-97
			Alternative Road Section (Bicycle Mobility Emphasis- Class II)	108
Grand Avenue	Concord Street to Eucalyptus Street	100	Preferred Road Section (Pedestrian Mobility Emphasis- Class III)	80-90
			Alternative Road Section (Bicycle Mobility Emphasis - Class II)	50
			Alternative Road Section (Bicycle Mobility Emphasis- Cycle-Track)	80-90
Richmond Street	Franklin Avenue to Grand Avenue	32	Preferred Road Section (Sidewalk Dining)	0
			Alternative Road Section (Pedestrian Mall)	0

2. Off-Street Parking

There are five (5) off-street public parking areas located throughout Downtown (see Figure 3.18, Public Parking Map). The largest surface parking lot, located at the northeast corner of El Segundo Boulevard and Richmond Street, is private and reserved for Chevron employee parking. Wayfinding signage is currently being used to direct visitors to off-street public parking areas throughout Downtown. Public surface lots are available at the El Segundo Civic Center, at the northeast corner of Franklin Avenue and Richmond Street, on the east side of Main Street between Holly Avenue and Pine Avenue, and at the southwest corner of Main Street and Mariposa Avenue. Various reserved customer and employee-only lots also exist throughout the Downtown, many of which are accessible via the Marketplace Alley.

There is one (1) existing public parking structure within Downtown, located at the northeast corner of Grand Avenue and Richmond Street, which includes just over one hundred spaces. The structure has three (3) levels and comprises approximately one-sixth (1/6) of the block. There are three (3) entrances and exits to the structure, on Grand Avenue, Richmond Street, and Marketplace Alley.

Two new parking structures to replace existing public surface lots could be considered to help serve future parking demand, particularly for restaurant and retail uses, by increasing general off-street public parking supply. New parking structures could be considered at the northeast corner of Richmond Street and Franklin Avenue, and at the northwest corner of Grand Avenue and Standard Street (see Figure 3.18, Public Parking Map). Refer to Chapter 2, Section G, Civic Center District and Section H.5, Parking Structure Design for additional information.

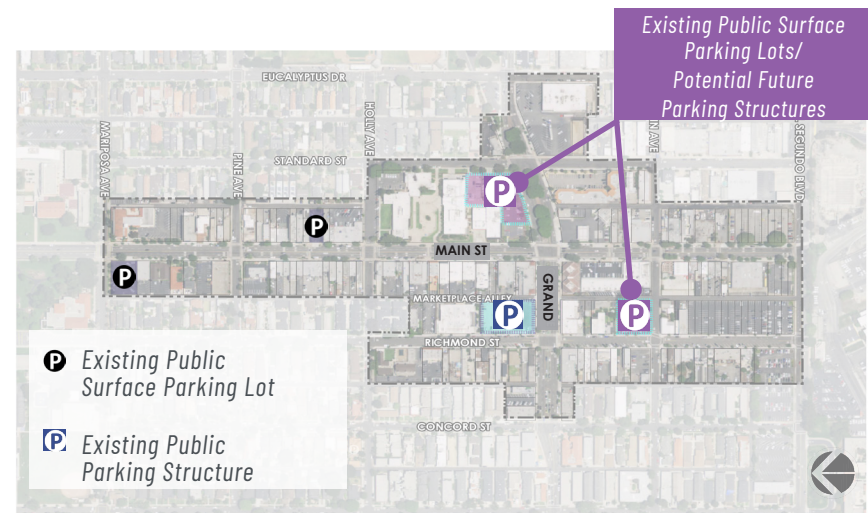


Figure 3.18 Public Parking Map

Existing surface parking lot at the Civic Center, located on the corner of Main Street and Grand Avenue





Existing parking structure signage in the Downtown



Entrance to the existing parking structure should be enhanced to more clearly depict a public parking garage

The existing parking utilization study found approximately seventy (70) percent and fifty (50) percent utilization of the public off-street parking on the weekday and weekend dates evaluated, respectively. In areas with districtwide parking such as Downtown El Segundo, 85% is an ideal utilization target. This target implies efficient use of supply while still allowing adequate vacant spaces to facilitate turnover and avoid excess driving to look for parking.

The following off-street parking strategies should be considered to optimize supply and demand within Downtown El Segundo:

1. Implement a shared-parking program in which businesses with different peak hours share reserved parking spaces to maximize capacity throughout the day.
2. Develop informational programs for drivers to direct parkers quickly and efficiently to available spaces and increase overall level of knowledge regarding parking availability in Downtown. Increased parking wayfinding signage on streets adjacent to public parking structures or on-line parking maps.
3. The existing public parking structure at the corner of Richmond Street and Grand Avenue shall incorporate enhanced wayfinding signage to increase visibility and intensify use as a public parking area.
4. Install a dynamic “spaces available” sign system in the parking structure to optimize utilization of existing supply.
5. Address parking demand for future office and residential uses specifically and incrementally:
 - a. Consider applying development conditions in addition to or instead of the in-lieu fee program to projects to require the potential for accommodation of shared use of parking and incremental increases to off-street parking supply.
 - b. Depending on future development activity, it is possible that provision of off-street parking in new developments could provide parking sooner than publicly developed structures.
 - c. Encourage or require subterranean garages for larger new development that is for office or residential use only. While more expensive than structures, this is preferable from a massing and urban design standpoint.
 - d. Pursuing these incremental adjustments to the parking supply based on land use allows more nimbleness in responding to travel changes through 2040. For example, telecommuting percentages could vary drastically depending on the type and quantity of office uses being developed.



4

Public Realm - Placemaking and Beautification



CHAPTER 4: PUBLIC REALM – PLACEMAKING AND BEAUTIFICATION

A. Introduction

The Public Realm – Placemaking and Beautification chapter addresses street design elements, landscaping, gateway entry treatments, pedestrian paseos and alley enhancements, and other unique public realm features within Downtown El Segundo. The condition of the public realm is important for creating the desired image and identity of the Downtown and to provide a unified backdrop for the design of various building styles and types. Public realm improvements serve to improve an area's visual quality and act as an investment catalyst, encouraging private property upgrades and new development. The intent of this chapter is to provide guidance for the City of El Segundo in creating a unified and visually attractive environment that supports the Specific Plan goals for beautification of the Downtown.

The guidelines in this chapter are intended to be used as a planning tool for public projects and to guide development conditions of approval for private projects. These guidelines contain concepts, graphic material, recommendations, and design guidance that will aid in near-term implementation of public area improvements and they are also designed to reinforce the Planning Principles established within Chapter 1 of this document.

Planning Principles Related to Public Realm Beautification:



Designate the Core - Enhance the entrances and gateways into Downtown and develop the Civic Center Plaza as a focal point for the community with activities for all ages.



Entertainment and Arts - Provide attractive multi-use public spaces enhanced with public art for events, entertainment, socializing, and playing.



Streetscape Beautification - Ensure an enjoyable, comfortable, and beautified public realm with high-quality amenities and additional shaded seating and gathering areas.

B. Gateway and Wayfinding Signage

Signs are an effective method to reinforce the identity of an area through graphic arts. Distinctive brand and logos, catch words, colors and images can be displayed in an effective manner to advertise the desired image. Signs also are critical in providing consistency in messages and directions to destinations, such as public parking, public facilities, key retail centers, parks, and plazas.

A cohesive signage program for the Downtown should be developed which includes a logo, gateways and entry treatments, directional wayfinding signs (vehicular and pedestrian-oriented), and banners to provide consistency and unity within the Downtown. Gateway and wayfinding signage should be well lit at night and should incorporate a distinctive brand with complementary colors, materials, and lettering fonts to create a cohesive and unique design theme for the Specific Plan area and effectively direct vehicles and pedestrians to key locations.

1. Gateways and Entry Monuments

Gateway and entry monuments help announce important transitions when entering the Downtown and should be used to identify primary entrances into the Downtown. Gateway signage and entry monuments will help create an identity for the Downtown, announce this area as a special and unique place within the City, and promote the distinct identity of the Specific Plan area.

In addition to serving as entryways, gateways and entry monuments are important for directional and informational signs to guide motorists to their destinations. The visual design of gateways should be attractive as well as functional, conveying a sense of entry that reflects the importance of the Downtown and conveys the unique identity of the Specific Plan area. Physical elements of the gateway entries, such as signage, paving materials, and landscape planting materials, should function together to visually define the entry and establish a positive first impression of the Downtown. Increased landscaping at gateways and entry monuments will help emphasize the entrances to the Downtown.

Downtown El Segundo has existing gateway welcome signs located along El Segundo Boulevard at the intersections of Main Street and Richmond Street, at Grand Avenue at Concord Street and Eucalyptus Drive, and at Main Street and Mariposa Avenue. The existing Downtown welcome signs should be enhanced to provide more visibility to the key entrances of the Specific Plan area utilizing the guidelines in this section to clearly denote a sense of arrival. A new secondary gateway is recommended at the intersection of Richmond Street and Holly Avenue to define the entry into the Richmond District. A hierarchy of gateways should be provided throughout the Specific Plan area to accentuate entries and welcome visitors and residents and there are two types of gateways identified for the Specific Plan area: Primary and Secondary (see Figure 4.1, Downtown Gateways Map).



To create a unique identity and establish unity throughout the Specific Plan Area, a logo or themed sign program should be developed to distinguish this area and the chosen sign or logo should be repeated throughout the Downtown gateways.

- 1. Gateway signs should be colorful, lit for increased visibility, accentuated with landscaping.
- 2. Gateway signs should be prominently placed permanently at the back of the sidewalk or within raised medians to increase visibility for motorists, but gateway elements shall not obscure safe vehicular sight lines.
- 3. Where practical, gateway features should be placed on both sides of the roadway.
- 4. Gateway signs should be well proportioned, and the scale should be in proportion to adjacent buildings and landscaped areas.
- 5. Easily identifiable and aesthetically pleasing entrances should be designed to complement the style of the Downtown should be provided which utilize high-quality materials and fixtures that reflect the Specific Plan area’s architectural character.

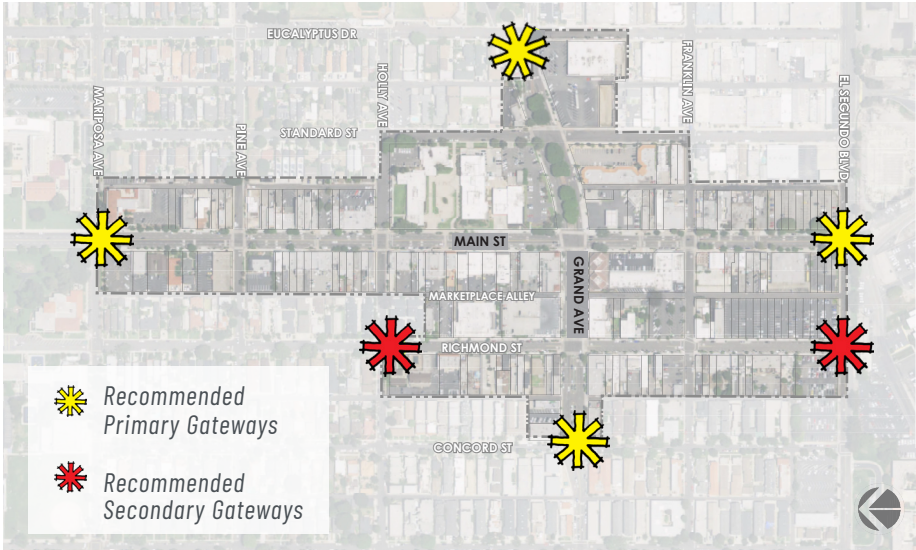
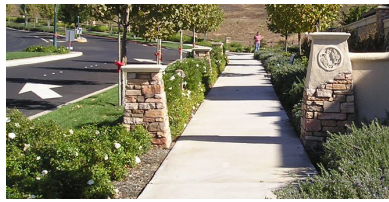
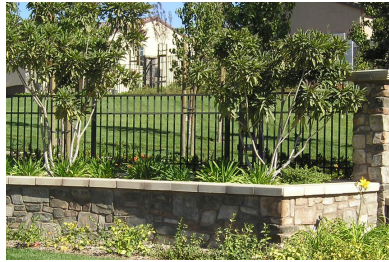


Figure 4.1 Downtown Gateways Map



Themed gateway signage should be easily identifiable and enhance the Downtown entrances



Gateway signage and accent features visually define the entries into the Downtown

Primary Gateways

Primary Gateways should include a combination of the following accent features where practical:

1. Primary gateway signage
2. Decorative walls with pilasters
3. Enhanced decorative paving (colored and textured) at intersections and sidewalks
4. Ornamental landscaping
5. Pedestrian scale accent lighting

Secondary Gateways

Secondary Gateways should include a combination of the following accent features where practical:

1. Secondary gateway signage
2. Decorative walls or fencing
3. Enhanced decorative paving
4. Pedestrian scale accent lighting

2. Vehicular Directional Signs

Directional signs should be located at key locations to direct vehicles through the Downtown. A clear and attractive directional sign system is vital in the Downtown is to provide direction to important services and destinations such as public parking, city hall, library, and performance venues.

1. The directional sign program shall include a common directional sign with directional arrows and labeling to denote key shopping areas, public parking, civic buildings, and tourist attractions.
2. Directional signs shall be oriented to vehicular traffic. Selected signs should be lit, landscaped, and placed permanently at roadsides or within medians at key locations around the Downtown. These signs shall be smaller than the City gateways but similar in style.
3. Directional signs should be smaller than the City gateways but constructed of similar materials and colors, and utilize the same fonts.
4. Signage should “explain the environment” around an individual and provide clear and accurate information to navigate.
5. Signage should only contain information that is relevant to the context of the area and not overburden an individual with unnecessary information.
6. Signage should be provided for local resident and visitors by providing information such as proximity to bus stops, and notable landmarks, and providing information on businesses and public parking areas,
7. Utilize new technology, such as mobile applications, interactive kiosks, and digital parking systems within public wayfinding and signage programs.
8. Signage should relate in design to adjacent streetscape improvements such as site furnishings and lighting.



Wayfinding signage oriented to vehicular traffic defines the Downtown area and effectively directs visitors to key destinations in the Downtown



Wayfinding signage provides direction and helps to orient pedestrians around the Downtown

3. Pedestrian Wayfinding Signage

Wayfinding signage refers to any sign that provides direction and generally helps pedestrians find their way through the Downtown, navigate their location, and facilitate a smooth experience. A comprehensive approach to wayfinding should be developed for use by visitors and tourists which helps to orient pedestrians around the Downtown.

Downtown El Segundo has an attractive and cohesive wayfinding signage program installed at the Civic Center. Elements of this existing wayfinding signs are recommended to be repeated in the Downtown signage, such as the black color and fonts; however, some color is suggested to create more visual interest and character.



Existing wayfinding signage at the City Hall Complex

Directional Kiosks

A directional kiosk is a type of information display that helps people find their way through Downtown spaces. The kiosks are intended for pedestrian use and includes wayfinding information such as maps, directories, and directional displays with the goal of getting people from one location to another.

Directional kiosks should be located:

- Adjacent major transit stops and outside public parking garages.
- Within key Downtown areas such as the Civic Center Plaza, to inform and guide people to their intended destinations.

A unique directional kiosk should be developed to complement the overall Downtown signage and reflect the Downtown theme.

1. Directional kiosks should be the same size, shape, and color palette throughout the Downtown.
2. Kiosks should include Specific Plan area maps, city events information, and local business advertising space.



Directional kiosks guide pedestrians throughout the Downtown and can include information about local events and key destinations

C. Streetscape Design and Pedestrian Amenities

This section describes the streetscaping elements and improvements that create a special identity for the Downtown. The Specific Plan area will have consistent streetscape treatment throughout all districts to develop a unified theme and atmosphere for a cohesive Downtown. The streetscape improvements described in this section are a key ingredient in changing the predominant character of the area from an auto-oriented environment to a pedestrian-oriented Downtown, and distinctive design treatments and pedestrian amenities will create the character and sense of place and create an easily identifiable and distinctive Downtown core.



Main Street's distinctive design treatments and pedestrian amenities create a sense of place and distinctive Downtown core

1. Street Furnishings and Improvements

Street furnishings consist of amenities placed within the public right-of-way, such as decorative streetlights with banners, benches, trash and recycling containers, bicycle racks, and bollards to define special edge conditions, and special attractions at select locations such as public art and other focal elements. Street furnishings serve an aesthetic as well as utilitarian function and can enliven and provide variety to outdoor spaces used for public interaction and serve to attract pedestrians and create a lively and festive atmosphere. Streetscape elements and amenities should be selected for their durability and ease of maintenance along with their ability to create timeless visual appeal, and to upgrade the function and attractiveness of the urban environment.

Downtown El Segundo has an attractive and cohesive street furnishings program in place which includes elements such as benches, bike racks, and trash receptacles. The existing furnishing program is recommended to be continued and enhanced using a combination of streetscape improvements to further define the Downtown character and better reinforce a unified design theme for the Specific Plan area, and the use of color to accentuate key locations.

Locations of street furnishing shall be determined through the implementation of this Specific Plan and review of public improvement design plans. Some of the envisioned public improvements will require private property owner participation and/or cooperation at the time of project development.

1. Street furniture shall be located along street edge of sidewalk. Provisions to accommodate persons with disabilities shall be incorporated into the design and location of furnishings. This includes a provision for space adjacent to walkways for wheelchair and/or stroller parking.
2. To create a more organized and efficient use of sidewalk space, furnishings shall be grouped together rather than scattered. Trash and recycling cans shall be located near benches. A greater frequency of the number of furnishings should be in higher-use pedestrian traffic areas.
3. Street furnishings should be selected to ensure maintainability, durability, and vandal resistance.
4. Items should be securely anchored to the sidewalk, and a graffiti-resistant coating shall be applied to street furniture elements to ensure a good longer-term appearance.
5. Outdoor furniture shall be provided in public gathering spaces to encourage pedestrian activity. Design of materials and colors of outdoor furniture and hardscape elements shall complement surrounding building architecture. Black color should be used for street furnishings in the right-of-way, with the use of a bright accent color for alleyway and paseo furnishings.
6. Placement of street furnishings can be temporary or permanent, and either fixed or movable, depending on location and use.



Existing Downtown benches, trash receptacles, and bike racks

a. Benches and Trash Receptacles

Benches provide areas for resting or socializing and trash receptacles contribute to the maintenance and beautification of the Downtown area and should be placed to improve the pedestrian experience.

1. Where feasible, it is preferable to design seating areas with benches and/or chairs located in an L-shape to allow for social interaction.
2. Where single benches are used, they should be oriented to the street or primary walkway.
3. Benches should be placed every one hundred (100) feet to three hundred (300) feet apart to provide convenient and attractive resting places along the street.
4. Benches with a back and arm rests should be utilized to prohibit sleeping and benches should be clustered with trash receptacles, street trees, street lighting, and other key furnishing elements to create comfortable and inviting seating areas in the Downtown.
5. Trash and recycling receptacles should be placed to provide convenient waste disposal in key locations such as entries, seating areas, bus stops, and along walkways throughout the Specific Plan area.
6. Trash receptacles should be used in conjunction with other furnishings and should be placed away and/or located downwind from seating areas where feasible.

b. Tree Grates

Tree grates should be used around street trees to expand the usable space within the pedestrian realm and create a distinctive sense of place. Tree grates provide for increased pedestrian area on the sidewalk while reinforcing the desired urban character.

1. The use of tree grates is required where street trees are proposed to be in the sidewalk area.
2. New tree grates should be safe for pedestrian use as a walking surface and must comply with the Americans with Disabilities Act (ADA) requirements.
3. Tree grates should have breakouts that are easily removed as the tree grows and may include light openings for up lighting.



Tree grates should be used to expand the usable pedestrian space and create a distinct sense of place and urban character

c. Bike Racks

Well placed and secure bike racks will encourage bicycle ridership and promotion of alternative forms of travel in the Downtown area. The existing Downtown bike racks with the Downtown El Segundo logo should be continued throughout the Specific Plan area with additional bike racks located at public plazas, paseos, transit stops, parking structures and parking lots, and popular destinations in the Downtown. The existing black color should be continued within the public right-of-way, with brighter colors used on bike racks within alleyways, paseos, and parking areas to increase visibility.

1. Bike racks should be installed at highly visible locations that are well lit and as close to the main entrance of the destination as possible and placed in the most convenient space available.
2. Bike racks should accommodate a minimum of two (2) bicycles and their capacity should be determined by the location and the number of bicyclists who frequent the destination.
3. Bike racks should be located to not block pedestrian circulation when bikes are on the racks, or when maneuvering bikes to and from racks. Bicycle rack placement shall maintain at least six (6) feet clearance from curb lines, street trees, street furnishings and building storefronts to allow for bicycle maneuvering. Where feasible, bicycles should be parked parallel to the sidewalk to keep the maneuvering of them out of the pedestrian zone.

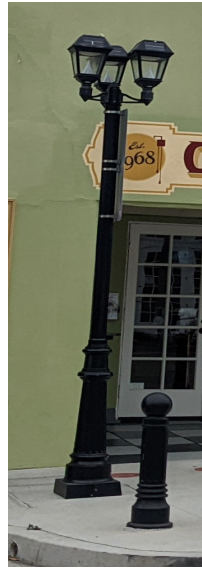
d. Bus Shelters and Transit Stops

Bus shelters and transit stops are important elements for Downtown circulation needs.

1. Locate throughout the Downtown, and have a unifying, clean, and uncluttered appearance.
2. Provide benches and lighting for the comfort of passengers waiting for their transit vehicle and take the needs of disabled users into consideration.



*Bus shelter on Main Street
in front of City Hall*



Existing vehicular (left) and pedestrian scale (right) streetlights in the Downtown

Existing decorative poles with hanging plants on Main Street



Pedestrian scale lighting include banners and hanging plants to maximize visual interest

Consider integrating decorative accent lighting in key locations

e. Pedestrian Scale Lighting

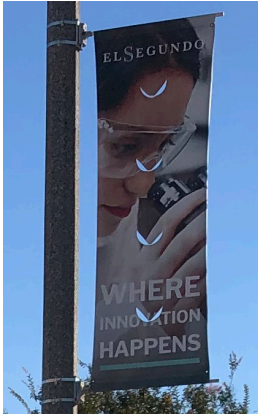
Street lighting plays both an aesthetic and safety role in the Downtown. The Downtown pedestrian lighting should contribute to the safe and efficient use of Downtown streets, alleys, and paseos. Pedestrian scale lighting shall be provided along sidewalks and pedestrian pathways, particularly in areas where street beautification and higher pedestrian use is desired, such as transit stops and along Main Street, Grand Avenue, Richmond Street, and within the Civic Center District area.

Downtown El Segundo has an existing vehicular scale streetlight with single and double arms that utilizes a distinctive bell-shaped street light fixture and includes a flag and banner attachment. Additionally, there are existing decorative poles with hanging plants installed in the Downtown. Richmond Street has pedestrian scale light poles installed which help define the historic character and create a sense of pedestrian scale. The existing light fixtures and hanging planters are recommended to be continued in the Specific Plan area with pedestrian scale fixtures added on the sidewalk side of the primary roadways where feasible for increased human scale, safety, and visual interest. Pedestrian scale accent lighting should be added to paseos and alleyways to develop a more cohesive and active pedestrian focused Downtown environment.

1. Pedestrian lighting should be human scaled and placed evenly along sidewalks to enhance security and encourage evening activities and help to unify the Specific Plan area.
2. Integrate a variety of different lighting types and intensities at entries, public gathering areas, parking lots and other areas where evening activity occurs will help to create an exciting nighttime environment.
3. Provide “Twinkle” or similar string lights in street trees within key pedestrian areas to enhance the nighttime environment. String lighting and up lighting is suggested at accent areas such as primary intersections, public plazas, and outdoor dining and gathering areas and shall be located twenty (20) feet minimum above roadway grades and not obstruct traffic.
4. Accent up lighting on trees and focal points is encouraged at key locations where a high level of nighttime pedestrian activity or views are anticipated.
5. Bollard lighting should be used to define public plazas and walkways, to delineate pedestrian zones from vehicle traffic at intersections, and to create a refuge for pedestrians near alleyways.
6. Over lighting of sites should be prevented to avoid ruining desired nighttime ambiance. The quality of light, level of light and type of bulb or source should be carefully selected so that lighting levels do not draw attention to the glow or glare of the project site.
7. Energy-efficient lighting (lighting from renewable sources and energy-saving devices, such as light sensors) is required. Where feasible, use warm white lighting source types.
8. Use full or partial cut-off lighting fixtures to minimize light pollution and glare. Timers and sensors should be incorporated to avoid unnecessary lighting.
9. Electrical service for seasonal/event lighting in all streetlights and at street trees shall be provided and all public plazas and at key intersections along Main Street and Grand Avenue.
10. Streetlight poles should be equipped with an additional hanging or cantilevered fixture to allow for the attachment of banners.



Accent lighting enhances and activates the nighttime environment



An example of an existing banner in the Downtown



An existing bollard in front of the Old Town Music Hall on Richmond Street



Decorative bollards delineate primary pedestrian areas and create a safer walking and gathering environment



f. Street Banners

Banners are an easy and inexpensive way to promote the theme of the Downtown. Banners can enhance the aesthetic environment, unify the appearance of the streetscape, and introduce color and a sense of cohesion to an area. Banners can also communicate and promote annual cultural and civic events and seasonal holiday displays. Banners may be changed periodically to provide advertisement for special events and promotions.

1. Banner should be clearly legible, and designed to be compatible with the Downtown area signage and gateways.
2. Lettering should be clear, precise, and simple, with minimal graphics to avoid distracting motorists and creating traffic hazards.
3. The City logo should be an integral part of the sign design to reinforce the unique character of the Downtown Specific Plan area.

g. Bollards

Properly placed, bollards help to delineate between vehicle and pedestrian zones, creating a safe walking environment. Retractable bollards, such as those existing on Main Street just north of Grand Avenue, allow for temporary roadway closure while maintaining vehicle access during non-event periods.

1. Waist-high safety bollards should be used to define selected sidewalk extensions, plazas, paseos, and key outdoor seating areas.
2. Bollards shall be reflective of the primary adjacent architectural elements, such as color and style.
3. Bollards should incorporate lighting at key public gathering areas.

h. Skate Protection

Skate Stops and anti-skating hardware devices designed to prevent skaters from using street furnishings, walls, stairs, and raised planters for performing stunts should be installed in areas where protection is anticipated, such as plazas.

1. A custom skate stop should be utilized that adds character and aesthetic appeal and is consistent with the primary adjacent architectural elements.
2. Skate stops must allow for continued public use of the element being protected.

i. Decorative Paving

Decorative paving should be utilized throughout the Specific Plan area to develop a recognizable sense of place and is suggested at entrances and recommended to combine with other streetscape elements to maximize the visibility and impact of key areas in the Downtown.

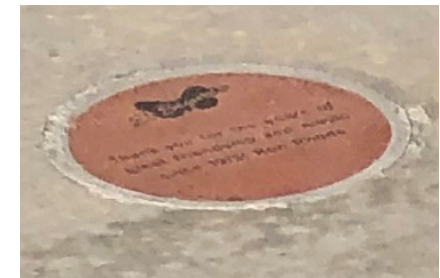
The Specific Plan area has utilized an attractive and cohesive decorative paving at sidewalks and crosswalks at intersections along Main Street and Grand Avenue that consists of stamped concrete with a random stone pattern in a tan color. The Heritage Walk is designated throughout the Downtown with circles inset in the sidewalk paving in a playful linear pattern along the frontage. The existing Heritage Walk circles and intersection paving should remain and be implemented throughout the Specific Plan area along with decorative paving enhancements in key locations.

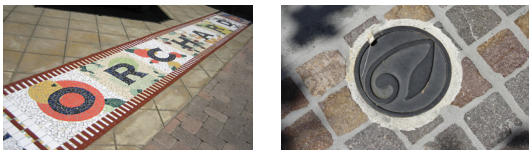


Decorative skate protection adds character and visual appeal to streetscape elements



Existing decorative paving in the Downtown with Heritage Walk circles located along the street





A variety of cohesive decorative paving materials creates vibrancy and identity for the Downtown

In addition, cohesive decorative paving with bolder colors and patterns that are consistent with the architectural character of the Downtown should be used in the following locations of the Specific Plan area to create vibrancy and identity for the Downtown:

- Key intersections, gateways, primary alleyway entrances, paseos and plazas, primary pedestrian entries to buildings, outdoor dining, bicycle parking areas, and outdoor seating areas.
- Within travel and parking lanes so the street can be better utilized as a community gathering areas during street closures for temporary events at:
 - Richmond Street between Franklin Avenue and Grand Avenue
 - Main Street between Grand Avenue and Holly Avenue

Decorative paving materials should be unique and recognizable, durable, timeless, non-slip and ADA accessible. Special attention should be made to the selection of a variety of cohesive paving materials to accentuate key areas and create the Downtown area as a unified pedestrian friendly and special place.

1. Decorative insets are recommended within paving throughout the Downtown to highlight the local culture and history, such as mosaics and tiles inset in paving with historic images, or concrete etching or plaques commemorating El Segundo’s history, natural environment, and culture.
2. Old and historic paving (including decorative tiles and old contractor stamps and dates) shall be maintained and repaired rather than replaced with new paving, where feasible.
3. Decorative paving areas should incorporate infill doors for utilities to match the surrounding paving materials and colors.
4. Enhance parking lots and key parking areas using decorative paving materials that create visual interest and reduce the visual impact of parking areas. The use of permeable paving materials consistent with City building codes are recommended to minimize runoff.
5. Decorative paving within vehicular areas, such as travel lanes, crosswalks, alleyways, parking areas, and applicable plazas, outdoor dining, and paseos shall be rated for vehicular use. Where emergency vehicle access is required, paving shall be rated to withstand loads of emergency vehicles.

D. Public Art

The use of public art within the Downtown is an effective way of expressing the unique personality and character of the community. Public art is one of the most desirable elements to personalize an urban environment and connect it to a community's own unique and special character. Public art should serve as an aesthetic improvement to enhance the pedestrian environment and should focus on the region's local culture, environment, and history.

The Specific Plan area contains the El Segundo Museum of Art and several existing murals, and the Downtown has an established art character and influence. The City of El Segundo hosts an Art Walk in June, July, and August where local businesses act as pop-up galleries and art studio to display original local art works and the event draws visitors to the Downtown area.

Public art is suggested in the following locations:

- Key intersections and entries
- Accent focal points in alleyways, paseos, and plazas
- Primary bus shelters, outdoor dining, and major bicycle parking areas

Art and focal points placed within the Downtown should represent the community, showcase the culture and history of El Segundo, and/or capture or reinforce the unique character of place.



Murals contribute to the special character of the Downtown and can reinforce the culture and history of the area



Existing public art on above ground utility panels



Tree grate incorporating decorative placemaking features



Public art is encouraged in a variety of sizes and forms throughout the Downtown to create a lively and evolving streetscape that is unique to El Segundo

1. Art can be integral to other public improvements, such as unique benches and trash containers, decorative streetlights, signs, and paving patterns or it can be used as a special placemaking feature and integrated into gateways, stair risers, railings, fencing, walls, or raised pilasters. Manhole covers, drain grates, above ground utility panels and tree grates within key public spaces should be designed as decorative features to enhance the pedestrian streetscape environment.
2. Larger pieces of public art, such as interpretive sculptures and murals representing the area's unique history and people of significance, can be used as a wayfinding feature to attract pedestrians to key locations such as a plaza or paseo.
3. Public art is encouraged on large blank walls in alleyways and paseos and is recommended on the existing public parking structure located at the corner of Grand Avenue and Richmond Street.
4. Public art should be in conjunction with other site features such as a plaza or architectural feature and be an integral part of site development rather than a stand-alone, separate object. The selection and placement of public art should be part of the overall site design process, rather than an afterthought to a project.
5. Public art is encouraged that invites participation and includes interactive interpretive exhibits and displays are recommended.
6. Public art should be placed to avoid locations where it may obstruct a pedestrian pathway, create a traffic hazard, or compete with another piece of art within the area.
7. Public art should be highlighted with decorative paving and accent lighting where appropriate.

E. Landscaping

Landscaping is a key element to creating unified street scenes and softening otherwise discordant roadways. Adding scale, comfort, foliage colors, and textures contribute to the Downtown's unique identity and help improve air quality. Landscaping should be layered with a variety of shapes, textures, and colors and utilize drought-tolerant and California native plants to reduce irrigation and conserve water. Planting areas should use a combination of trees, shrubs, and ground cover to enhance the appearance and enjoyment of the Downtown and soften the visual impact of buildings and paving. Landscaping provisions of ESMC Chapter 15A in regards to water conservation should be met, such as 15-15A-5, landscape documentation package and water efficient planting and irrigation requirements.

Trees and understory planting should be selected based on leaf and flower color, and it is recommended to be highly selective with color and limit planting to either warm or cool colors. Avoid sharp contrasts in color except where desired for accent planting and provide transitions between warm and cool colors with neutral greens, whites, and grays. Consider the texture of leaves and bark in the selection of plants and maximize contrasting textures where feasible for increased visual interest.

Landscaping for the Specific Plan area should be well adapted to the climate in El Segundo, and the use of drought-tolerant species are recommended. In addition, mulch should be applied during construction and throughout the life of the plants to retain soil moisture and enhance plant growth.



The landscape character along Main Street provides texture and color to create a unified streetscene that contributes to the Downtown identity



Large scale trees with ornamental foliage and/ or dense canopies for shade contribute to a vibrant and comfortable Downtown

Plants within the Downtown Specific Plan area should meet the following minimum size requirements at time of planting:

- *Large Evergreen Trees:* 24-inch box or larger typical, with thirty (30) percent or more in 36-inch box
- *Large Accent Deciduous and Specimen Trees:* 24-inch box or larger typical, with forty (40) percent or more in 36-inch box, and ten (10) percent or more 48-inch box
- *Small Accent Deciduous Trees:* 15-gallon containers or larger
- *Vines and Espaliers:* 15-gallon containers or larger
- *Large Shrubs - greater than five feet (5') in diameter:* 5-gallon containers or larger
- *Small Shrubs (excluding groundcovers) - less than five feet (5') in diameter:* 1-gallon containers or larger

1. Street and Median Tree Planting

Tree species should be selected for suitability within the Downtown boundary and within the specific area to be planted. The overall selection of tree species should be based upon the tree’s overall ability to provide pedestrian-friendly benefits, such as shade from summer heat, storefront visibility and general aesthetics which contribute to a vibrant downtown. Species should be hardy and not easily affected by extreme temperatures, wind, water supply, or handling. Highly visible areas, such as seating areas, gateways, and intersections, should be planted with ornamental and interesting species that exhibit contrasting foliage, color, and texture. Trees should not interfere with necessary sight distance lines for passing traffic. The selected tree species should require minimal maintenance and should exhibit a clean and healthy appearance in all seasons of the year.

Street trees should provide visual interest as well as complement the streetscape. Trees should be designed to contain a mix of deciduous and evergreen species for seasonal interest and year-long shade. In general, place deciduous accent trees at entries, intersections and driveways and locate evergreen trees along extent of the corridor. Deciduous trees with open branching are suggested at retail areas to provide views of the facades and shade trees with dense evergreen canopies should be used in front of residential uses to provide privacy. Deciduous trees that provide summer shade and allow for winter solar gain should be utilized whenever possible adjacent to buildings. Evergreen trees with a high, broad branching structure are encouraged along walkways and parking areas to shade walking surfaces and parking spaces.

1. Street trees shall be spaced approximately twenty (25) feet to forty (40) feet on center and shall be provided to form the canopy, provide shade, introduce seasonal color, and define the street edge.
2. For each block on a street, no more than three (3) street tree species are recommended. A mix of deciduous and evergreen species should be provided for year-round shade and interest.
3. Street tree placement shall be carefully considered to avoid conflicts with functions of adjacent businesses. The trees should not block views of storefront businesses or signs to the greatest extent possible. The location of trees should be planned to provide openings for street lighting and utilities and continue to allow for viewing building entrances and historical facades.
4. Trees along walkways and parking areas should be carefully selected with the objective of providing shade and minimizing maintenance and litter.
 - a. Trees with thorns or spiky leaves and a high amount of litter and leaf drop should not be used in parking areas or along pedestrian walkways.
 - b. Trees with wet fruit or large seed pods may be utilized but should be setback away from any paved areas including sidewalks, streets, and parking lot paving.
 - c. Trees should be selected to be low maintenance with minimal leaf drop and selected for long-lived and disease resistant species.
5. Tree species that are suitable to the size of the planting area and which carry minimal risk of raising gutters and sidewalks should be selected. Trees should be selected based on the size of the planter to minimize root intrusion, and the height of the adjacent structures to soften views.
 - a. Trees adjacent to buildings should have mature sizes in scale with the massing and height of the structure.
 - b. Trees with lower heights and low root damage potential are recommended for small planter areas and accent planting areas.
 - c. Trees within five (5) feet of hardscaping, walls and foundations should have low root damage potential and be installed with root barriers to prevent roots from encroaching and the buckling of pavements and structures.



Tree grates increase usability of the sidewalk and enhance the urban character



Large established Ficus trees in the median on Grand Avenue

6. Trees should be located so the canopy will not conflict with light poles and roots will not impact underground utility lines.
7. For areas with new street trees, structural soil should be used to encourage root spreading to minimize sidewalk displacement and curb, gutter, street and/or infrastructure damage. Install structural soil systems to direct new root growth downward below hardscape areas to help minimize root damage caused to the surrounding hardscape and structures.
8. Trees that provide attractive fall colors, seasonal flowers, or large amounts of shade are preferred for the Downtown. Flowering trees should be used in areas such as gateways, key intersections, mid-block pedestrian crossings, and other focal points that deserve visual emphasis.
9. Tree grates are suggested within sidewalks and plaza spaces, as these allow for improved accessibility and increased sidewalk usability area and are consistent with the desired urban character. The ultimate size of the tree trunk should be considered when choosing grates; the grate opening should be appropriately sized to accommodate a mature tree.
10. Existing large, mature, and healthy street trees should remain where feasible, such as the Ficus trees in the median on Grand Avenue.

2. Sidewalk Parkway and Median Shrub Planting

Sidewalk parkway planting in the Specific Plan area shall include shrubs and groundcovers within a variety of configurations such as planter pots, landscaped planters/parkways, raised planters, plaza landscaping, and parking lot screening and shading.

Sidewalk parkway planting should consist of a mix of plants that will provide year-round interest. Seasonal flowers and evergreen shrubs in parkways, potted plants, and raised planters are encouraged where there is sufficient sidewalk space. Perennial and deciduous species and seasonal grasses should not make up the mass of planting areas, and longer-lived evergreen shrubs should be intermixed throughout to provide year-round interest and longevity.

To achieve a cohesive appearance and maintain the urban landscape, joint participation between private property owners and the City will be required. Some of the beautification efforts can be simply implemented by the City as funding is secured. Cooperation and participation by individual property owners, merchants, special interest groups, and others will be required with the future property development.

Existing sidewalk parkway planting along Main Street



Integrate a variety of landscaping with planter pots and raised planters

1. Choose ornamental and interesting species for highly visible areas such as near seating areas, gateways, and intersections. Use plants with contrasting foliage, color, and texture; scented varieties; or those that have an especially interesting bloom or special qualities (e.g. spring flowers and/or good fall color) to unify the Downtown and identify it as a place of special destination.
2. Choose species that need minimal maintenance and tend to look good all year to ensure a clean and healthy appearance. Parkways and medians should utilize low maintenance, long-lived, and durable plantings.
 - a. The use of perennials should be minimized and are suggested at key focal points and gateways only.
3. A variety of accent species with flowers, grasses and/or succulents should be used for accent and other unique functions in appropriate locations, such as at corners, mid-block crossings and gateways.
4. Plants with thorns, spines, or sharp leaves should not be used along pedestrian areas and plants that attract bees or are poisonous should not be used at pedestrian seating areas.
5. Choose species that are hardy and not easily affected by extreme temperatures, wind, water supply, or handling. Near pedestrian traffic, it is important to anticipate some amount of damage to plants and irrigation, and tougher plant materials will help to maintain an attractive streetscape appearance.
6. Potted plants and raised planters should be used along the streetscape to add color and visual interest and be located at entries and corners as accent elements. Raised planters should be designed to accommodate comfortable seating where feasible and incorporate decorative insets and elements such as tiles and skateboard deterrents.
7. Plantings should be used to soften and screen blank walls and fencing, parking areas, utilities, and service areas. Dense and fast-growing evergreen species should be selected for screening and deciduous and grass-like plant species should not be used for screening purposes.
8. Be aware of necessary sight distance lines for passing traffic and safety issues. At crosswalks and driveway entrances, keep plant material below eighteen (18) inches in height for pedestrian visibility.



Ornamental shrub plantings with contrasting foliage and texture accentuate focal points, key intersections, and gateways

Blue Butterfly Habitat Enhancement

The El Segundo Blue Butterfly is an endangered species and it's primary food source, *Erigeron parvifolium* (Sea Cliff Buckwheat), is encouraged in sheltered and less traveled areas to provide additional habitat in the Downtown. Buckwheat is a perennial and should be placed in the background or center of planter areas and intermixed with other evergreen and non-invasive native shrubs. Buckwheat prefers full sun and low water and tolerates a range of soil conditions. Buckwheat should not be pruned until the butterflies have emerged in the summer.



5

Infrastructure and Public Facilities



CHAPTER 5: INFRASTRUCTURE AND PUBLIC FACILITIES

A. Introduction

Infrastructure and public facilities are essential to the success of the El Segundo Downtown Specific Plan. This section describes existing and proposed infrastructure such as water, wastewater, storm drainage, and dry utilities and the public facilities which support the Specific Plan area.



City Hall Complex on Main Street

B. Infrastructure

1. Water Supply

The Specific Plan area is serviced by both potable and non-potable water (see Figure 5.1, Water Supply Map). Potable water is drinking water that comes from surface water and groundwater sources and is treated to levels that meet state and federal standards for consumption. Non-potable water (recycled water) is not suitable for public consumption as it does not meet drinking water standards. Non-potable water is typically used for landscape irrigation.

Potable Water

The Specific Plan area is serviced by two (2) pressure zones: the low-pressure zone and high-pressure zone. The low-pressure zone obtains supply from the high-pressure zone through a series of valves operated by a 200,000 gallon above-ground reservoir. The southerly portion of the Specific Plan area is serviced by the High Pressure Zone, which is a closed zone system, and obtains imported water from Metropolitan Water District (MWD).

The City has a 2020 Urban Water Management Plan (prepared by Risk Management Professionals) and the 2005 Water Master Plan (prepared by AKM Consulting Engineers). Both plans are used by the Public Works Department for operations and maintenance of the distribution system and water storage facilities as well as development of capital improvement projects.

The City has a 'closed system' for potable water supply. The north-south trending alleys within the Specific Plan study area contain six (6) and eight (8) inch diameter potable water mains. Services can be connected to these mains to serve the existing development. Main and Richmond Streets do not contain water mains. There is a water main within Grand Avenue, Pine Avenue, and Mariposa Avenue.

Fire water is served through the hydrants located throughout the project area. Hydrants are located on each major street in the study area. There is adequate fire flow within the potable water system to serve occupancy loads now and in the future.

The adopted Five-Year Capital Improvement Program identifies city-wide projects funded by the City's Water Fund which includes a water main replacement on Grand Avenue. Annual, typical water main maintenance, valve replacement projects, and general water maintenance projects are done annually as needed for the system.

Non-Potable Water

The City is the purveyor of non-potable water supply (recycled water). In general, the West Basin Municipal Water District (WBMWD) is a wholesaler of both potable and recycled water. WBMWD owns and operates a disinfected tertiary water system that is maintained under a contract (or third-party contractor) through West Basin. WBMWD sells recycled water at a specific rate to the City, and the City bills and sells the water through their own rate structure program.

The WBMWD constructed a secondary effluent force main project, which contains several pipelines, in the early 1990s. Beneath Grand Avenue, three separate pipelines convey brine through an eighteen (18) inch diameter pipe, secondary effluent through a sixty (60) inch diameter pipe, and recycled water through a twenty (20) inch diameter pipe. Beneath Mariposa Avenue between Eucalyptus Drive and Virginia Street a six (6) inch diameter recycled water pipe is present.

The adopted Five-Year Capital Improvement program does not identify proposed recycled water improvements in the Specific Plan area. However, should the City amend the agreement or collaborate with WBMWD for future needs, the recycled water systems are a feasible candidate for use in landscape areas and not rely on potable water for irrigation.

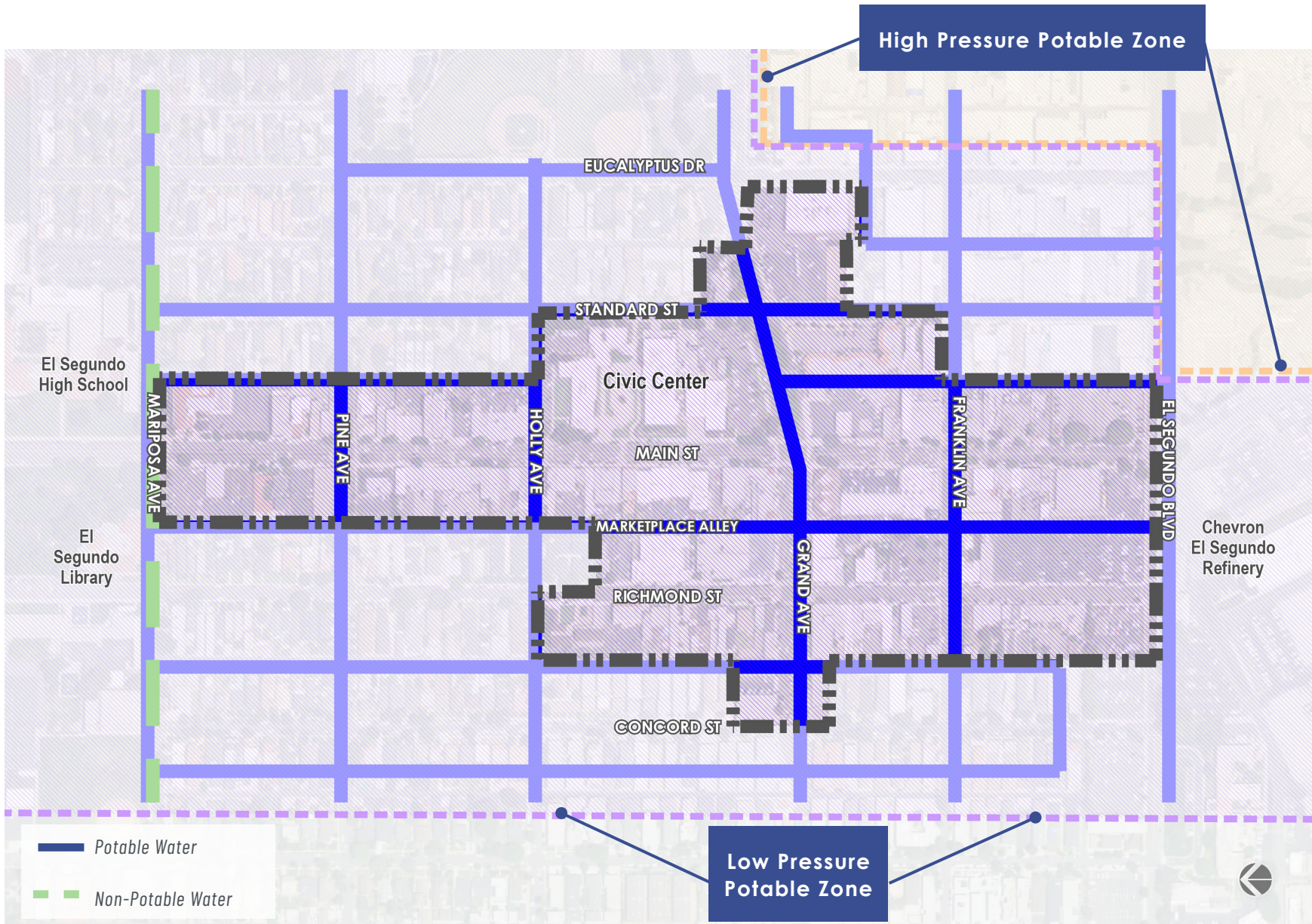


Figure 5.1 Water Supply Map

2. Wastewater Services

The Specific Plan area is serviced by typical, subsurface sanitary sewer pipelines for handling wastewater services. The sewer mains are owned by the City of El Segundo, and the Public Works Wastewater Division provides routine maintenance in compliance with the Sanitary Sewer Master Plan.

Within the study area there are eight (8), ten (10), and twelve (12) inch diameter mains (the twelve (12) inch is primarily beneath Standard Street and Grand Avenue) within the Specific Plan area's public streets and alleys except for the 300 through 400 blocks of Main Street, 100 to 200 blocks of Grand Avenue, and 100 through 200 blocks of Richmond Street. These blocks are serviced by mains located within the alleys. Ultimately, sewage is treated by the Hyperion Wastewater Treatment Facility owned and operated by the City of Los Angeles located west of the Los Angeles International Airport.

A solid and complete maintenance program is integral to the success of the longevity and performance of the sewer, especially in the study area where grease from dining establishments can cause additional distress on the sewer. The maintenance program should be implemented and monitored along with capital improvement projects for upgrades.

The adopted Five-Year Capital Improvement Program identifies city-wide projects funded by the City's Wastewater Fund. No specific improvements are identified within the Specific Plan area, however, there is an annual programmed budget for general wastewater infrastructure replacements.

3. Stormwater Management

The Specific Plan area is unique and has some drainage challenges locally due to the variances in surface elevations. In general, the majority of the drainage is sheet-flow type conditions within the roadway and alley network. In addition, the Specific Plan area is located within Flood Zone Z-Area of minimal flood hazards and not affected by a 500-year event.

The adopted Five-Year Capital Improvement Program identifies city-wide projects which include annual funding programmed towards unidentified infiltration projects. There are plans for low impact development (LID) improvements within the City Hall Plaza.

4. Dry Utilities

The Specific Plan area contains dry utilities, such as telephone, TV, internet, electric, and natural gas that service the community. The City of El Segundo assesses a Utility Users Tax (UUT) on commercial properties that fund telecommunications, electrical, and gas services. The City partners with Avenue Insights and Analytics for UUT support at no expense.

Telecommunications-Cable and Internet Service

AT&T and Spectrum provide telecommunications, cable, and internet services in the Specific Plan area. These carriers are expected to meet current and future demands of land uses.

Electricity Service

Southern California Edison (SoCal Edison) provides electricity service in the Specific Plan Area. Existing transmission and distribution are adequate to meet and the current and future demands of the proposed land uses. The Public Utilities Commission of the State of California outlines the regulations for SoCal Edison.

Chapter 3 of Title 11-Public Utilities in the El Segundo Municipal Code outlines provisions for underground districts. Both Title 14-Subdivision Regulations and Title 15-Zoning Regulations do not contain specific codified criteria for undergrounding a specific project, nor does the City have an undergrounding policy at the preparation of this Specific Plan for development projects. Although City staff may require a project to underground utilities as a condition of approval. However, the City Council, by Resolution, may adopt an underground district. Currently, the project area does not have an underground district but may in the future should City Council deem it necessary.

Natural Gas

The Southern California Gas Company (SoCal Gas) provides gas service to the Project Area. SoCal Gas has confirmed that there are facilities in the area and service would be provided in accordance with SoCal Gas' policies and extension rules on file with the California Public Utilities Commission at the time contractual arrangements are made on a project-by-project basis.

C. Public Facilities

1. Police and Fire Protection Services

The Civic Center Complex is located along the east side of Main Street between Holly Street on the north, Grand Avenue on the south, and Standard Street on the east. The complex contains El Segundo City Hall, the Police Department and Fire Department Station No. 1 which are all within the Specific Plan area. City Hall is located at 350 Main Street within the study area and adjacent to Downtown commercial and retail areas.

The El Segundo Police Department is located at 348 Main Street and is responsible for providing general law enforcement to the City and enforcing the local, state, and federal laws. The police department can accommodate a total of 82 sworn and non-sworn officers and related equipment. The station is adequate to accommodate a projected city-wide build out population of approximately 17,300 residents. The department utilizes an Area Command Program for quality-of-life issues within the City.

The Emergency Operations Center (EOC) is located at 348 Main Street within the Police Department facility and is the hub for ensuring that the public are informed, prepared and have the ability to recover from natural, technological, and/or acts of terrorism. Some of these hazards include fires, flooding, earthquakes, Tsunamis, hazardous waste and pipeline spills and/or leaks, and general acts of terrorism.

Because the EOC is critical to public safety and is the focal point for coordinating the City's emergency planning, training, response, and recovery efforts, the city utilizes an Emergency Management Team comprised of key agency staff specifically trained to handle emergencies. This typically includes those from various city departments, including those from police and fire. The EOC is also used as a training facility for conducting regular employee training to handle emergency preparedness, response, and recovery operations.

Fire Station No. 1 is located at 314 Main Street adjacent to the Civic Center Complex and will serve the Specific Plan area with fire, rescue, emergency, and medical services.

2. Schools, Parks, and Other Public Services

Schools

The El Segundo Unified School District offices are located outside the Specific Plan area at 641 Sheldon Street. The District provides elementary, middle, and high school education services to approximately 3,448 students citywide. There are two (2) existing schools situated just north of the Specific Plan boundary: El Segundo High School, located at 640 Main Street, and Richmond Street Elementary School, located at 615 Richmond Street. El Segundo High School serves approximately 1,270 students in grades 9 to 12. Richmond Street Elementary School serves approximately 588 students in kindergarten to grade 5.

Parks and Recreation

The City's Community Services Department, or Recreation and Parks, is located at 401 Sheldon Street which is outside the Specific Plan area. Although Recreation and Parks are a part of the City's core service, the actual staff is not located directly at City Hall. The Department contains three (3) divisions: Administration, Recreation, and Library. The Community Services Department operates and maintains parks and recreational facilities, the library, social programs, classes, special events and activities such as the El Segundo Certified Farmers' Market. Transportation opportunities, such as Dial-A-Ride and the Beach Shuttle are also administered by the Department.

The Specific Plan area does not contain any parks, but there are two (2) public parks located directly adjacent to the boundary and service the area: Library Park and Recreation Park. Library Park is a passive park located adjacent to the public library north of the Project Area on Main Street at Mariposa Avenue and it contains a bandstand and shaded seating areas. Recreation Park is an active sports park located on east of the Specific Plan area on Grand Avenue at Eucalyptus Drive, and it contains baseball fields and batting cages, pickleball courts, inline hockey rink, lawn bowling, horseshoe pit, shuffleboard, playground, clubhouse, and a senior citizen center.

Library

The El Segundo Public Library is located at 111 W. Mariposa Avenue, just north of the Specific Plan boundary. As with most public libraries, there is a Library Board of Trustees, a couple of advisory committees and a non-profit referred to as Friends of The Library. The library hosts multiple community events throughout the year and provides public meeting rooms. The library offers a variety of services including a summer reading program and homework assistance programs.

Solid Waste Collection and Disposal

Currently, several private haulers provide solid waste collection service within the Specific Plan area and EDCO serves the residential component.

As of January 1, 2022, State Law (SB 1383) went into effect requiring local collection agencies to reduce organic waste methane emissions which result from organic waste deposited at landfills. This organic waste includes food waste, green waste, and paper products that decompose and release methane gas into the atmosphere.

This bill requires a seventy-five (75) percent reduction by 2025 city wide. As such, this waste is required to be deposited in the green containers in lieu of the gray containers. Although the landfill capacity is adequate to handle build out, this reduction will then effectively reduce the waste that gets deposited into the landfill as a secondary outcome from the law and ordinance. It was determined that the proposed project area will not require any physical changes or new/altered facilities to ensure adequate service to the project area, as detailed further in the Environmental Documentation. However, the City through development projects or within public lots may consider the implementation of trash compacters.



6

Implementation



CHAPTER 6: IMPLEMENTATION

A. Introduction

This section outlines the implementation program for the Specific Plan. The implementation program includes the following components:

- An overview of the ways the Specific Plan can attract economic investment and public improvements;
- A review of key existing economic conditions influencing current and future development potentials in the Specific Plan area;
- A summary of the types of new development that are likely to be successful in the Specific Plan area;
- A description of various economic development “tools” or implementation approaches available to the City of El Segundo to achieve the Plan objectives; and
- A review of potential funding sources/mechanisms for implementation of key Plan initiatives.

Note that within this section there are a range of strategies and funding approaches that are universally applicable to many different communities. The way in which they are ultimately adapted to El Segundo will be somewhat unique, however, which will depend on numerous specific conditions including for example available resources, the interrelationship of various programs, preferences of the applicable stakeholder groups, and other considerations.



The Specific Plan outlines programs to attract economic investment and public improvements

1. How the Specific Plan Can Attract Private Investment and Provide Public Benefits

An effective Specific Plan typically involves both the public and private sectors. Whereas development of the land uses envisioned for a plan area is often “kick started” by various public sector initiatives, the ultimate goal of this type of planning effort is to attract desired private investment. Broadly speaking, there are two major ways that a municipality can facilitate private development:

- A. By creating a “conducive development environment” that is consistent with prevailing market demand for various land uses. This may include the following types of actions or policies:
 - Zoning, design guidelines, etc. that are responsive to market needs at the individual-establishment level, while maintaining the overall character of the Specific Plan area that preserves and enhances its general marketability;
 - Information about the concepts, intent, etc. of the Specific Plan area to prospective investors/tenants;
 - Streamlined permitting and entitlement processes (i.e., minimizing the need for discretionary approval processes, environmental impact analysis, etc.);
 - Area-wide infrastructure investments, including parking facilities and street improvements;
 - Area-wide “amenity” investments, including landscape and streetscape improvements;
 - Marketing programs to enhance the area’s identity and recognition among consumers; and
 - Clearinghouse roles (e.g., coordination of funding resources and dissemination of information related to investment in the Specific Plan area).

- B. By providing focused development support to area businesses, property owners, and key development projects. This can involve the following types of initiatives:
 - Financially structuring shared infrastructure improvements that increase the productivity of the area, in ways that are advantageous to development, such as shared parking; and
 - Investing in specific infrastructure improvements in the Specific Plan area.

Each of these potential implementation items is described in greater detail below (under Section B.4, Creating the Conditions for Attracting Private Investment, and Section C, Potential Funding Sources).

2. Economic Conditions Influencing Development Potentials in the Specific Plan Area

An effective Specific Plan needs to be based on a realistic understanding of the market conditions affecting the Specific Plan area. Simply changing zoning on a map will not attract development unless there is an underlying market demand for a particular land use. On the other hand, if there is immediate demand for a desirable land use that is not permitted under existing zoning, a change in zoning can bring about very significant results. Moreover, appropriate zoning changes can be made more effective if coupled with policies that address other existing barriers to development (e.g., insufficient infrastructure). A summary of the major favorable and challenging conditions affecting development potentials in the Specific Plan area is provided below.

Advantageous Factors. El Segundo in general and the Specific Plan area overall are advantaged by the following geographic and socioeconomic factors:

- 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 2019 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).
- 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 nearly 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 supported by regional population increases and growth in the larger Westside/South Bay economy.

Challenging Factors. The city and Specific Plan area also face several notable challenges:

- 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 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 projected 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. In this regard, the likely constraints (from a community acceptance perspective) on significantly increasing development densities (building heights) within the Specific Plan area place practical limits on the amounts of new residential that is likely to be built in the Downtown over the next 20 years.
- Competing downtown areas, such as Manhattan Beach’s, are currently higher-profile destinations for such activities as dining and nightlife, with established market positions.
- Although the city’s massive daytime population of high-wage workers creates significant demand for retail and restaurant businesses, most of this demand is currently satisfied by commercial areas outside the Downtown (i.e., closer to where major office districts are located).
- The Specific Plan area is largely built out and most parcels are developed with existing, economically viable uses. This typically creates a situation where any new development would need to be relatively high density in order for the ultimate value of the development to justify the costs associated with buying and clearing land that is currently occupied with financially productive uses. While there may be some currently underutilized sites that are exceptions to this observation, it probably applies as a good rule thumb for defining the types of opportunities that are likely to exist for most parcels.
- In areas where high land values challenge the financial feasibility of redevelopment (or new development), the cost of providing adequate parking is often a “deal breaker” for infill development or redevelopment, especially if structured parking is required.

The above conditions suggest the following major conclusions about the types of opportunities that are likely to apply to existing or future development in the Specific Plan area:

- For sites suitable for major new mixed-use development, projects will likely need to be relatively high density given prevailing land values.
- Parking solutions for mixed-use (and for targeted new commercial tenants such as restaurants) need to be as creative as possible, and these concepts are addressed elsewhere in the Specific Plan.
- The area could benefit from an expanded branding/marketing effort to achieve greater place recognition and effective leveraging of the area's locational strengths (as noted above under "advantageous factors").
- The preceding points all suggest that the City is well served by a flexible approach that anticipates the above issues and is responsive to the accompanying needs and market demands.



Mixed-Use development will likely need to be relatively high density

3. Summary of Development Demand Analysis

As part of the background research for the Specific Plan update, The Natelson Dale Group, Inc. (TNDG) prepared a market study to identify long-range demand for various types of development in the Specific Plan area. Key findings from the overall demand analysis are summarized in the table below for El Segundo and the Downtown Specific Plan area. The Specific Plan has evaluated these potential land uses to create a more realistic analysis which is being evaluated by the EIR and falls within the baseline and aggressive demand for the Downtown Specific Plan area.

Table 6-1: Overview of Market Demand Projections (through 2040)

Land Use	Citywide Demand (through 2040)		Downtown Specific Plan 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)

4. Creating the Conditions for Attracting Private Investment – City’s Role and Tools

Zoning. From an economic perspective, two key issues need to be addressed as it relates to zoning within the Specific Plan area:

1. Allowable densities need to be high enough to facilitate market-driven redevelopment of selected parcels given the relatively high land values in the Specific Plan area.
2. Zoning should allow the flexibility to develop desirable land uses for which the future market is uncertain (e.g., office space).

Streamlined permitting and entitlement. A key advantage to adopting a Specific Plan is that it provides a vehicle for expedited approval of development proposals that are consistent with the community vision established by the Plan. Developers consistently cite this type of provision as a key factor in selecting the communities where they will pursue projects. In this regard, it is essential that the adopted plan remove to the maximum degree possible the need for discretionary approvals for projects that fall within the development “envelope” established by the Plan. The program-level environmental impact report (EIR) being prepared as part of this Specific Plan process will provide a significant incentive in this regard.

Management of entitlements. The structure of the Specific Plan helps maximize attractiveness of the area for development and other investment by aligning development potential and desired development with “given” entitlements, thereby minimizing the need for property owners/developers to seek additional entitlements. At the same time, the Plan provides the regulatory framework and design guidelines to create unique and identifiable districts within the Specific Plan area. Setting clear development frameworks and minimizing the need for additional entitlements also gives the area a marketing advantage. Any future adjustments to entitlement conditions can adhere to the spirit of keeping the development process as streamlined as possible.

Another aspect of managing entitlements is the matter of having a “finite allotment of the entitlements,” available for Specific Plan area properties, which would accomplish three things: 1) Recognize practical limits in the demand for different land uses in the area, 2) Keep the development at a manageable level and type mix, and 3) Incentivize early (timely) redevelopment of individual sites. This concept may seem counterproductive with respect to the discussion above about the desirability of maximizing entitlements in the area. However, the two notions can be complementary, as development timing is the critical factor.

Tools to encourage rehabilitation and creative reuse of commercial properties. For appropriate properties, the City could have programs in place to encourage rehabilitation and creative use/reuse of commercial sites, such as dedicated grant/loan programs using CDBG or other funds. Within the study area, existing commercial uses are frequently found located in small individual properties and/or spaces that may be somewhat inefficient in terms of their relationship to the street and to parking, and their overall adaptability to various uses. However, these kinds of conditions also lend the area a character that is somewhat unique within the overall trade area. These spaces can be attractive to creative entrepreneurs in all fields of endeavor.

Marketing partnerships. The City could implement the marketing options discussed below, and other branding and information-compilation activities, in careful coordination with the El Segundo Chamber of Commerce, and any other appropriate development partners.

Branding. As a starting point for future marketing initiatives for the Specific Plan area, the City could conduct a branding exercise or similar process by which to designate the Specific Plan area with a marketing-friendly name.

Marketing and other information-compilation options. The City could undertake, or support through partnership with appropriate entities, any or all of the following options:

- Develop materials for and/or conduct workshops around the theme of, “why developing/occupying the Specific Plan area is good business.” Companion materials for living in the area could also be produced. Topics within these materials include: descriptions of how the area is value-planned, general and specific ways in which the City functions as a key partner in developing the area, benefits potentially available to developers, businesses, etc. from sources in addition to the City, and advantages to various uses from a market point of view.
- Produce a high-quality newsletter devoted to the area, issued on a regular schedule, that contains information of interest to both the property owners, businesses, and residents, and to outsiders, including people who are not familiar with the area and may have an interest in investing in it.
- Produce an annual report of development activity in the area, including development-related data such as absorption, occupancy, mix of business types, noteworthy development news, etc. The content and format of such a report can be modeled on those produced periodically by real estate brokerage firms. This kind of information could also serve as one focus of compiling monitoring/evaluation information.

Marketing of the Specific Plan area could be accomplished in recognition of the fact that Generation Y (Millennials) apparent preferences for higher density development will work in the area’s favor. (While these preferences have been noted under current conditions, other investigations of Millennials have demonstrated that such preferences might not be long-term.)

Coordination with other organizations. Given the many options for coordinating marketing and related activities supporting implementation, the City could review its overall position relative to economic development planning and marketing in order for this action to be optimized.

Role of SCAG with respect to El Segundo. As a member of the Southern California Association of Governments (SCAG), the City has access to the following benefits outlined on the SCAG website:

- Assisting in locating and securing grant funding from federal and state agencies
- Providing methodologies, tools and training programs to help members implement approved regional plans
- Receiving priority responses on requests for data, publication or other planning support
- Requesting the creation of customized maps for use on the City's website
- Access jurisdictional data analyses, forecasting data and additional GIS resources.

Currently, SCAG provides links to the City's main website as well as a 'Local Profile' for El Segundo, which is dated May of 2019. The document provides an overview of demographic, employment, housing, transportation, retail sales, education, and other regional highlights.

B. Implementation Action Plan

The vision and principles presented in the Downtown Specific Plan are supported by the following Implementation Action Plan. The Implementation Action Plan provides a summary of Specific Plan recommendations and major actions needed for implementation. The table also identifies the responsible agency or party, suggested timing of the actions, and a list of potential funding sources to assist in implementing each action to achieve the goals set forth within the El Segundo Downtown Specific Plan.



The Implementation Action Plan provides a summary of the recommendations and major actions needed to develop the vision for Downtown El Segundo

Table 6-2: Implementation Action Plan

	1 = First Year, 2= Two to Five Years, 3 = Five Years	CD = Community Development, CE = Code Enforcement, Chamber = Chamber of Commerce, Con = Consultant, EDC = Economic Dev. Corporation, F = Finance Department, PW= Public Works, R= Recreation & Parks	
	TIMING	RESPONSIBILITY	POTENTIAL FUNDING SOURCES
REGULATORY ACTIONS			
Adoption of Specific Plan and EIR: Adoption of the Specific Plan and EIR is the catalyst for Downtown El Segundo and the recommended land uses, development standards, and other proactive policies designed to spur economic investment and visual enhancement of the area.	1	CD, Con	General Plan Maintenance Fund
PROGRAMS, STUDIES, AND INITIATIVES			
Branding and Marketing: Brand and market the Downtown to promote image and attract investment	1	CD, Chamber, EDC	Assessment District (e.g., PBID), General Fund
Gateway and Wayfinding Program: Prepare a wayfinding directional sign program including directional kiosks for the Downtown Specific Plan area. As part of the plan, include historic resources.	1	CD, PW	Assessment District (e.g., PBID), General Fund, CIP
Civic Center Public Plaza Concept (Chapter 2, Section G.4): Prepare conceptual design package for the public plaza.	1	CD	Assessment District (e.g., PBID), General Fund, CIP
Downtown Shuttle Service: Provide shuttle service to local hotels and employers to improve access to Downtown.	1	CD, Chamber, EDC	Assessment District (e.g. PBID), General Fund, User Fees, Grants

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Table 6-2: Implementation Action Plan (Continued)

	1 = First Year, 2= Two to Five Years, 3 = Five Years	CD = Community Development, CE = Code Enforcement, Chamber = Chamber of Commerce, Con = Consultant, EDC = Economic Dev. Corporation, F = Finance Department, PW= Public Works, R= Recreation & Parks	
	TIMING	RESPONSIBILITY	POTENTIAL FUNDING SOURCES
Parking Management Plan: Review recommended parking strategies for the Specific Plan Area and determine appropriate on- and off-street parking strategies for implementation. Evaluate effectiveness existing shared parking and in-lieu fee program and update.	1	CD, PW	General Fund
Parklets Program: Prepare a Parklets Program for the long-term buildout of parklets and include the development of design criteria for parklets which identifies solutions for providing cohesive design options for parklets that comply with the operational needs of the City and meet applicable building and fire codes.	1	CD, Chamber	General Fund
Truck Route Study: Prepare a Truck Route Study to investigate the purpose and use of the existing Truck Route on Main Street. Depending on the findings of the existing conditions analysis of that study, should relocation of the Truck Route be a desired next step of analysis, the study should investigate the feasibility of that relocation.	1	CD, PW	General Fund
PBID: Consider the evaluation of a Property Owner / Business Improvement District	1	CD, F	General Fund

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Table 6-2: Implementation Action Plan (Continued)

	1 = First Year, 2= Two to Five Years, 3 = Five Years	CD = Community Development, CE = Code Enforcement, Chamber = Chamber of Commerce, Con = Consultant, EDC = Economic Dev. Corporation, F = Finance Department, PW= Public Works, R= Recreation & Parks	
	TIMING	RESPONSIBILITY	POTENTIAL FUNDING SOURCES
Property/Business Owner Outreach: Establish ongoing interface with property and business owners to facilitate business retention/expansion and to maximize support for assessment-based funding.	1	CD, Chamber, EDC	General Fund
Grant Funding: Pursue federal, state and regional funding sources for infrastructure and planning.	1	CD, F	General Fund
Impact Fees: Update the Development Impact Fee (DIF) and Parking In-Lieu Fee schedules for the Specific Plan area.	1	CD, F	General Fund
Incentives: Define targeted incentives for housing, retail/restaurant, and mixed-use development (throughout Downtown with special focus on key "catalyst" sites).	1	CD, F	General Fund, Development Standards, Development Agreements
Special Events: Program events to establish Downtown as the "cultural heart" of El Segundo; focus on attracting daytime office users to Downtown.	2	CD, Chamber, EDC	Assessment District (e.g. PBID), General Fund, User Fees
Tenant Recruitment: Focus marketing outreach on recruitment of unique restaurants and small-scale retail in Downtown.	2	CD, Chamber, EDC	Assessment District (e.g. PBID), General Fund

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Table 6-2: Implementation Action Plan (Continued)

	1 = First Year, 2= Two to Five Years, 3 = Five Years	CD = Community Development, CE = Code Enforcement, Chamber = Chamber of Commerce, Con = Consultant, EDC = Economic Dev. Corporation, F = Finance Department, PW= Public Works, R= Recreation & Parks	
	TIMING	RESPONSIBILITY	POTENTIAL FUNDING SOURCES
IMPROVEMENT PROJECTS			
Gateway Monuments and Additional Wayfinding (Chapter 4, Section B): Survey, design development, and improvement plans as coordinated with adjoining private development.	1	PW, CD	General Fund, CIP, Development Standards, Development Agreements, Assessment District (e.g., PBID)
Main Street Improvements (Chapter 3, Section E.1): Survey, design development, and improvement plans as coordinated with adjoining private development.	2	PW, CD	General Fund, CIP, Development Standards, Development Agreements, Assessment District (e.g., PBID), CFD, Grants, CEQA Mitigations
Grand Avenue Improvements (Chapter 3, Section E.2): Survey, design development, and improvement plans as coordinated with adjoining private development.	2	PW, CD	General Fund, CIP, Development Standards, Development Agreements, Assessment District (e.g., PBID), CFD, Grants, CEQA Mitigations
Richmond Street Improvements (Chapter 3, Section E.3): Survey, design development, and improvement plans as coordinated with adjoining private development.	2	PW, CD	General Fund, CIP, Development Standards, Development Agreements, Assessment District (e.g., PBID), CFD, Grants, CEQA Mitigations

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Table 6-2: Implementation Action Plan (Continued)

	1 = First Year, 2= Two to Five Years, 3 = Five Years	CD = Community Development, CE = Code Enforcement, Chamber = Chamber of Commerce, Con = Consultant, EDC = Economic Dev. Corporation, F = Finance Department, PW= Public Works, R= Recreation & Parks	
	TIMING	RESPONSIBILITY	POTENTIAL FUNDING SOURCES
Downtown Streetscape Theme Improvements (Chapter 4, Section C): Streetscape furnishings, decorative paving, pedestrian lighting, street banners, landscaping, and irrigation improvements.	2	PW, CD, Chamber	General Fund, CIP, Development Standards, Development Agreements, Assessment District (e.g., PBID), CFD, Grants
Alleyway Improvements (Chapter 3, Section F): Survey, design development, and improvement plans as coordinated with adjoining private development.	2	PW, CD	General Fund, CIP, Development Standards, Development Agreements, Assessment District (e.g., PBID), CFD, Grants
Paseo Improvements (Chapter 3, Section E): Survey, design development, and improvement plans as coordinated with adjoining private development.	2	PW, CD	General Fund, CIP, Development Standards, Development Agreements, Assessment District (e.g., PBID), CFD, Grants
Mid-Block Crosswalk Improvements and Intersection Beautification (Chapter 3, Section A.2): Survey, design development, and selected improvement plans.	2	PW, CD	General Fund, CIP, Development Standards, Development Agreements, Assessment District (e.g., PBID), CFD, Grants
Parking Structure at Civic Center (Chapter 3, Section G.2): Survey, design development, and improvement plans as coordinated with adjoining private development.	3	PW, CD, F	Impact/In-Lieu Fees, CFD, User Fees

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Table 6-2: Implementation Action Plan (Continued)

	1 = First Year, 2= Two to Five Years, 3 = Five Years	CD = Community Development, CE = Code Enforcement, Chamber = Chamber of Commerce, Con = Consultant, EDC = Economic Dev. Corporation, F = Finance Department, PW= Public Works, R= Recreation & Parks	
	TIMING	RESPONSIBILITY	POTENTIAL FUNDING SOURCES
Parking Structure at Richmond District (Chapter 3, Section G.2): Survey, design development, and improvement plans as coordinated with adjoining private development.	3	PW, CD, F	Impact/In-Lieu Fees, CFD, User Fees
Civic Center Public Plaza Improvement (Chapter 2, Section G.4): Survey, design development, and improvement plans as coordinated with adjoining private development.	3	PW, CD	General Fund, CIP, Development Standards, Development Agreements, Assessment District (e.g., PBID), CFD, Grants
Bus Shelter and Transit Stop Improvements (Chapter 3, Section D): Survey, design development, and selected improvement plans.	3	PW, CD	General Fund, CIP, Development Standards, Development Agreements, Assessment District (e.g., PBID), CFD, Grants

C. Potential Funding Mechanisms

A series of financing tools potentially available to the City, from federal, state, and organizational sources, and from mechanisms that the City could implement, are described below. While the ideal set of solutions and implementation and funding mechanisms to achieve the Downtown Specific Plan's goals will evolve over time, a consistent set of criteria for selecting these mechanisms is established as follows:

- *Equitable distribution of costs and benefits:* The Downtown's existing parking and infrastructure deficiencies are shared among all property owners and businesses, and are not attributable only to future development projects. As a result, funding for resolving existing deficiencies should be shared among all property owners and/or businesses in the district – except in cases where there is a clear nexus between an individual development project and needed public facilities.
- *Allow for incremental solutions:* While major, long-term infrastructure projects can occur in later phases of the Specific Plan implementation, the action plan prioritizes high-impact approaches to infrastructure improvements that can be introduced in the short term.
- *Reduce dependency on future development:* As appropriate, implementation solutions should focus on resolving existing Downtown-wide deficiencies regardless of future development activity.

It is envisioned that many future improvements planned for the Downtown area will be achieved through development by the private sector, including meeting development standards, paying existing and possible future fees, and through other funding mechanisms that could apply to all future development. Guided by the development standards and guidelines included in this Specific Plan, these development projects can each incrementally contribute to establishing a high-quality place whose value will be much greater than it would be without these coordinated efforts.

It is also incumbent on the City to pursue an array of funding sources and financing mechanisms to implement some of the larger public improvements included in this Specific Plan. These mechanisms are complex and are tied to many factors outside the control of the City of El Segundo, including market and economic cycles, State and Federal grant funding availability, State enabling legislation, etc. This precludes the ability to immediately establish a detailed timeline for building every identified improvement. Therefore, this implementation strategy focuses on identifying the range of potential mechanisms available for delivering the major improvements necessary to realize the core elements of the Specific Plan's vision. The strategy prioritizes an initial set of investments and programmatic activities that will set the stage for long-term implementation. This implementation strategy should be revisited on a regular basis to ensure that the Plan's desired outcomes are being achieved.

1. Categories of Physical Improvements and Programs Requiring Funding

Implementation of the Downtown Specific Plan requires completing a number of physical improvement projects and initiating several ongoing programs. For purposes of understanding how funding sources and tools align with these initiatives, the recommended projects and programs are grouped in three major categories:

- Regulatory actions;
- Programs, studies and initiatives; and
- Improvement projects.

2. Funding Sources and Application to Specific Plan Improvements and Programs

This section provides a menu of potential funding sources for implementing capital improvements and programmatic activities to realize the Downtown Specific Plan vision. In many cases, multiple funding sources must be combined to pay for projects. Therefore, each source’s description includes considerations for deploying the source in the specific context of Downtown El Segundo.

Although the terms “funding” and “financing” are often used interchangeably, there is an important distinction between the two terms. “Funding” typically refers to a revenue source such as a tax, fee, or grant that is used to pay for an improvement. Some funding sources, such as impact fees, are one-time payments, while others, such as assessments, are ongoing payments. “Financing” involves borrowing against future revenues by issuing bonds or other debt instruments that are paid back over time through taxes or fee payments, enabling agencies to pay for infrastructure before the revenue to cover the full cost of the infrastructure is available.

Table 6-3: Funding Source Categories and Examples

CATEGORY	EXAMPLES
City Resources	<ul style="list-style-type: none"> • General Fund • Capital Improvement Program • User Fees
Outside Grants	<ul style="list-style-type: none"> • Federal • State • Regional (e.g., Metro)
Developer Contributions	<ul style="list-style-type: none"> • Development Standards • CEQA Mitigations • Impact/In-Lieu Fees • Negotiated Agreements
District-Based Tools	<ul style="list-style-type: none"> • Assessment District (including LLD, PBID and CBD) • Community Facilities District

City Resources

General Fund: General Fund revenues include property tax, sales tax, transient occupancy tax, and other revenues that are primarily used to pay for ongoing municipal services and operations. Both the General Fund and the Capital Improvement Program are critical funding sources for the Downtown Specific Plan’s near-term physical improvements and initial programmatic investments. In the absence of new district-based funding resources, the General Fund will also need to support ongoing programs that require City staff time, such as the recommended branding/marketing effort.

Capital Improvement Program (CIP): Infrastructure projects identified in the Downtown Specific Plan—including the major capital improvement projects—are candidates for inclusion in the City’s Capital Improvement Program, which is updated annually and includes a projection of five years of future infrastructure projects.

User Fees: User fees and rates include the fees charged for the use of public infrastructure or services. It may be possible to use some portion of user fee or rate revenue toward financing the costs of new infrastructure (e.g., parking structures) and/or services (e.g., shuttle transportation or fee-based special events).

Outside Grants

Various Federal, State, and regional grant programs distribute funding for public improvements. Because grant programs are typically competitive, grant funds are an unpredictable funding source, and the City of El Segundo must remain proactive in applying for grants to implement the Downtown Specific Plan. Downtown projects focused on pedestrian and bicycle improvements may be especially competitive for grant funding since these projects contribute to achieving the goals of the regional Sustainable Communities Strategy. For example, the Southern California Association of Governments (SCAG) provides competitive grant funding under the Active Transportation Program for infrastructure improvements such as bicycle lanes and pedestrian improvements.

Developer Contributions

Development Standards: Each new development project will contribute to the Downtown Specific Plan’s implementation by meeting requirements regulating each project’s land uses, height, density, bulk, parking requirements, on-site circulation, on-site open space, street frontage improvements, and other features consistent with the overall improvement plan for Downtown. New development projects can also be required to reimburse the City for the cost of developing and administering the Downtown Specific Plan itself. These standards are adopted in the City’s zoning ordinance and must be satisfied in order for a project to be granted approval.

CEQA Mitigations: The environmental review process requires the analysis of a project’s environmental impacts and the identification of measures to reduce or eliminate these impacts. As a requirement of approval, developers may be required to undertake a number of mitigation measures, such as off-site traffic mitigation as defined by the California Environmental Quality Act (CEQA).

Impact/In-Lieu Fees: Impact and in-lieu fees are one-time fees imposed on new developments to pay for improvements and facilities that either serve the new development or reduce the impacts of the project on the community. Fee revenues cannot be used to fund existing deficiencies in infrastructure. In-lieu fees are payments made instead of meeting an on-site development requirement (such as paying a fee in-lieu of providing on-site parking spaces), while impact fees are required unless the impact is addressed in some other way (if allowed).

The cost and basis of impact fees and in-lieu fees must be directly related to the impacts being mitigated or requirement being met, respectively. As part of the initial process of implementing the Downtown Specific Plan, it is recommended that the City undertake a review and update of the existing Development Impact Fee and Parking In-lieu Fee schedules relevant to the Downtown.

Negotiated Agreements: Negotiated community benefits are developer contributions that exceed the baseline features required through development standards, environmental mitigation measures, and impact fees. These agreements are typically negotiated for large development projects, often either as a codified condition of approval for projects meeting certain conditions, or in exchange for variances from existing land use regulations. Given the scarcity of large future development sites in the Downtown, negotiated agreements are unlikely to be a major funding source; however, they may be useful and a case-by-case basis to supplement other funding sources.

District-Based Tools

Land-based financing tools are typically associated with new real estate development to generate benefit-based special assessment revenues or property tax revenues to finance improvements through bond repayment or paying for improvements over time. District-based tools provide a stable revenue stream while ensuring that properties benefiting from improvements also contribute to those public investments. The following table describes the three primary types of district-based funding and financing tools. Note that assessment districts and community facilities districts primarily capture additional funding from private entities.

The property-based improvement district (PBID) and/or business improvement district (BID) may be particularly relevant for use in the Downtown. With ongoing funding by property owners and/or business owners, a PBID or BID would provide an ongoing stream of revenue for promoting the district, contributing to lower-cost physical improvements, and managing any ongoing programs. This revenue source is generally insufficient to fund major capital improvements, but the limited assessment and the local control of revenues are likely to appeal to property owners and businesses within the district.

A Mello-Roos community facilities district (CFD) would provide a flexible and substantial revenue source against which it is possible to issue bonds for major capital improvements. Revenues can also be used to fund ongoing operation and maintenance expenses. However, passage of a CFD in the Downtown is likely to be challenging until property owners reach consensus around shared infrastructure needs and a willingness to contribute significant monetary resources toward addressing those needs.

Table 6-4: Summary of Major District-Based Value Capture Tools

FUNDING TOOL	DESCRIPTION	USES	CONSIDERATIONS
Special Assessment Districts	<p>Additional assessment against a range of participants, depending on the type of district and relative benefit received.</p> <p>Examples include: Landscaping and Lighting District, Community Benefit District, Business Improvement District, Property- Based Business Improvement District</p>	<p>Most useful for funding ongoing operations and maintenance.</p>	<ul style="list-style-type: none"> • Requires majority vote of paying stakeholders. • Increases costs and risk for paying stakeholders; stakeholders need to perceive a clear benefit for themselves. • Impacts paying stakeholders’ overall ability to support other taxes, fees, and community benefits. • Little financial risk to the City or public agencies; could lead to increased tax revenue based on private reinvestment. • Additional City staff time to administer districts could offset some gains.
Community Facilities District (Mello-Roos)	<p>Additional assessment on property, levied and varied based on a selected property characteristic (excluding property value).</p>	<p>Infrastructure improvements, development of public facilities, ongoing operations and maintenance.</p>	<ul style="list-style-type: none"> • Requires approval of 2/3 of property owners • Boundaries can include noncontiguous parcels. • Fees can be proportionally subdivided and passed on to future property owners. • Increases costs and risk for landowners and homeowners if fees dissuade buyers or reduce achievable sales prices. • Impacts paying stakeholders’ overall ability to support other taxes, fees, and community benefits.

Table 6-5: Applicable Funding Sources

	Developer Contributions				District-Based Mechanisms		City Resources			Outside Sources
	Development Standards	CEQA Mitigations of Project Impacts	Impact / In-Lieu Fees	Negotiated & Voluntary Agreements	Assessment District (LLD, PBID, CBD)	CFD	General Fund	Capital Improvement Program Funds	User Fees	Other Regional, State and Federal Grants
REGULATORY ACTIONS										
Adoption of Specific Plan and EIR							X			X
PROGRAMS, STUDIES, AND INITIATIVES										
Branding and Marketing					X		X			
Gateway and Wayfinding Program					X		X	X		
Civic Center Public Plaza Concept					X		X	X		
Downtown Shuttle Service					X		X		X	X
Parking Management Plan							X			
Parklets Program							X			
Truck Route Study							X			
PBID (Feasibility Study)							X			
Property/Business Owner Outreach							X			
Grant Funding (investigate and pursue external funding sources)							X			

(Continued on next page)

Table 6-5: Applicable Funding Sources (Continued)

	Developer Contributions				District-Based Mechanisms		City Resources			Outside Sources
	Development Standards	CEQA Mitigations of Project Impacts	Impact / In-Lieu Fees	Negotiated & Voluntary Agreements	Assessment District (LLD, PBID, CBD)	CFD	General Fund	Capital Improvement Program Funds	User Fees	Other Regional, State and Federal Grants
Impact Fees (Updated DIF and Parking In-Lieu schedules)							X			
Define Developer Incentives	X			X			X			
Special Events					X		X		X	
Tenant Recruitment					X		X			
IMPROVEMENT PROJECTS										
Gateway Monuments and Additional Wayfinding	X			X	X		X	X		
Main Street Improvements	X	X		X	X	X	X	X		X
Grand Avenue Improvements	X	X		X	X	X	X	X		X
Richmond Street Improvements	X	X		X	X	X	X	X		X
Downtown Streetscape Theme Improvements	X			X	X	X	X	X		X
Alleyway Improvements	X			X	X	X	X	X		X
Paseo Improvements	X			X	X	X	X	X		X

(Continued on next page)

Table 6-5: Applicable Funding Sources (Continued)

	Developer Contributions				District-Based Mechanisms		City Resources			Outside Sources
	Development Standards	CEQA Mitigations of Project Impacts	Impact / In-Lieu Fees	Negotiated & Voluntary Agreements	Assessment District (LLD, PBID, CBD)	CFD	General Fund	Capital Improvement Program Funds	User Fees	Other Regional, State and Federal Grants
Mid-Block Crosswalk Improvements and Intersection Beautification	X			X	X	X	X	X		X
Parking Structure at Civic Center			X			X			X	
Parking Structure at Richmond District			X			X			X	
Civic Center Public Plaza Improvement	X			X	X	X	X	X		X
Bus Shelter and Transit Stop Improvements	X			X	X	X	X	X		X

The following table includes examples of grant funding sources that are potentially applicable to the Downtown Specific Plan Area.

Table 6-6: Examples of Grant Funding Sources

Program	Category	Agency/ Source	Description
Transportation Alternatives (TA) Funding	Federal	USDOT	Continues the Transportation Alternatives set-aside from the Surface Transportation Block Grant (STBG) program. Eligible uses of the set-aside funds include all projects and activities that were previously eligible under the Transportation Alternatives Program under the Moving Ahead for Progress in the 21st Century Act (MAP-21). This encompasses a variety of smaller-scale transportation projects such as pedestrian and bicycle facilities, recreational trails, safe routes to school projects, community improvements such as historic preservation and vegetation management, and environmental mitigation related to stormwater and habitat connectivity.
Charging and Fuel Infrastructure Grants	Federal	USDOT	Program funds will be made available each fiscal year for Community Grants, to install electric vehicle charging and alternative fuel in locations on public roads, schools, parks, and in publicly accessible parking facilities.
Active Transportation Program	State	Caltrans	The ATP consolidates existing federal and state transportation programs, including the Transportation Alternatives Program (TAP), Bicycle Transportation Account (BTA), and State Safe Routes to School (SRTS), into a single program with a focus to make California a national leader in active transportation. The program provides a total of about \$220 million each year for bike and pedestrian projects across California. The program allows cities, counties, transit agencies and other public agencies to compete for grants to build bicycle/pedestrian paths, install bike racks and pay for other projects or programs that make walking or biking easier, safer and more convenient.
Clean California Local Grant Program	State	Caltrans	Projects that beautify and improve local streets and roads, tribal lands, parks, pathways, and transit centers to clean and enhance public spaces.

(Continued on next page)

Table 6-6: Examples of Grant Funding Sources (Continued)

Program	Category	Agency/ Source	Description
Infill Infrastructure Grant Catalytic Program	State	HCD	Funding for Capital Improvement Projects that are necessary to facilitate the development of housing. Eligible improvements include utility service improvements, streets, roads, parking structures, transit linkages, transit shelters, traffic mitigation features, site preparation or demolition, sidewalks, and streetscape improvements.
Measure M	Local/ Regional	Metro	LA County voters approved Measure M with 71.15% support in 2016. The no sunset half-cent sales tax measure funds projects to ease traffic, repair local streets and sidewalks, expand public transportation, earthquake retrofit bridges and subsidize transit fares for students, seniors and persons with disabilities.
Measure R	Local/ Regional	Metro	A two-thirds majority of LA County voters approved the Measure R half-cent sales tax in 2008 to finance new transportation projects and programs, and accelerate those already in the pipeline. The Measure R Expenditure Plan devotes its funds to seven transportation categories: 35% to new rail and bus rapid transit projects; 3% to Metrolink projects; 2% to Metro Rail system improvement projects; 20% to carpool lanes, highways and other highway related improvements; 5% to rail operations; 20% to bus operations; and 15% for Local Return programs.
Proposition C	Local/ Regional	Metro	Proposition C was approved by Los Angeles County voters in November 1990, generating with a half-cent sales tax. Proposition C was intended to support projects and programs developed with Proposition A funds and, in particular, was to provide funding to help improve and expand the rail system started with Proposition A funds. The Proposition C expenditure plan is as follows: 20% Local Return programs; 5% rail and bus security; 10% commuter rail, transit centers and park & ride; 25% transit-related highway improvements; and 40% discretionary.

(Continued on next page)

Table 6-6: Examples of Grant Funding Sources (Continued)

Program	Category	Agency/ Source	Description
Proposition A	Local/ Regional	Metro	Approved by voters in November 1980, Proposition A is a half-cent sales tax dedicated to transportation funding and was the first of its kind to address transportation challenges in LA County. Proposition A has funded transportation projects, improved bus service, initiated plans for a rail system that continues to be expanded today and helped subsidize fares. The Proposition A expenditure plan includes 3 categories: 25% to Local Return Programs, 35% to rail development and 40% to discretionary.
AB 2766 Motor Vehicle Subvention Program	Local/ Regional	AQMD	The AB 2766 Subvention Program is a funding source for cities and counties to encourage the development of measures or projects that result in the reduction of motor vehicle emissions.
Sustainable Transportation Planning Grants	Local/ Regional	SCAG/ Caltrans	Sustainable Transportation Planning Grants funds local and regional multimodal transportation and land use planning projects, transportation planning studies partnering with Caltrans, and multimodal planning studies partnering with Caltrans that further the region’s RTP SCS (where applicable), contribute to the State’s GHG reduction targets, and assist in achieving the Caltrans Mission and Grant Program Objectives.



7

Administration



CHAPTER 7: ADMINISTRATION

A. Introduction

This chapter describes the authority of the Specific Plan, the administrative procedures required for amendments and/or modifications to the Specific Plan, Specific Plan administration, and design review process.



View of the City Hall Complex at Main Street looking towards Grand Avenue

B. Authority and Adoption

California Government Code Sections 65450 through 65457 provide the necessary authorization for the City of El Segundo to prepare and adopt this Specific Plan. Hearings are required by both the Planning Commission and City Council, after which the Specific Plan can be adopted by the City Council either by resolution (as policy) or by ordinance (as regulation). This document has been adopted by ordinance by the City Council as a regulation through a public hearing process.

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

The Downtown Specific Plan supersedes other regulations and ordinances of the City for the control of land use and development within the Specific Plan boundaries. Where the Specific Plan is silent on a topic, the El Segundo Municipal Code requirements remain in effect.

C. Specific Plan Amendments

The Specific Plan may need to be revised over time to accommodate modifications in response to the community's needs or changing economic conditions. California Government Code Section 65453 states that a specific plan "may be amended as often as deemed necessary by the legislative body." Amendments to the Specific Plan may be proposed as long as the proposed amendments are compatible and consistent with the purpose and goals of the Specific Plan and the El Segundo General Plan. This section explains the Specific Plan amendment processes and approval procedures.

1. Amendment Process

Amendments to the Specific Plan may be initiated by a developer, an individual, or by the City. Proposed amendments to the Specific Plan must be accompanied by all applicable City application forms, required City fees, and information listed below documenting the proposed amendment:

- A detailed explanation that explains and confirms that the proposed amendment is compatible and consistent with the Specific Plan guiding principles and vision.
- Detailed information to document the proposed change. This information should include revised text and revised diagrams, where relevant, depicting the requested amendment.
- A significant amount of forethought and resources were invested in the preparation of the Specific Plan. Therefore, any amendment proposal must clearly document the need for any changes. To this end, the applicant should indicate the economic, social, and technical issues that generate the need for the proposed amendment.
- The applicant must provide an analysis of the proposed amendment's impacts relative to the adopted Environmental Impact Report (SCH No. 2023010196). Note: Only applicable if deemed necessary by the Director of Community Development in accordance with State CEQA Guidelines.

City staff shall review all of the application materials listed above for completeness. If the application is determined complete, and determined to be a "major amendment," City staff shall then schedule any required hearing(s) and provide a staff report for presentation to the Planning Commission and City Council. Staff may also request further clarification of application materials, if deemed necessary. The staff report will analyze the proposed amendment to ensure consistency with the El Segundo General Plan. It will also determine whether there is a need to amend the Specific Plan as supported by the conclusions of the application materials and make a recommendation to the Planning Commission and City Council.

2. Amendment Approval

Findings

Approval procedures shall ensure that proposed amendments are compatible and consistent with the objectives and vision of the Specific Plan and the El Segundo General Plan. Amendments may be approved only if all of the following findings are made:

- A. The proposed amendment is consistent with the intent and goals of the Specific Plan;
- B. The proposed amendment is consistent with the El Segundo General Plan;
- C. The proposed amendment would not be detrimental to the public interest, health, safety, convenience, or welfare of the City, and;
- D. The proposed amendment ensures development of desirable character which will be harmonious with existing and proposed development in the surrounding neighborhood.

Determination of Minor and Major Amendments

The Director of Community Development is responsible for making the determination as to whether an amendment to the Specific Plan is “minor” (administrative) or “major” (requires review by Planning Commission and City Council) within 30 days of any submittal of a request to amend the Specific Plan. The Director of Community Development may authorize or deny a minor amendment. Whereas, a major amendment must be processed as a Specific Plan Amendment with review by the Planning Commission and City Council. Minor amendments must be determined to be in substantial conformance with the Specific Plan and do not include any of the changes described for major amendments. Where the Specific Plan requires or allows for a determination by the Director of Community Development, it is not to be considered a minor amendment and as such no application or fee is required.

Major amendments are those that require review and approval from the Planning Commission and City Council. Examples of major amendments include the following:

- A. The introduction of a new land use category not contemplated in the Specific Plan.
- B. Changes in the Specific Plan District designation from that shown in the Specific Plan.
- C. Significant changes to the circulation system.
- D. Changes or additions to the development standards or design guidelines which would materially alter the stated intent of the Specific Plan.
- E. Any changes (not able to be mitigated) that would result in new significant adverse environmental impacts not previously considered in the CEQA compliance documentation for the Specific Plan.

Appeals

Appeals on decisions rendered by the Director of Community Development may be filed with the Community Development Department and considered by the City’s legislative bodies pursuant to Chapter 15-29 (Appeals) of the ESMC.

D. Specific Plan Administration

1. Interpretation

The Director of Community Development is assigned the responsibility and authority to interpret the Specific Plan. Whenever the Director of Community Development makes an official interpretation of this Specific Plan, the interpretation shall be made in writing explaining the interpretation and the general circumstances surrounding the need for the interpretation. Any interpretation by the Director of Community Development may be appealed. The Director of Community Development may refer interpretation of the Specific Plan to the Planning Commission for a decision at a public meeting.

2. Severability

If any section, subsection, sentence, clause, phrase or portion of this Specific Plan, or any future amendments or additions hereto, is for any reason found to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remainder of this Specific Plan document or any future amendments or additions hereto. The City hereby declares that it would have adopted these requirements and each sentence, subsection, clause, phrase or portion or any future amendments or additions thereto, irrespective of the fact that any one or more section, subsections, clauses, phrases, portions or any future amendments or additions thereto may be declared invalid or unconstitutional.

3. Administration Process

All development applications within the Specific Plan area shall follow established City procedures such as those for zone variances, conditional use permits, development permits and subdivisions. All development applications within the Specific Plan area will be evaluated for compliance with Specific Plan regulations and guidelines. Appeals are regulated pursuant to compliance with Chapter 15-29 (Appeals) of the ESMC.

4. Allowable Land Uses

Allowable land uses are identified in Chapter 2, Private Realm – Land Use and Development Standards and are listed for each Specific Plan District. A land use that is not listed in the Permitted Use Table is not allowed except where the Director of Community Development may find that a use may be permitted due to its consistency with the purpose/intent of the zoning district and similarity to other uses listed in compliance with ESMC Chapter 15-22 (Administrative Determinations).

5. Nonconformity

Chapter 15-21 (Nonconforming Buildings and Uses) of the ESMC shall be used for any nonconforming uses, structures or parcels within the Specific Plan area. Land uses and structures existing as of the adoption date of this Specific Plan may continue to remain in accordance with the ESMC (Chapter 15-21).

6. Administrative Determinations

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

7. Development Standards Adjustments

The Director of Community Development may grant adjustments related to development and design standards, provided any administrative relief does not exceed fifteen (15) percent of any development or design standard, or any development or design standard consistent with ESMC Chapter 15-22, whichever is greater.

8. Authority to Inspect

Inspections must comply with ESMC Chapter 15-30.

9. Penalty

Penalties must comply with ESMC Chapter 15-30.

10. Authority to Promulgate Rules and Regulations

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

E. Design Review Process

1. Purpose

The purpose of the design review process is to ensure that new development in the Downtown Specific Plan area complies with the standards contained in Chapter 2, Private Realm – Land Use and Development Standards of the Specific Plan.

2. Levels of Review and Process

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

a. Ministerial

Ministerial review occurs during the building permit process. No discretionary permit and/or planning applications are required. However, potential historic resources shall comply with the requirements contained in Chapter 2, Section H.3, Historic Resources.

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

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

Review Authority. Community Development Department staff.



The design review process will ensure the Downtown vision is implemented

b. Administrative

Administrative-level review requires submittal of a Downtown Design Review (DDR) application to the Community Development Department.

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

- Substantial exterior alterations. These include installation, replacement, modifications to multiple types of architectural building features, including, without limitation, windows, doors, awnings, lighting, siding material and colors, landscaping, and signs as determined by the Director of Community Development, or his/her designee.
- Changes to the size or location of building openings, such as windows and doors.
- Outdoor retail uses and outdoor dining (including temporary dining).
- An addition to a building that is up to a maximum of eight hundred (800) square feet (gross) in size.

Review Authority. Director of Community Development, or his/her designee. The Director's decisions shall be in compliance with ESMC Chapter 15-23.

c. Planning Commission

Planning Commission-level review requires submittal of a Downtown Design Review (DDR) application to the Community Development Department.

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

- New buildings.
- An addition to a building that is over eight hundred (800) square feet (gross) in size.
- Substantial exterior alterations or other development projects referred to the Planning Commission by the Director of Community Development.

Review Authority. Planning Commission. A public hearing and notification is required before the Planning Commission issues a decision. The public hearing and notice must comply with ESMC Chapter 15-28. A decision of the Planning Commission may be appealed to the City Council pursuant to ESMC Chapter 15-29.

Table 7-1: Downtown Design Review (DDR) Process

Review Level	Applicability/ Thresholds	Review Authority	Application/ Public Hearing Required	Decision Method
Ministerial	* All projects that are not subject to Administrative or Planning Commission review. These include, without limitation, the following: Installation, replacement, or modifications to individual architectural building features, including, without limitation, windows, doors, awnings, lighting, siding material and colors, landscaping, and signs.	Community Development Department staff	No separate DDR application/ No public hearing	Building Permit
Administrative	* Substantial exterior alterations. These include installation, replacement, or modifications to multiple architectural building features, including, without limitation, windows, doors, awnings, lighting, siding material and colors, landscaping, and signs as determined by the Director of Community Development, or his/ her designee. * Changes to the size or location of building openings, such as windows and doors. * Outdoor retail uses and outdoor dining (including temporary dining). * Additions to buildings up to a maximum of eight hundred (800) square feet (gross).	Director of Community Development, or his/ her designee	DDR application required/ No public hearing	Director Letter
Planning Commission	* New buildings * Additions to buildings over eight hundred (800) square feet (gross) * Substantial exterior alterations or other development projects referred to the Planning Commission by the Director of Community Development, or his/ her designee.	Planning Commission	DDR application required/ Public hearing required	Planning Commission Resolution

F. Environmental Review

A program-level Environmental Impact Report (EIR) was prepared for the Specific Plan. A Program EIR may reduce the need for project-specific environmental review in areas that have been analyzed by the EIR, subject to findings that there are no significant changes in conditions and that the project is in compliance with the Specific Plan requirements. Certain projects may require additional specific environmental review as necessary. This could include targeted studies on one or more identified environmental concerns. The City will make these determinations, and environmental review may be incorporated in the development approval process.



A

Appendix



APPENDIX A: Relationship to the General Plan

A. Introduction

This appendix details the existing El Segundo's General Plan goals, objectives, policies, and programs which are applicable to the Downtown Specific Plan.

1. Economic Development Element

Goal ED3: Downtown Business Environment. To preserve and improve the business environment and image of Downtown El Segundo.

- **Objective ED3-1:** To create an economically viable and stable Downtown area that uniquely contributes to El Segundo's commercial options.
 - **Policy ED3-1.1:** Strive to present a clear and consistent image of what the Downtown area is and how it can serve El Segundo's residential and business communities.
 - **Policy ED3-1.2:** Preserving the Downtown area's economic viability should be a priority.
 - **Policy ED3-1.3:** Encourage revitalization efforts that improve the appearance of Downtown area businesses.
 - **Policy ED3-1.4:** Augment the Downtown area's atmosphere and accessibility by addressing vehicle circulation, parking, and streetscape issues.
 - **Policy ED3-1.5:** Encourage a mix of retail and commercial businesses that stimulate pedestrian traffic and meet the communities changing needs for goods and services.

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



The Downtown Specific Plan will provide for an economically viable and stable Downtown that uniquely contributes to El Segundo's commercial options

2. Land Use Element

Goal LU1: Maintenance of El Segundo's "Small Town" Atmosphere. Maintain El Segundo's "small town" atmosphere and provide an attractive place to live and work.

- **Objective LU1-4:** Preserve and maintain the City's Downtown and historic areas as integral to the City's appearance and function.
- **Objective LU1-5:** Recognize the City as a comprehensive whole and create policies, design standards, and monumentation that will help create a sense of place for the entire City.
 - **Policy LU 1-5.1:** Encourage active and continuous citizen participation in all phases of the planning program and activities.
 - **Policy LU1-5.2:** Adopt a comprehensive sign ordinance which will regulate the quantity, quality and location of signs.
 - **Policy LU1-5.3:** Preserve existing street trees and encourage new ones consistent with the City Street Tree Program.
 - **Policy LU1-5.4:** Adopt action programs which will provide for planting of trees in all the City streets, landscaping of median strips in major and secondary highways, improvement and beautification of parking lots, railroad rights-of-way, unsightly walls or fences and vacant lots.
 - **Policy LU1-5.5:** Develop an active program to beautify the major entrances to the City. Landscaping and an attractive monument with the City's name and other design features would heighten the City's identification.
 - **Policy LU1-5.6:** Require all projects to adhere to the processing and review requirements found in the City Zoning Ordinance and the guidelines for the implementation of the California Environmental Quality Act (CEQA).
 - **Policy LU1-5.8:** Innovative land development and design techniques as well as new materials and construction methods should be encouraged.
 - **Policy LU1-5.9:** Develop standards to address the potential impacts of drive-thru restaurants on residential uses.

The Downtown Specific Plan is consistent with the above detailed General Plan Land Use Goal, Objectives and Policies in that one of the Plan's goals is to maintain the "small town" atmosphere. The Plan also strives to complement the Downtown's historic context, create a sense of place, provide for citizen input through the public workshop and community outreach, Planning Commission and City Council public hearings, encourage street trees, landscaping, and entry statements, and provide appropriate CEQA review.

Goal LU2: Preservation and Enhancement of El Segundo's Cultural and Historic Resources. Preserve and enhance the City's cultural heritage and buildings or sites that are of cultural, historical, or architectural importance.

- **Objective LU2-1:** Maintain the distinct character of the existing areas of the City.
 - **Policy LU2-1.1:** New development adjacent to a building of cultural, historical, or architectural significance shall be designed with a consistent scale and similar use of materials.

- **Objective LU2-2:** Encourage the preservation of historical and cultural sites and monuments.
 - **Policy LU2-2.1:** Take an active role in documenting and preserving buildings of cultural, historical, and architectural significance. This should include residential, non-residential, and publicly-owned buildings.
 - **Program LU2-2.1A:** The City shall conduct a thorough survey of all buildings of cultural, historical, or architectural significance within the City.
 - **Program LU2-2.1 B:** The City shall investigate methods for preserving historical buildings, including overlay zoning districts, historical designations, and national register listings.
 - **Policy LU2-2.2:** Take an active role in assisting individual owners or groups in documenting and preserving buildings of potential cultural, historical, or architectural significance.

The Downtown Specific Plan is consistent with the Goals, Objectives and Policies which encourage preservation and enhancement of the Downtown's cultural and historical resources, in that Chapters 2 and 4 of the Specific Plan propose goals and development standards to encourage the enhancement of the potential historical buildings in this area and guide compatible new development and improvements. For example, Historic Resource requirements are specifically provided in Chapter 2.

Goal LU4: Provision of a Stable Tax Base for El Segundo through Commercial Uses. Provide a stable tax base for the City through development of new commercial uses, primarily within a mixed-use environment, without adversely affecting the viability of Downtown.

- **Objective LU4-2:** Create an integrated, complimentary, attractive multi-use Downtown to serve as the focal point for the civic, business, educational, and social environment of the community.
 - **Policy LU4-2.1:** Revitalize and upgrade commercial areas, making them a part of a viable, attractive and people oriented commercial district. Consideration should be given to aesthetic architectural improvements, zoning and shopper amenities.
 - **Policy LU4-2.2:** The City shall participate in Downtown revitalization efforts through a commitment of staff time and technical assistance.
 - **Policy LU4-2.3:** Utilize public spaces for Downtown activities and special events.
 - **Policy LU4-2.4:** The City shall commit to maintaining and upgrading where necessary the public areas Downtown.
 - **Policy LU4-2.5:** The Downtown area will provide adequate parking, through both public and private efforts, to meet demand.
 - **Program LU4-2.5A:** Develop an on-going program to analyze the peak hour parking needs of the Downtown area.
 - **Policy LU4-2.6:** The Downtown area shall maintain and encourage low-scale architectural profile and pedestrian oriented features, consistent with existing structures.
 - **Policy LU4-2.7:** Investigate development of shuttle service to provide public transportation access to Downtown, as well as future commercial areas.
 - **Policy LU4-2.8:** Limit number of “fast food” (lunchtime) restaurants in the Downtown area, to address parking concerns at peak hours.
 - **Policy LU4-2.9:** Within one year after adoption of the General Plan, the City shall initiate the development of a Downtown Traffic Mitigation Plan, designed to mitigate traffic impacts associated with development at FAR 1.0.

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

Goal LU7: Provision of Quality Infrastructure. Provide the highest quality public facilities, services and public infrastructure possible to the community.

- **Objective LU7-1:** Provide the highest and most efficient level of public services and public infrastructure financially possible.
 - **Policy LU7-1.3:** Develop, adopt, and implement a street lighting plan which provides a uniform and high quality of streetlights in all areas of the City.
- **Objective LU7-2:** Promote City appearance and cultural heritage programs.
 - **Policy LU7-2.1:** Coordinate public improvements and beautification efforts with service groups, citizen groups, and organizations who are interested in upgrading the community.
 - **Policy LU7-2.5:** All public facilities and utilities should be designed to enhance the appearance of the surrounding areas in which they are located.

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



The Specific Plan area will include quality sidewalks, streets, street lighting, and other streetscape infrastructure improvements

Goal C1: Provision for a Safe, Convenient and Cost Effective Circulation System. Provide a safe, convenient and cost-effective circulation system to serve the present and future circulation needs of the El Segundo community.

- **Objective C1-1:** Provide a roadway system that accommodates the City’s existing and projected land use and circulation needs.
 - **Policy C1-1.7:** Provide adequate intersection capacity to the extent possible on Major, Secondary and Collector Arterials to prevent diversion through traffic into local residential streets.
 - **Policy C1-1.8:** Provide all residential, commercial and industrial areas with efficient and safe access for emergency vehicles.
- **Objective C1-2:** Provide a circulation system consistent with current and future engineering standards to ensure the safety of the residents, workers and visitors of El Segundo.
 - **Policy C1-2.1:** Develop and maintain a circulation system which shall include a functional hierarchy and classification system of arterial highways that will correlate capacity and service function to specific road design and land use requirements.

The Specific Plan is consistent with the Circulation Element Goal, Policies, and Objectives detailed above in that the circulation system in the Downtown area is safe, convenient, and cost effective. The roadway improvement proposals for Main Street, Grand Avenue and Richmond Street have been evaluated and can accommodate the circulation needs, and the Specific Plan area will continue to provide emergency vehicle access.



The Specific Plan provides for a safe, convenient, and cost effective multimodal circulation system in the Downtown area

Goal C2: Provision for Alternative Modes of Transportation. Provide a circulation system that incorporates alternatives to the single-occupant vehicle, to create a balance among travel modes based on travel needs, costs, social values, user acceptance, and air quality considerations.

- **Objective C2-1:** Provide a pedestrian circulation system to support and encourage walking as a safe and convenient travel mode within the City's circulation system.
 - **Policy C2-1.6:** Encourage shopping areas to design their facilities for ease of pedestrian access.
 - **Policy C2-1.7:** Closely monitor design practices to ensure a clear pedestrian walking area by minimizing obstructions, especially in the vicinity of intersections.

- **Objective C2-2:** Provide a bikeway system throughout the City to support and encourage the use of the bicycle as a safe and convenient travel mode within the City's circulation system.
 - **Policy C2-2.1:** Implement the recommendations on the Bicycle Master Plan contained in the Circulation Element, as the availability arises; i.e., through development, private grants, signing of shared route.
 - **Policy C2-2.2:** Encourage new development to provide facilities for bicyclists to park and store their bicycles and provide shower and clothes changing facilities at or close to the bicyclist's work destination.

- **Objective C2-3:** Ensure the provision of a safe and efficient transit system that will offer the residents, workers and visitors of El Segundo a viable alternative to the automobile.
 - **Policy C2-3.1:** Work closely with the Southern California Rapid Transit District (SCRTD), the Los Angeles County Transportation Commission (LACTC), and the Rail Construction Corporation (RCC). Torrance Municipal Bus Lines, the El Segundo Employers Association (ESEA) and private businesses to expand and improve the public transit service within the adjacent to the City.
 - **Policy C2-3.2:** Ensure that transit planning is considered and integrated into all related elements of City planning.

- **Objective C2-5:** Ensure the use of Transportation Demand Management (TDM) measures throughout the City, where appropriate, to discourage the single-occupant vehicle, particularly during the peak hours. In addition, ensure that any developments that are approved based on TDM plans incorporate monitoring and enforcement of TDM targets as part of those plans.
 - **Policy C2-5.1:** Ensure that Transportation Demand Management (TDM) measures are considered during the evaluation of new developments within the City, including but not limited to ridesharing, carpooling and vanpooling, flexible work schedules, telecommuting and car/vanpool preferential parking.

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

Goal C3: Development of Circulation Policies that are Consistent with other City Policies. Develop a balanced General Plan, coordinating the Circulation Element with all other Elements, ensuring that the City’s decision-making and planning activities are consistent among all City departments.

- **Objective C3-1:** Ensure that potential circulation system impacts are considered when the City’s decision makers and staff are evaluating land use changes.
 - **Policy C3-1.1:** Require all new development to mitigate project-related impacts on the existing and future circulation system such that all Master Plan roadways are upgraded and maintained at acceptable levels of service through implementation of all applicable Circulation Element policies. Mitigation measures shall be provided by or paid for by the project developer.
 - **Policy C3-1.5:** Ensure that transit planning is considered and integrated into all related elements of City planning.
 - **Policy C3-1.7:** Require submittal and implementation of a Transportation Management Plan (TMP) for all projects within the Urban Mixed-Use area, and encourage a TMP for all projects within the northeast quadrant.
 - **Policy C3-1.8:** Require the provision of adequate pedestrian and bicycle access for new development projects through the development review process.
- **Objective C3-2:** Ensure the consideration of the impacts of land use decisions on the City’s parking situation.
 - **Policy C3-2.1:** Ensure the provision of sufficient on-site parking in all new development.
 - **Policy C3-2.2:** Ensure that the City’s parking codes and zoning ordinances are kept up-to-date.
- **Objective C4-3:** Establish the City’s short-term (5-year) Capital Improvement Program (CIP) consistent with the Circulation Element and the entire General Plan, and ensure that the CIP incorporates adequate funding for the City’s circulation needs.
 - **Policy C4-3.1:** Identify and evaluate potential revenue sources for financing circulation system development and improvement projects.

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

4. Housing Element

Goal 1: Preserve and protect the existing housing stock by encouraging the rehabilitation of deteriorating dwelling units and the conservation of the currently sound housing stock.

- **Policy 1.2:** Encourage investment of public and private resources to foster neighborhood improvement.

Goal 2: Provide sufficient new, affordable housing opportunities in the city to meet the needs of groups with special requirements, including the needs of lower and moderate- income households.

- **Policy 2.1:** Provide regulations, as required by California Law, to facilitate additional housing and develop programs to serve special needs groups (including persons with developmental disabilities).
- **Policy 2.2:** Facilitate the creation of affordable housing opportunities for extremely low, very low and low- income households.

Goal 3: Provide opportunities for new housing construction in a variety of locations and a variety of densities.

- **Policy 3.1:** Provide for the construction of adequate housing in order to meet the goals of the Regional Housing Needs Assessment (RHNA).
- **Policy 3.3:** Facilitate development on vacant and underdeveloped property designated as residential or mixed-use to accommodate a diversity of types, prices and tenure.

Goal 4: Remove governmental constraints on housing development.

- **Policy 4.1:** Continue to allow second units, condominium conversions, caretaker units and second floor residential use in commercial zones as specified in the El Segundo Municipal Code.
- **Policy 4.3:** Facilitate timely development processing for residential construction projects and expedite the project review process.
- **Policy 4.4:** Facilitate provision of infrastructure to accommodate residential development.

The Specific Plan addresses the Housing Element goals and policies related to the development of a range of housing types, including affordable housing, within the Downtown. The Specific Plan provides standards and objectives to implement affordable housing opportunities throughout the Downtown with a mix of housing types to serve a wide range of income levels.

5. Open Space and Recreation Element

Objective 051-2 Private Facilities. Preserve existing, and support acquisition of additional, private park and recreation facilities to foster recognition of their value as community recreation and open space resources.

- **Policy 051-2.4:** Require all new residential developments with more than 20 units to provide on-site recreational open space.
- **Policy 051-2.5:** Encourage, through implementation of development incentives, the development of outdoor private recreational facilities, such as plazas, courtyards, and esplanades, in conjunction with non-residential development.

Objective 051-3 Recreation Programs. Provide recreational programs and facilities for all segments of the community.

- **Policy 051-3.3:** Encourage multi-family residential developments to provide active open space and recreation facilities which are maintained by homeowners associations.

Objective 051-5 Natural Resources. Protect natural open space resources and associated habitat.

- **Policy 051-5.2:** Promote street trees and landscaping as a desirable feature of the quality of life in El Segundo, by including in the City's Zoning Ordinance a requirement for a minimum amount of landscaping for all multi-family residential, commercial, and industrial development projects.
- **Policy 051-5.3:** Continue to support programs for the protection of the El Segundo Blue Butterfly.

The Specific Plan addresses the Open Space and Recreation Element objectives and policies related to the development of open space and gathering space and landscaping policies. The Plan provides for the development of open space areas such as plazas and courtyards that activate the Downtown and promotes the use of landscaping and habitat areas for the El Segundo Blue Butterfly.

6. Conservation Element

Goal CN4: El Segundo Blue Butterfly. Protect the rare and endangered El Segundo Blue Butterfly.

- **Policy CN4-1:** Develop and encourage environmental protection policies that protect sensitive habitat areas, including coordination with city, county, state, and federal agencies having jurisdiction over such areas.
- **Policy CN4-2:** Protect the coastal habitat of the El Segundo Blue Butterfly.

Goal CN5: Urban Landscape. Develop programs to protect, enhance and increase the amount and quality of the urban landscape to maximize aesthetic and environmental benefits.

- **Policy CN5-1:** Preserve the character and quality of existing neighborhood and civic landscapes.
- **Policy CN5-2:** Identify the characteristics and qualities of the urban landscape that are valued by the community.
- **Policy CN5-4:** Establish density and development standards that protect and reflect the character and quality of existing neighborhoods and minimize the loss of landscaped area.
- **Policy CN5-6:** Encourage that any new landscaped areas respect and incorporate the distinctive elements of the existing community landscape.

The Downtown Specific Plan is consistent with the urban landscape provisions of the Conservation Element. The Plan protects and enhances the quality of the urban landscape of the Downtown, particularly the characteristics and qualities identified by the community as being valued and designates habitat areas for the El Segundo Blue Butterfly.

7. Noise Element

Goal N1: Provision of a Noise-Safe Environment. Encourage a high quality environment within all parts of the City of El Segundo where the public's health, safety and welfare are not adversely affected by excessive noise.

- **Objective N1-2:** It is the objective of the City of El Segundo to ensure that City residents are not exposed to stationary noise levels in excess of El Segundo's Noise Ordinance standards.
 - **Policy N1-2.1:** Require all new projects to meet the City's Noise Ordinance Standards as a condition of building permit approval.
 - **Program N1-2.1A:** Address noise impacts in all environmental documents for discretionary approval projects to ensure that noise sources meet City Noise Ordinance standards. These sources may include: mechanical or electrical equipment, truck loading areas or outdoor speaker systems.

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



B Appendix



APPENDIX B: DEFINITIONS

A. Introduction

This appendix defines the permitted uses in this Specific Plan that are technical or specialized land uses that may not reflect common usage. Land uses not defined in this appendix are defined in ESMC Section 15-1-6 (Definitions).

B. Land Use Definitions

Alcohol Sales, Off-Site

Any establishment in which alcoholic beverages are sold for consumption off the premises.

Alcohol Sales, On-Site

Any establishment in which alcoholic beverages are sold for consumption on the premises.

Alcohol Sales, On-Site with Food Service

Any establishment in which alcoholic beverages are sold, served, or given away for consumption on-site as part of a restaurant, deli, market, or similar establishment where customers purchase food and beverages and consume the food and beverages on the premises.

Assembly Halls

A building or portion of a building, used for large-scale indoor gatherings of people. For example, assembly halls include private educational facilities; religious institutions; clubs; lodges; theaters; and similar kinds of facilities whether available for public or private use.

Brewery and Alcohol Production (including on-site consumption or restaurant)

An establishment that produces ales, beers, meads, hard ciders, wine, liquor and/or similar beverages on-site, and where customers purchase food or beverages and consume the food or beverages on the premises. Also includes incidental sale of beverages for on-site and off-site consumption in keeping with the regulations of the Alcohol Beverage Control (ABC) and Bureau of Alcohol, Tobacco, and Firearms (ATF).

Nightclub

A building which is primarily utilized for entertainment and is open in the evening and serves alcohol, and may or may not serve food. Nightclubs include interior floor space for dancing or standing in conjunction with an indoor entertainment activity, such as dance halls, discotheques, private clubs, lounges and cabarets. and other similar evening-oriented entertainment activities for adults.

Outdoor Dining

An exterior dining area within private property outside of the public right-of-way with seats and/or tables, umbrellas, portable heaters, lighting, potted plants, or other furnishings primarily intended for use by the customers of the business with which the furnishings are associated. Outdoor dining is ancillary and contiguous to an approved restaurant or business and located outside the walls of a building or structure, typically along the building frontage.

Parklets

An exterior dining area within the public right-of-way and contains seats and/or tables, umbrellas, portable heaters, lighting, potted plants, or other furnishings primarily intended for use by the customers of the business with which the furnishings are associated. Parklets are ancillary and contiguous to an approved restaurant or business and typically located within a widened public sidewalk area or unused parking space.

Public Facilities

A building or structure owned, operated, or occupied by a governmental agency. Public facilities include: municipal, county, state or federal governmental facilities.

Studio/Sound Stages and Support Facilities

Space in an outdoor or indoor area, building, part of a building, structure, or a defined area, which is utilized primarily for the creation of film, television, music video, multimedia, or other related activities.

Temporary Outdoor Retail Sales Events

Temporary short-term sales or display of supplies or a retail activity in an permitted outdoor location that may be conducted under a non-permanent tent, canopy, or other sun shelter. Outdoor retail sales events shall not involve the construction of, or significant changes to, permanent buildings, paving, or structures. The Director of Community Development shall be responsible for reviewing and approving retail sales events, subject to any terms, conditions, or special limitations deemed necessary.

Underground Parking Facilities and Parking Structures

A basement equipped, designed, used, or intended to be used, for parking automobiles. A parking structure is intended primarily for the interior parking or storage of motor vehicles for any period of time.