

El Segundo | Vision 2050

Planning Commission Study Session

October 9, 2025



Agenda

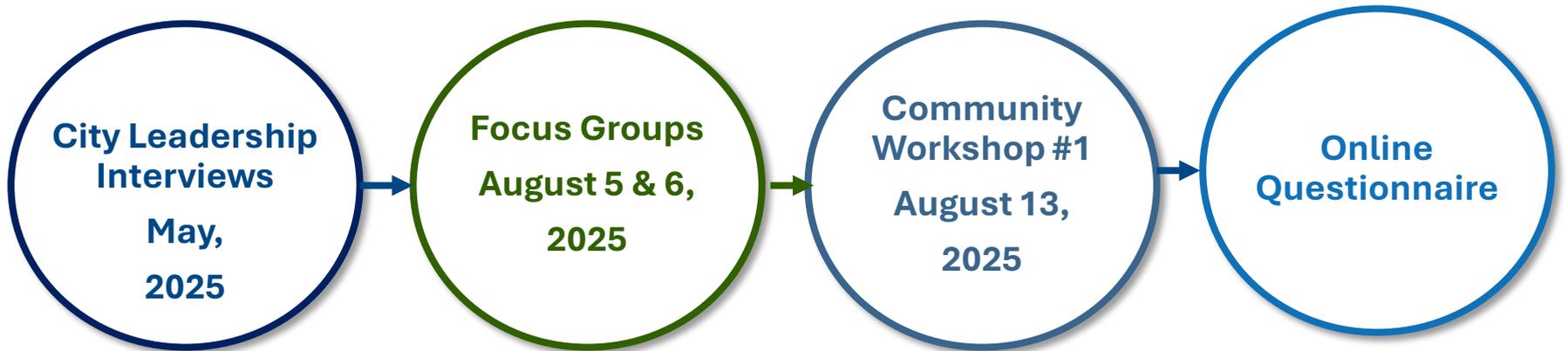
- 1. Project Update**
- 2. What We Have Learned**
- 3. Public Input**
- 4. Preliminary Vision & Principles**
- 5. Moving Ahead**





Project Update

Outreach to Date



Existing Conditions Update

Market Analysis

- Current Conditions and Future Development Outlook
 - Socioeconomic Characteristics
- Existing and Projected Market Factors



Mobility Analysis

- Citywide VMT Baseline
 - Citywide Mobility Infrastructure Overview
 - Area Spotlights



Story Map

- Housing
- Land Use Regulations
- Community Character
- Demographics & Health Indicators
 - Pollution Burden
- Market Conditions & Development

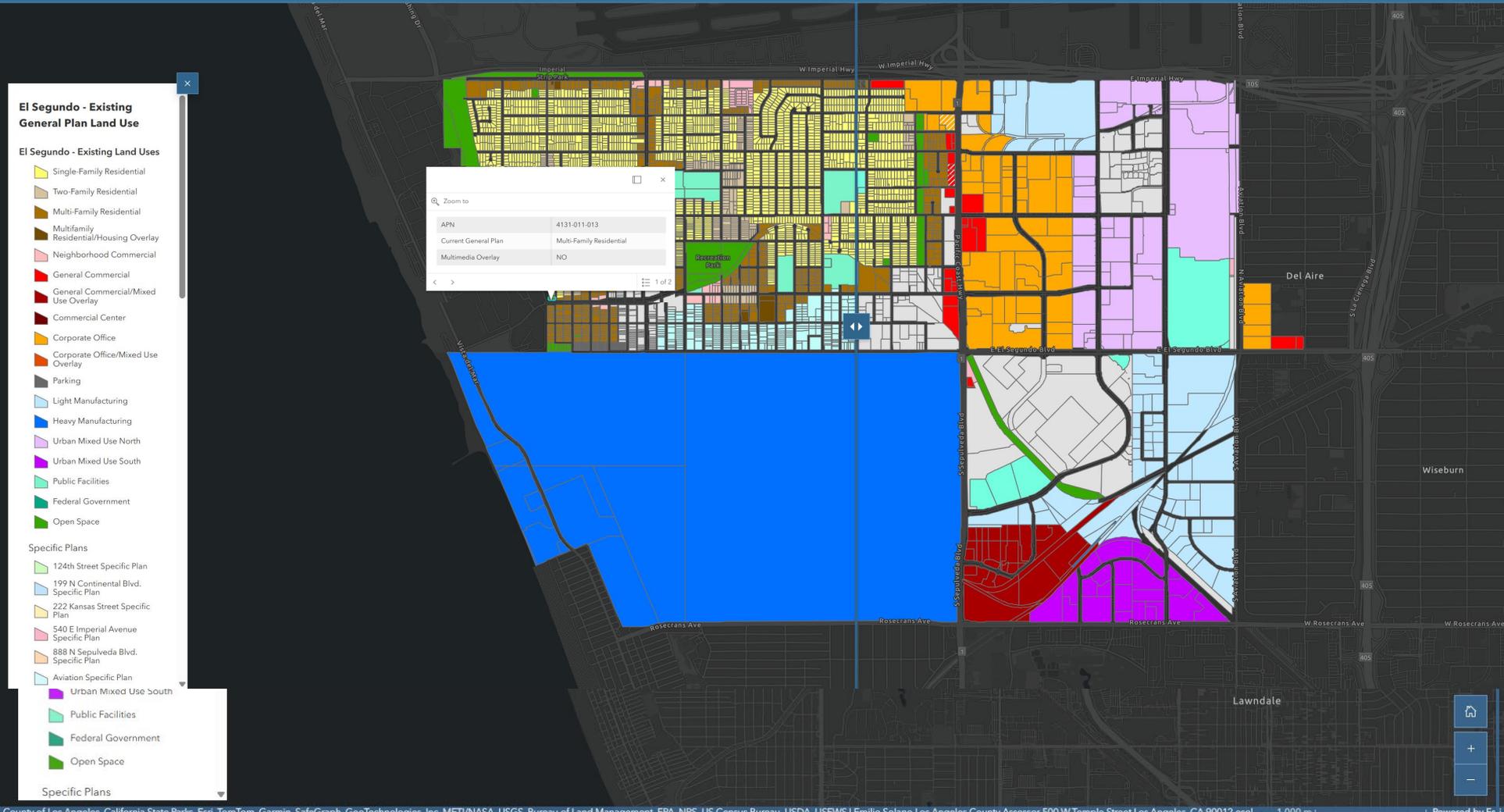




What We Have Learned

StoryMap | Existing Conditions

INTRODUCTION WHAT IS A GENERAL PLAN? LAND USE REGULATIONS HOUSING DEMOGRAPHICS & HEALTH INDICATO... POLLUTION BURDEN MARKET CONDITIONS & DEVELOPMEN... COMMUNITY CHARACTER MOBILITY STAY CONNECTED



Click the double-sided arrow below and drag to either side of the screen to reveal the corresponding map

StoryMap | Existing Conditions

Specific Plans

INTRODUCTION WHAT'S A GENERAL PLAN? LAND USE REGULATIONS HOUSING DEMOGRAPHICS & HEALTH INDICATO... POLLUTION BURDEN MARKET CONDITIONS & DEVELOPMEN... COMMUNITY CHARACTER

Specific Plan

124th Street Specific Plan

199 N Continental Blvd. Specific Plan

222 Kansas Street Specific Plan

540 E Imperial Avenue Specific Plan

888 N Sepulveda Blvd. Specific Plan

Aviation Specific Plan

Corporate Campus Specific Plan

Downtown Specific Plan

El Segundo South Campus Specific Plan

The Lakes Specific Plan

Pacific Coast Commons Specific Plan

Smoky Hollow Sp
Rhino 8 lan



StoryMap | Existing Conditions

Overlays

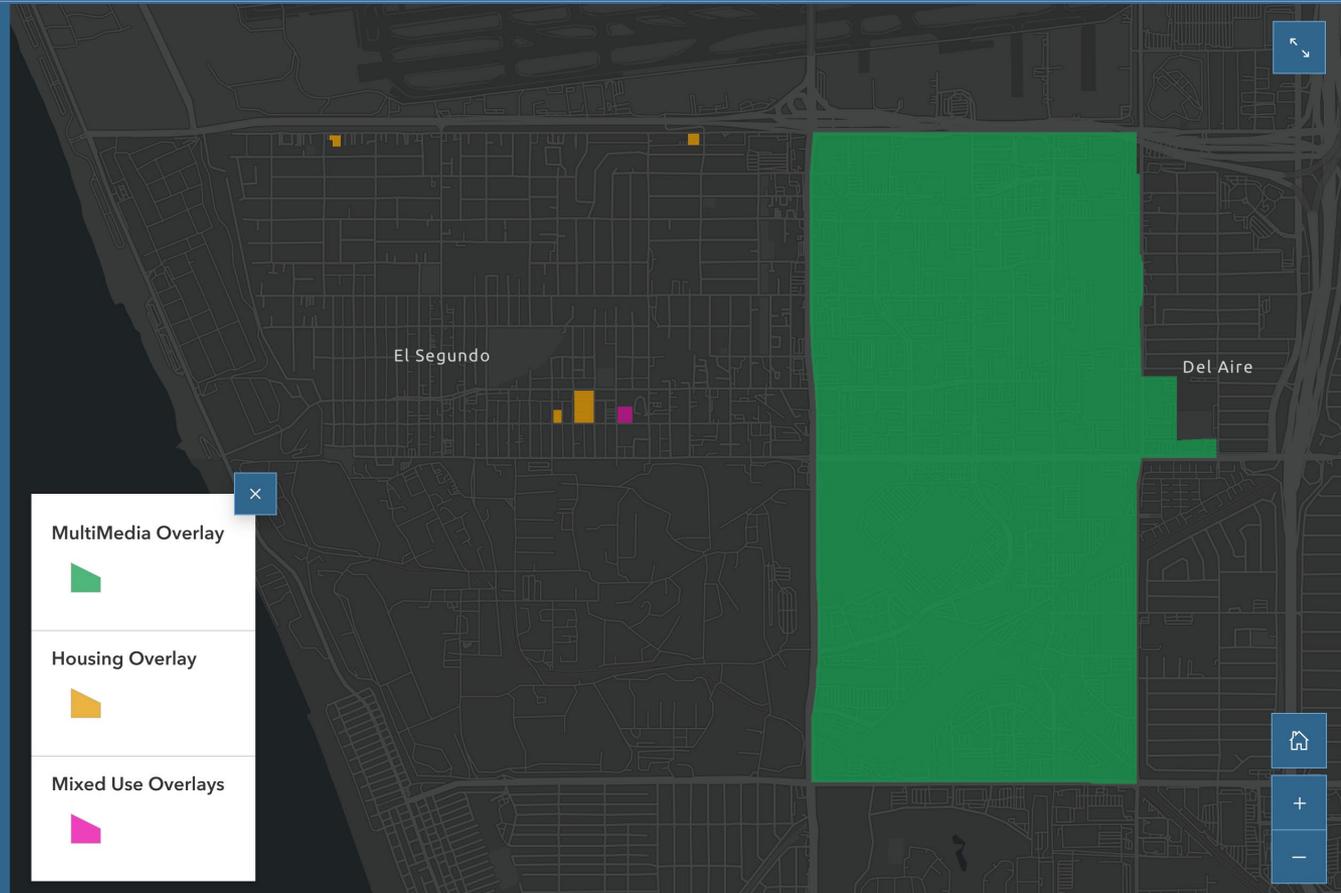
INTRODUCTION WHAT'S A GENERAL PLAN? LAND USE REGULATIONS HOUSING DEMOGRAPHICS & HEALTH INDICATO... POLLUTION BURDEN MARKET CONDITIONS & DEVELOPMEN... COMMUNITY CHARACTER

Overlay Zones

Housing Overlay: This overlay permits multiple dwelling units at high densities on a few key properties in the R-3 Multi-Family zone. This overlay was created to facilitate development pursuant to Housing Element goals.

Mixed Use Overlay: This overlay permits multiple dwelling units at high densities in combination with permitted commercial uses on a few key commercial properties to facilitate meeting the City's Regional Housing Needs Assessment (RHNA) allocation and Housing Element goals.

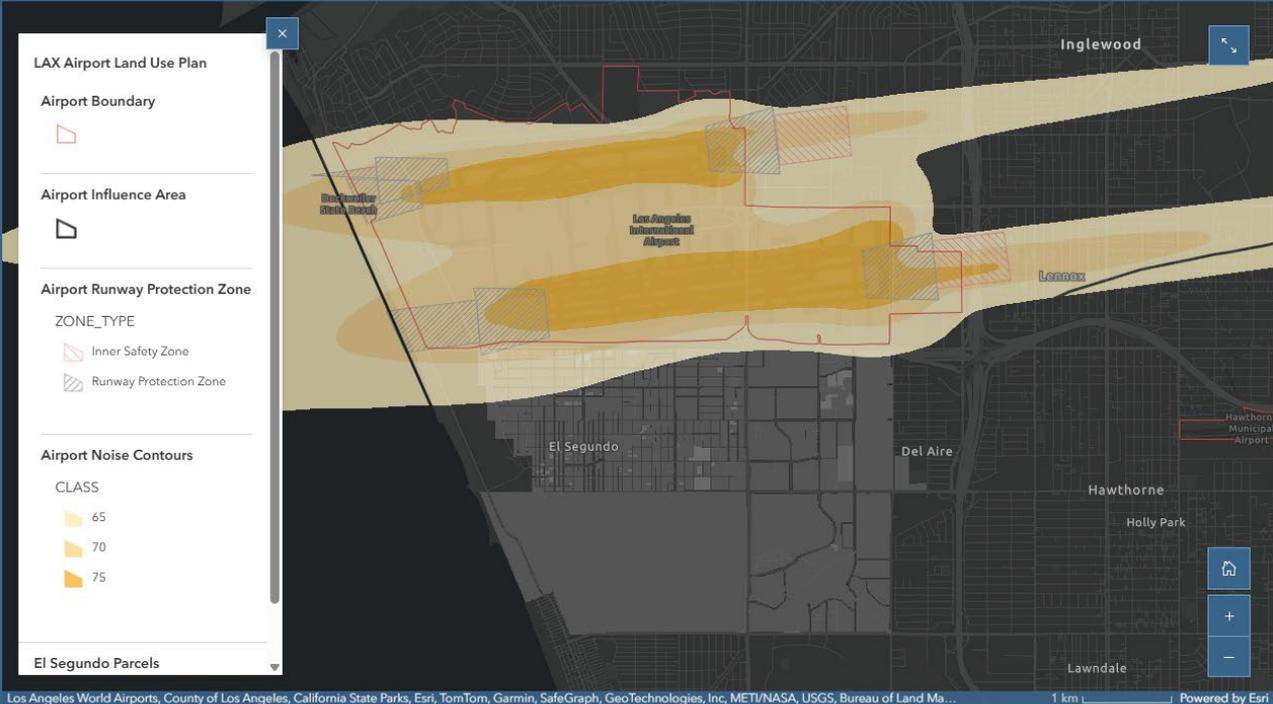
Multimedia Overlay District: This overlay applies to all parts of the city east of Pacific



StoryMap | Existing Conditions

LAX Airport Land Use Plan

INTRODUCTION WHAT'S A GENERAL PLAN? LAND USE REGULATIONS HOUSING DEMOGRAPHICS & HEALTH INDICATO... POLLUTION BURDEN MARKET CONDITIONS & DEVELOPMEN... COMMUNITY CHARACTER



Airport Land Use Compatibility Plan (ALUP)

StoryMap | Existing Conditions

Housing

Cost Burden



29%

Owner-occupied
Households

33%

Renter-occupied
Households

Cost Burden is defined as a household paying more than 30% of its gross monthly income on housing cost (rent or mortgage payments).

Severe Cost Burden



17%

Owner-occupied
Households

13%

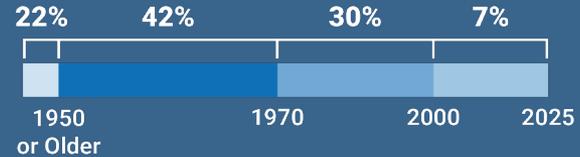
Renter-occupied
Households

Severe Cost Burden is defined as a household paying more than 50% of its gross monthly income on housing cost (rent or mortgage payments).

Housing Age



The Age of El Segundo's Homes



Housing Tenure



43%

Owner-Occupied
Housing Units



57%

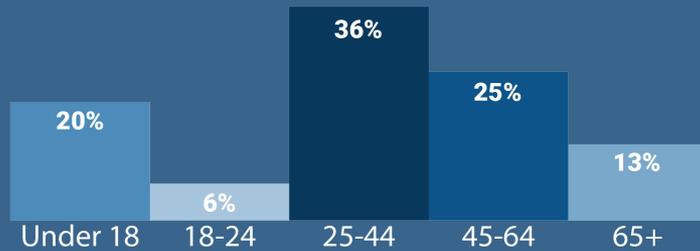
Renter-Occupied
Housing Units

StoryMap | Existing Conditions

Demographic Indicators



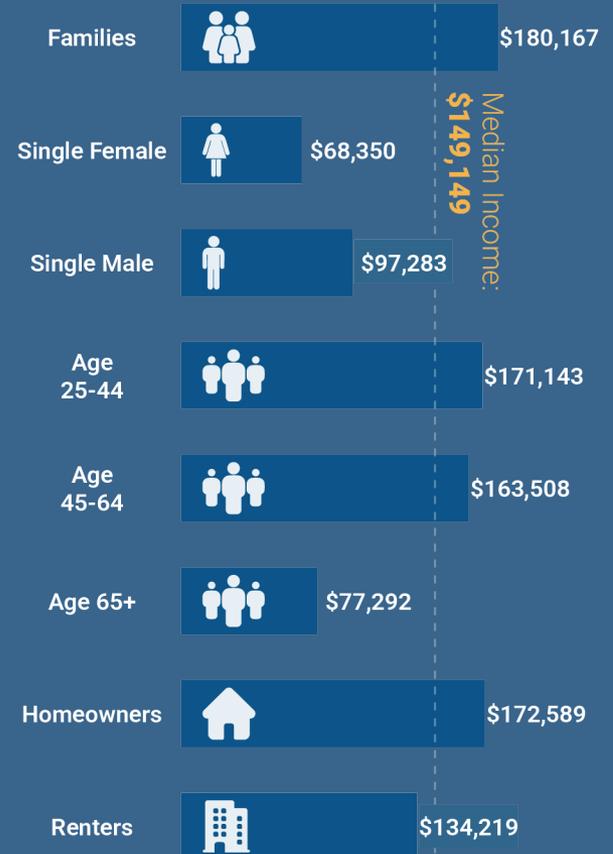
Age Breakdown



Population Growth



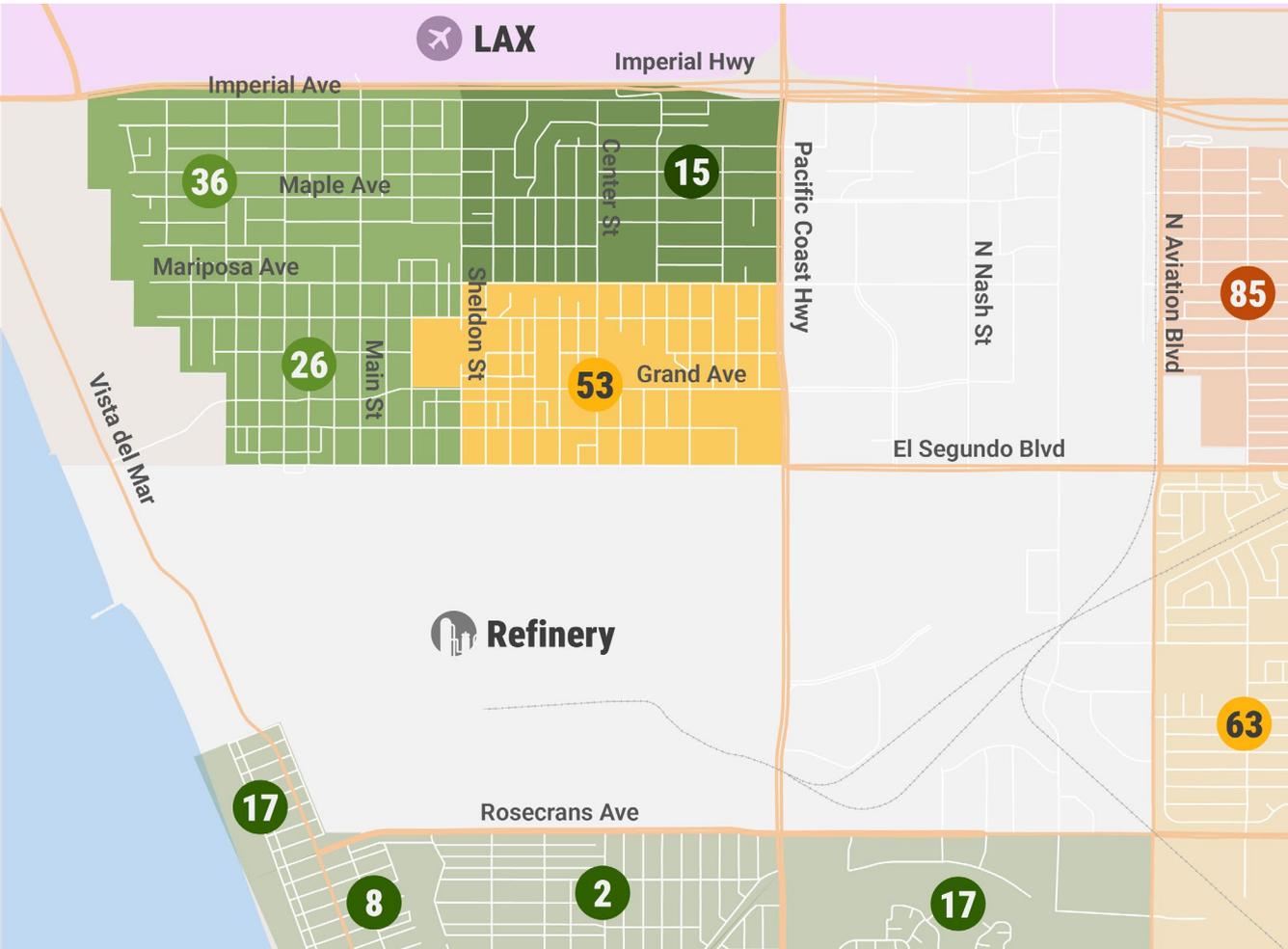
Household Income Breakdown



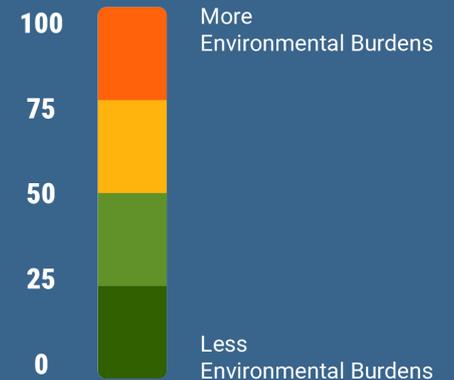
StoryMap | Existing Conditions

Health Indicators – Pollution Burden

- El Segundo has a **high Pollution Burden**, but a **low overall CES percentile** significant environmental pollution
- Fewer health and socioeconomic challenges



CalEnviroScreen Percentile Scores



Tracts in top-quarter range face the most cumulative environmental burdens throughout California.

StoryMap | Existing Conditions

Market Opportunities

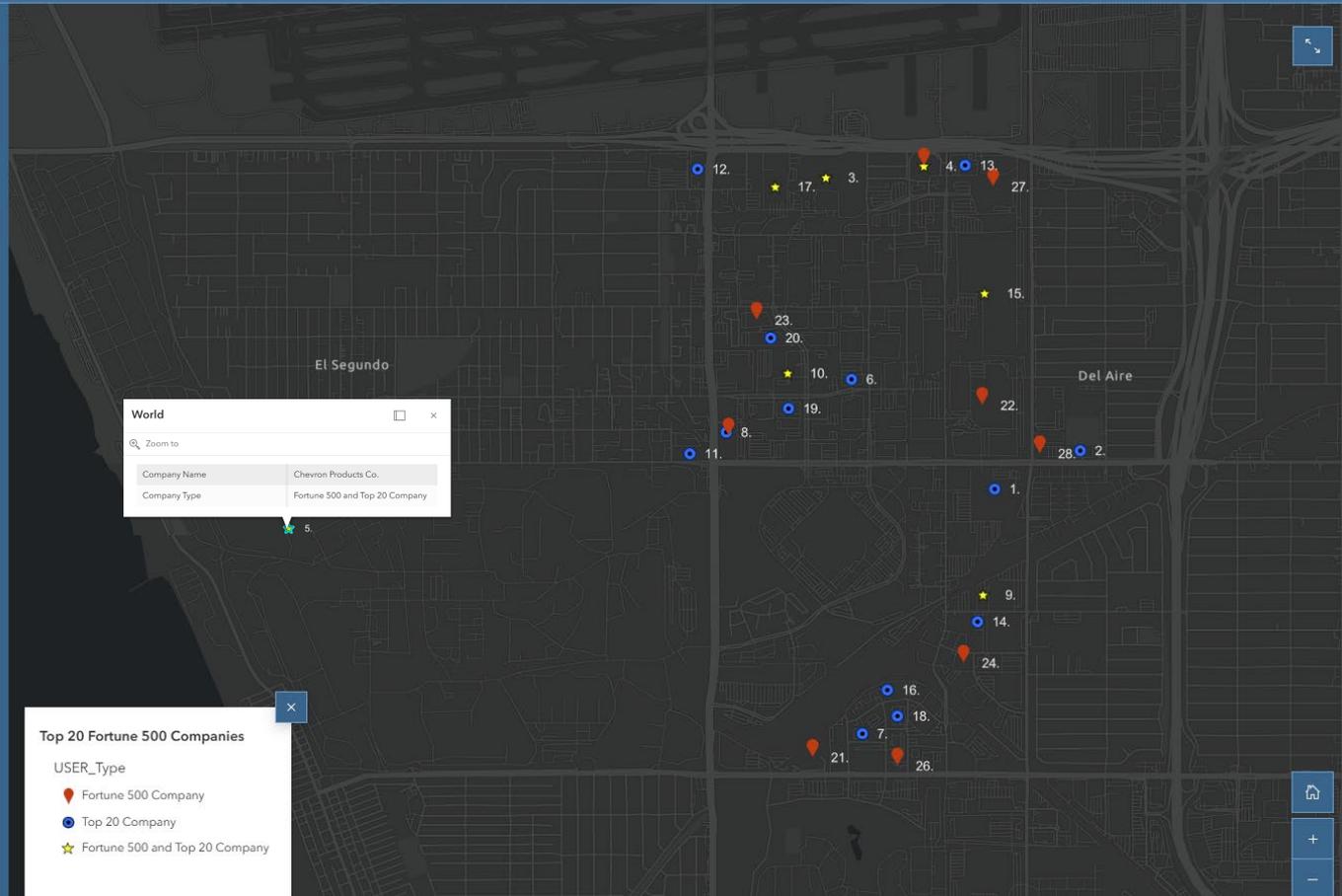
Employment Hub & Tech Epicenter

INTRODUCTION WHAT'S A GENERAL PLAN? LAND USE REGULATIONS HOUSING DEMOGRAPHICS & HEALTH INDICATO... POLLUTION BURDEN MARKET CONDITIONS & DEVELOPME... COMMUNITY CHARACTER

El Segundo's Business and Tech Edge

El Segundo is home to major industry leaders and innovative deep tech companies, making the city a hub for both nationally recognized corporations and breakthrough technologies.

A Fortune 500 company is one of the 500 biggest companies in the United States, ranked each year by *Fortune* magazine based on their total revenue. These companies are leaders in their industries and are often household names.



StoryMap | Existing Conditions

Market Opportunities

Employment Hub & Tech Epicenter

INTRODUCTION

WHAT'S A GENERAL PLAN?

LAND USE REGULATIONS

HOUSING

DEMOGRAPHICS & HEALTH INDICATO...

POLLUTION BURDEN

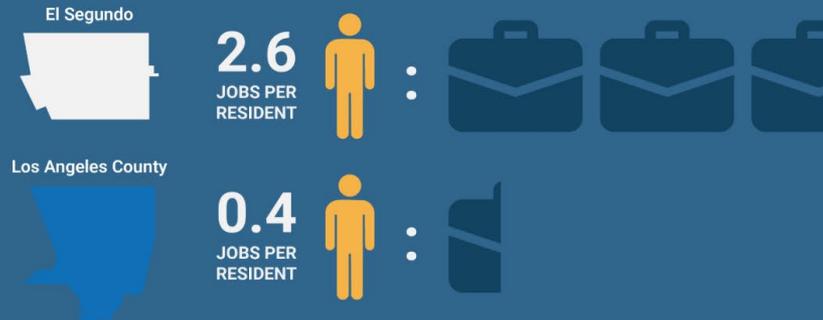
MARKET CONDITIONS & DEVELOPMEN...

COMMUNITY CHARACTER

Big employment hub, small population.

El Segundo is a jobs hub meaning more people work here than live here. For every resident, there are more than two and a half employees working here. One of the highest ratios in the region. This makes the City a hub for business, innovation, and daily visitors.

Jobs-to-Resident Ratio



Having more workers than it has residents means most employees commute in. This creates opportunities to think about how land use decisions can ease commutes, reduce traffic impacts, and support a balance between where people work and where they live.

StoryMap | Existing Conditions

Market Opportunities

Trends/Findings - Retail

INTRODUCTION WHAT'S A GENERAL PLAN? LAND USE REGULATIONS HOUSING DEMOGRAPHICS & HEALTH INDICATO... POLLUTION BURDEN MARKET CONDITIONS & DEVELOPMEN... COMMUNITY CHARACTER



Average Retail Rents (2025)*

City of El Segundo

Downtown El Segundo (Main Street)

PCH Corridor

County of Los Angeles



\$5.00



\$4.00



\$6.00



\$3.10

Land Use - Retail

Workers and Visitors Drive Retail Success

Restaurants and shops thrive on spending from non-resident workers and visitors.

Downtown and Smoky Hollow offer walkable potential, while PCH remains the city's busiest retail corridor.

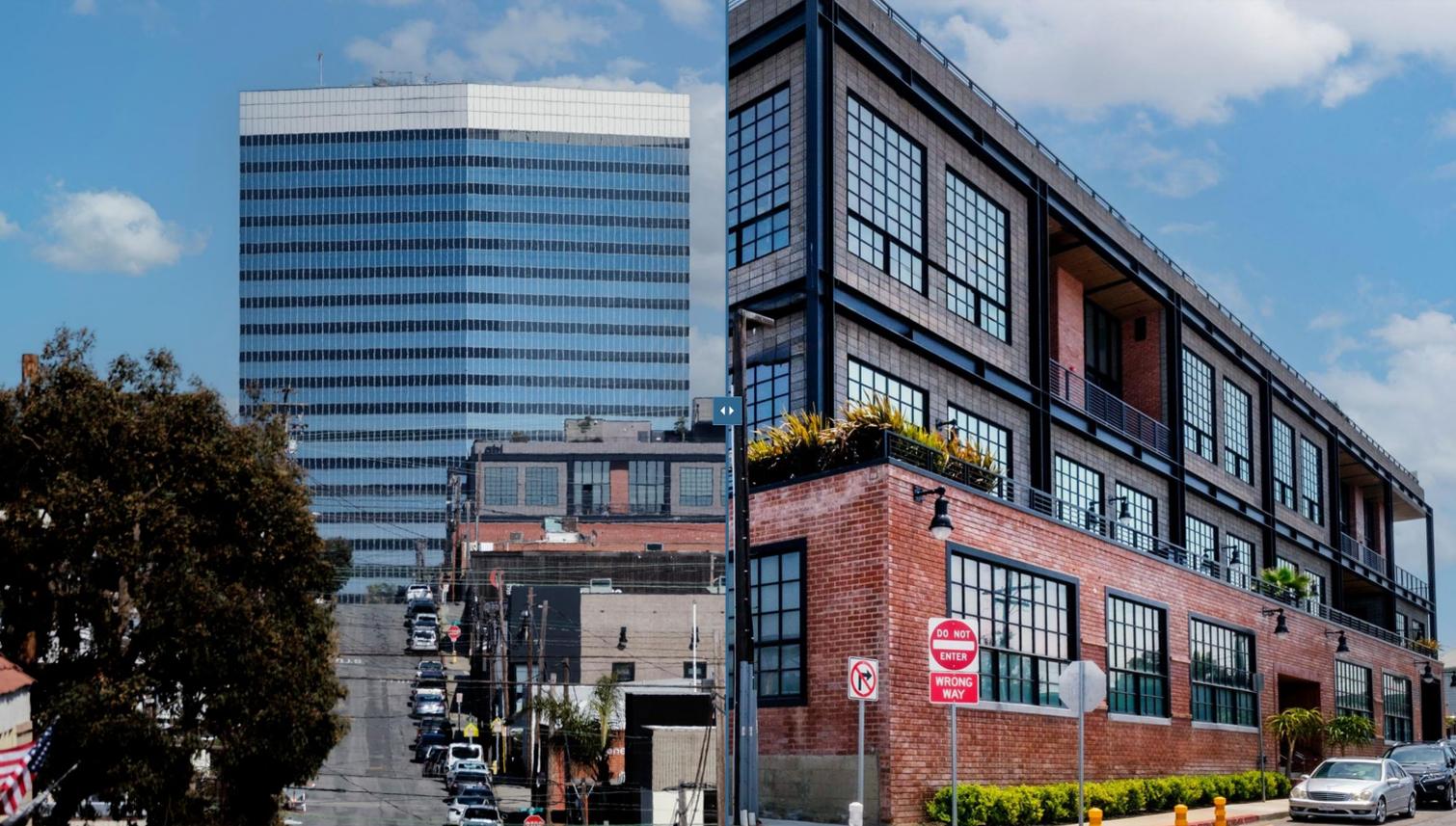
* Cost per square feet per month

StoryMap | Existing Conditions

Market Opportunities

Trends/Findings – Office

- INTRODUCTION
- WHAT'S A GENERAL PLAN?
- LAND USE REGULATIONS
- HOUSING
- DEMOGRAPHICS & HEALTH INDICATO...
- POLLUTION BURDEN
- MARKET CONDITIONS & DEVELOPMEN...
- COMMUNITY CHARACTER



Office Market

Older Towers Are Out, Flexible Spaces Are In

The office market is changing: companies want smaller, collaborative spaces, not big towers. The future may focus on repurposing outdated spaces into R&D, lab, or flexible office uses.

StoryMap | Existing Conditions

Market Opportunities

Trends/Findings - Industrial

INTRODUCTION WHAT'S A GENERAL PLAN? LAND USE REGULATIONS HOUSING DEMOGRAPHICS & HEALTH INDICATO... POLLUTION BURDEN MARKET CONDITIONS & DEVELOPMEN... COMMUNITY CHARACTER



Average Industrial Rents (2025)*

El Segundo



\$3

Beach Cities Submarket **



\$2.40

County of Los Angeles



\$1.50

* Cost per square feet per month

** The Beach Cities Submarket includes the cities of El Segundo, Manhattan Beach, Hermosa Beach, and Torrance.

Industrial Market



Industrial Space Is Thriving, But Growing Firms Need Room

El Segundo's aerospace, electric vehicle, and space-tech ecosystem is thriving. Industrial rents average \$3.00 per square foot—well above nearby markets—while vacancies remain among the lowest in the region.

StoryMap | Existing Conditions

Market Opportunities

Trends/Findings - Hospitality

INTRODUCTION WHAT'S A GENERAL PLAN? LAND USE REGULATIONS HOUSING DEMOGRAPHICS & HEALTH INDICATO... POLLUTION BURDEN MARKET CONDITIONS & DEVELOPMEN... COMMUNITY CHARACTER

Land Use - Hospitality



Hotel Demand Will Keep Growing

As a business and visitor hub, El Segundo and the areas around LAX will continue to see strong hotel demand. By 2029, the Los Angeles Airport submarket (which includes El Segundo) is expected to support 2,700 to 5,500 new hotel rooms in the surrounding area.

Projected Hotel Demand Growth



StoryMap | Existing Conditions

Market Opportunities

Trends/Findings - Residential

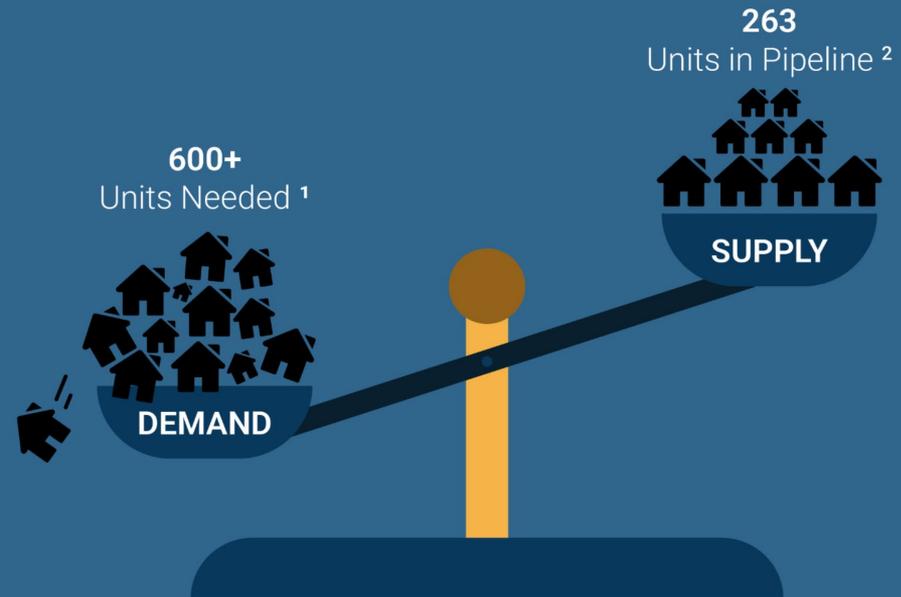
INTRODUCTION WHAT'S A GENERAL PLAN? LAND USE REGULATIONS HOUSING DEMOGRAPHICS & HEALTH INDICATO... POLLUTION BURDEN MARKET CONDITIONS & DEVELOPMEN... COMMUNITY CHARACTER

Housing Shortage

Land Use - Residential

Housing Demand Far Outpaces Supply

Few new homes are being built, yet projections show a need for at least 600 new units. With only one project currently planned, many who work in El Segundo cannot find housing here.

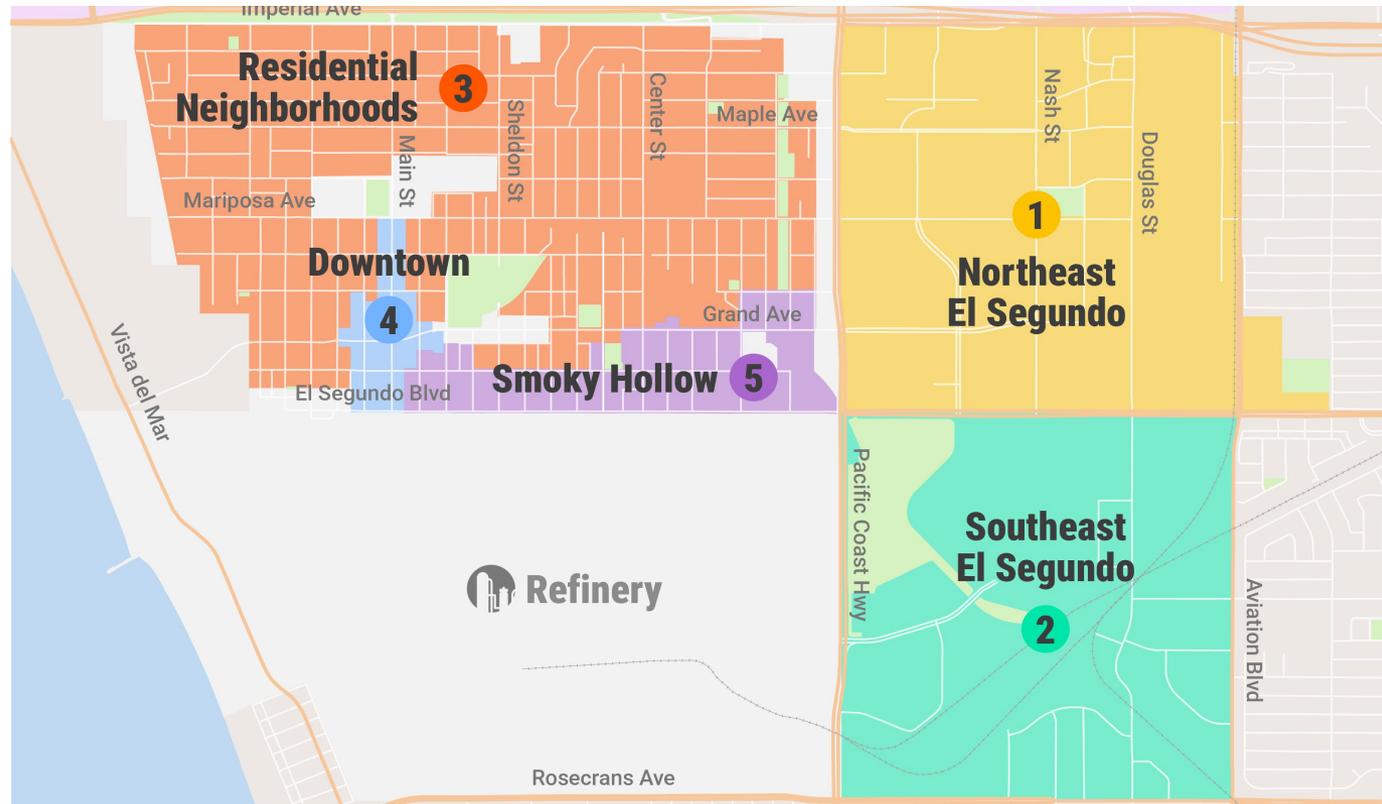


1: As identified in Keyser Marston Associates, Market Analysis – City of El Segundo, Aug. 26, 2025.

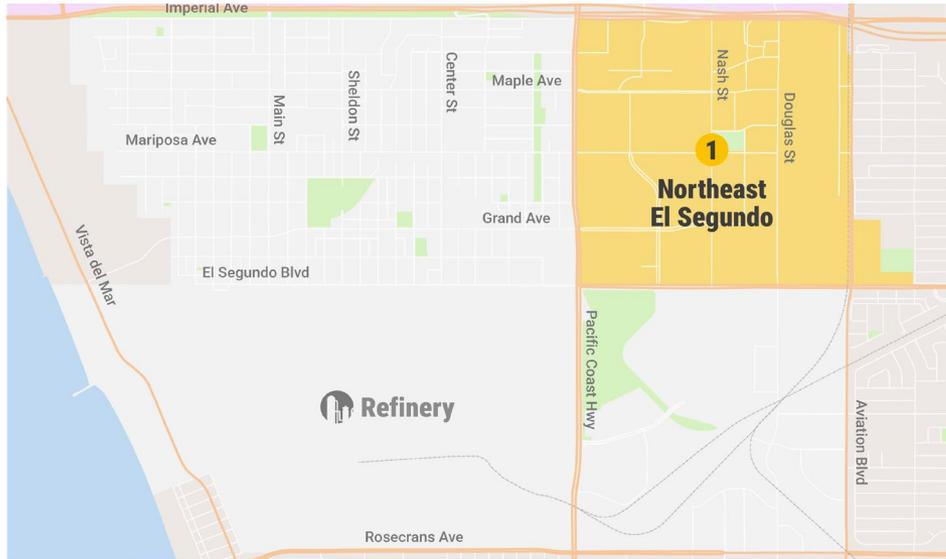
2: Permitted/approved housing units as of September 2025

Mobility Snapshots

- Five key areas where land use, mobility, and development trends intersect
- Show today's conditions and opportunities for future change
- Chosen because change is happening or actively discussed
- Preliminary focus points and may shift



Northeast El Segundo



TAKEAWAY: With two K Line stations, this area could see more housing and mixed-use development in the future. But to make it work, the city will need to balance transit-oriented growth with challenges like truck traffic and circulation.



Transit access: Served by two K Line stations—Mariposa (no parking) and El Segundo (93 free spaces).



Biking conditions: Streets are bike friendly, but there are few dedicated bike amenities like racks or lockers.

Truck activity: Key truck routes run through the area, bringing heavy vehicle traffic.

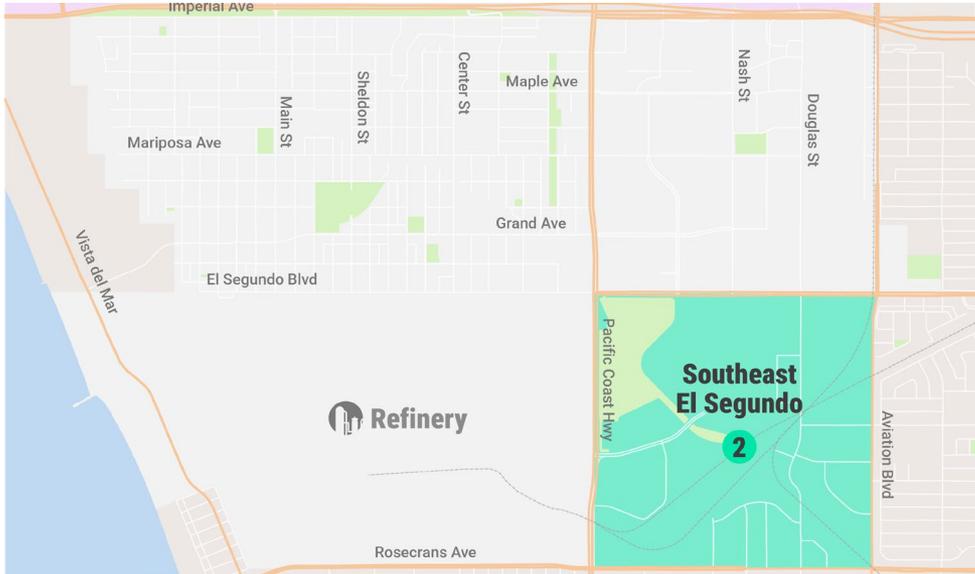


Walkability: Sidewalks are well connected, but the lack of shade makes walking less comfortable.



Local Travel Network (LTN): Three LTN pilot roadway segments provide safer, low-stress options for neighborhood travel.

Southeast El Segundo



TAKEAWAY: This industrial area has limited north-south connections; any future changes will need to carefully balance jobs and better ways for people to get around.



Transit access: Served by one K Line station (Douglas) with 30 free parking spaces.



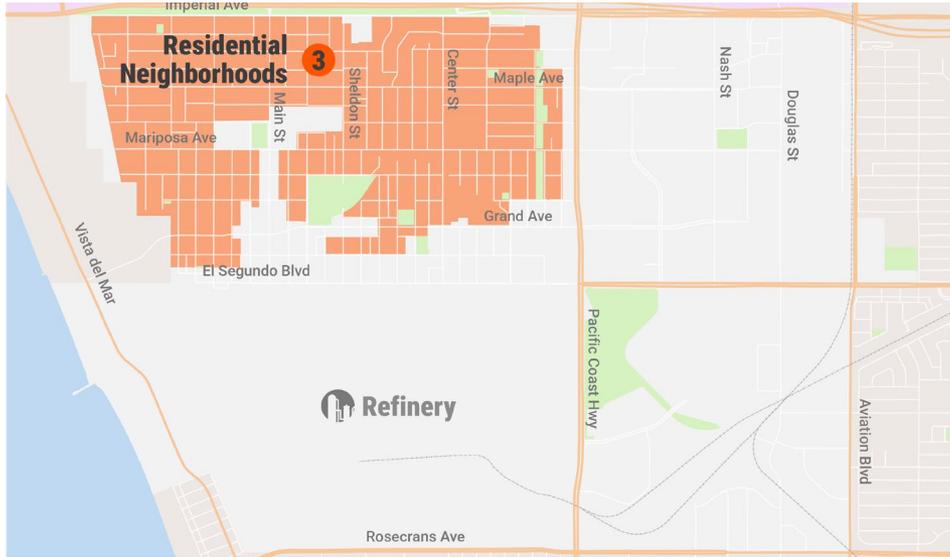
Biking and walking: Sidewalks are well connected, but crossing the freight rail is difficult for pedestrians and cyclists, and shade is limited for comfortable walking.



Connectivity: Douglas Street is the only north-south connection in the area, which limits circulation options.



Residential Neighborhoods



TAKEAWAY: Preserving the character of these neighborhoods will remain the top priority. But with solid sidewalks, LTN connections, and room for stronger bike and transit options, there are opportunities to make it easier to reach schools, Downtown, and nearby destinations—while supporting small-scale infill that fits the community.



Transit access: Limited service, mainly the Beach Cities 109 bus and a local shuttle.



Biking conditions: Mostly Class III bike routes (shared lanes rather than protected paths).

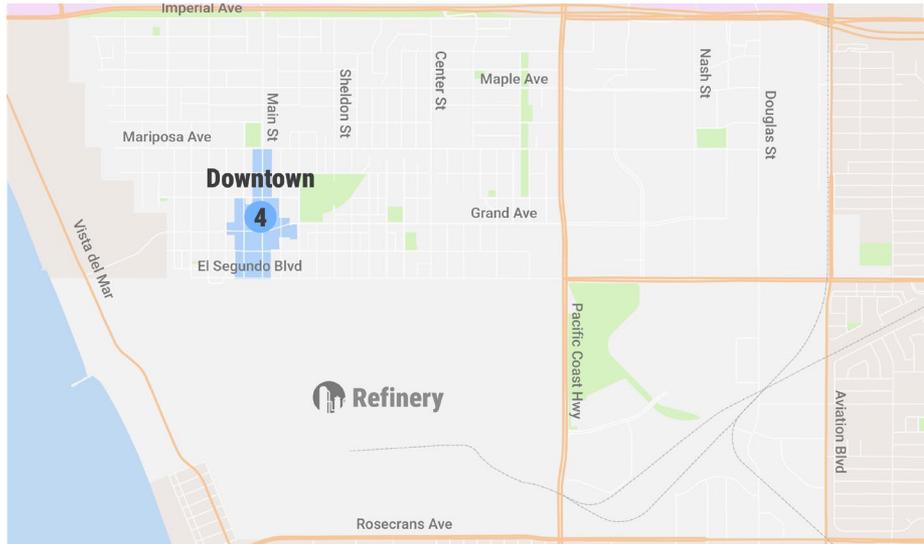


Walkability: Good sidewalk coverage throughout the neighborhoods.



Local Travel Network (LTN): Five LTN pilot roadway segments connect to four schools and other key destinations..

Downtown El Segundo



TAKEAWAY: *Downtown is already a natural hub for infill and mixed-use growth. Strengthening walkability, bike access, and parking management will be critical for supporting future development and keeping Downtown lively and accessible.*



Transit access: Limited service—mainly the Beach Cities bus and Metro Micro.



Biking conditions: Class III bike routes along Main Street and Grand Avenue (shared lanes, not protected).



Walkability: Sidewalks provide complete connections but sometimes narrowed by obstructions, tree damage, or amenities.



Local Travel Network (LTN): Five LTN pilot roadway segments link Downtown to nearby residential neighborhoods.

Smoky Hollow



TAKEAWAY: *Smoky Hollow is in the middle of a shift toward creative and mixed-use development. Future land use choices will need to carefully balance its industrial character, business activity, and mobility challenges.*



Transit access: Served by Beach Cities Transit Route 109 (40–50 min weekday headways), linking to LAX and the South Bay. No Metro rail or bus service directly serves the area.



Biking conditions: No dedicated bikeways in the area.



Truck activity: Major truck routes run along Grand Avenue and El Segundo Boulevard.



Walkability: Sidewalk coverage is patchy, with limited shade and many intersections missing curb ramps, truncated domes, or painted crosswalks.



Local Travel Network (LTN): One LTN pilot roadway segment connects Smoky Hollow to Northeast El Segundo.



Parking and access: An angled parking pilot is underway and expanding.

Public Input



Community Engagement

Phase 1 Activities

City Leadership Interviews

Focus Groups

City Leadership Interviews Summary

INTRODUCTION

At the outset of El Segundo Vision 2050, the General Plan Land Use Element Update project, interviews with City leaders were conducted in coordination with City staff. Individual interviews were conducted with each member of the El Segundo City Council, and a group discussion was held with the City's Executive Team.

The interviews took place via teleconference during May 2025 with the following individuals:

- Mayor Chris Pimental
- Mayor Pro Tem Ryan Baldino
- Councilmember Drew Boyles
- Councilmember Lance Giroux
- Councilmember Michele Keldorf
- City Executive Team:
 - City Manager – Darrell George
 - Deputy City Manager – Barbara Voss
 - Community Development Director – Michael Allen
 - Public Works Department Director – Elias Sassoon
 - Human Resources Director – Rebecca Redyk
 - City Attorney – Mark Henstey
 - Recreation, Park, and Library Department Director – Aly Mancini
 - Information Technology Services Department (acting Director) – Paul Silverstein
 - Police Department Chief – Saul Rodriguez
 - Fire Department Chief – George Avery

These interviews allowed the MIG team to hear individual and departmental perspectives on the City's current strengths, challenges, and opportunities related to land use, community character, and long-term planning priorities. This feedback will help shape direction for the Land Use Element Update. In the near term, it will inform upcoming outreach by identifying who should be engaged, how to reach them, and which land use topics are most relevant to the community. The interview responses also highlight areas and issues that may require careful consideration as the update progresses.

The interviews offered an early opportunity to align the update process with local values, practical

Focus Groups Summary

INTRODUCTION

As part of the Land Use Element update, a series of focus groups were conducted with representatives from the El Segundo business and development communities. The purpose of these conversations was to gather direct input on what is currently working well in El Segundo, where challenges exist, and what kinds of land use changes could better support the City's and the business/development community's future.

PARTICIPANT PROFILE

The focus groups took place via teleconference on August 5 and 6, 2025. To ensure a broad range of perspectives on El Segundo's economic, development, and community priorities, the focus groups included a diverse cross-section of community and industry leaders. Participants included executives from real estate development, property management, construction, and corporate sectors; representatives from education, economic development, and civic organizations; and leaders from major local employers in the technology, energy, and aerospace industries.

FOCUS GROUP TOPICS AND SUMMARY

Three focus groups were conducted. The focus groups explored topics related to land use and development, including business space needs, infrastructure and service challenges, zoning and policy impacts, opportunities for redevelopment and housing, and how the City can best support economic growth and community goals. The focus group feedback highlights areas and issues to be considered as the update progresses.

The focus groups revealed broad agreement that El Segundo's future depends on balancing its strong business base with strategic, flexible growth, particularly east of Pacific Coast Highway (PCH). Participants expressed openness to exploring repurposing underutilized properties, introducing housing in select business districts, and enhancing amenities to retain employers and workers. Office vacancies and shifting workplace trends were viewed as both a challenge and an opening for new uses. Participants concurred that economic vitality was closely linked to housing affordability, infrastructure capacity, and streamlined approvals. While participants valued El Segundo's small-town charm, they expressed a desire for a more adaptable zoning framework, better communication with residents, and a stronger regional perspective in planning decisions.

Community Engagement

Community Workshop



El Segundo | Vision 2050

Community Workshop

How do you imagine El Segundo in 2050?

The City has initiated a planning effort to update its long-range Land Use Plan. Your input will inform the planning process and help shape decisions about the future. Come be part of the conversation!

? General Plan Land Use Element Update Workshop

📍 Sue Carter Community Room, inside El Segundo Library
111 W Mariposa Ave
El Segundo, CA 90245

Wednesday August 13th
6:00 - 8:00 PM

Can't make it? Visit the project website to learn more about upcoming events.
www.elsegundo.org/Vision2050

Contact us
Agnes Ho, Administrative Analyst
(310) 524-2337
Vision2050@elsegundo.org




Community Engagement

Community Questionnaire

- Online questionnaire
- August 12 – September 17, 2025
- 857 responses

September 16 at 12:01 PM
Reminder: Survey closes tomorrow, Wednesday 9/17

El Segundo Vision 2050

A Century of Innovation. A Future of Possibilities.

Take the Survey Now!

Help shape El Segundo's future!
As part of the Land Use Element update, we're gathering input from people who live, work, or do business in El Segundo.

Your feedback will help us confirm priorities and ensure the plan reflects the community's values and vision.



EL SEGUNDO

El Segundo Vision 2050

A Century of Innovation. A Future of Possibilities.

El Segundo Vision 2050 Questionnaire

Introduction

This survey was closed on September 18, 2025. You're welcome to click through it, but no further data is being collected.

Help Shape El Segundo's Future!
As part of the Land Use Element update, we're gathering input from people who live, work, or do business in El Segundo. Your feedback will help us confirm priorities and ensure the plan reflects the community's values and vision.

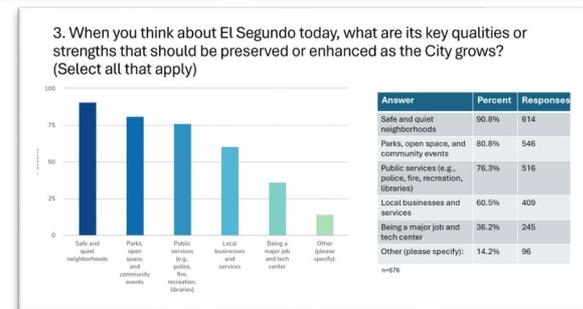
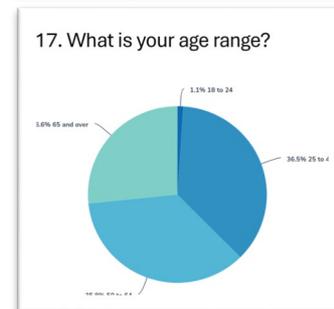
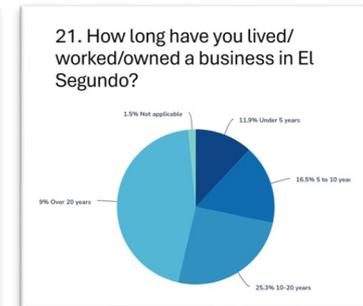
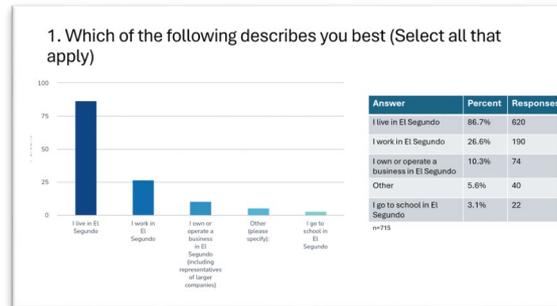
Residents: Tell us how land use policies can support your daily life and neighborhood experience.

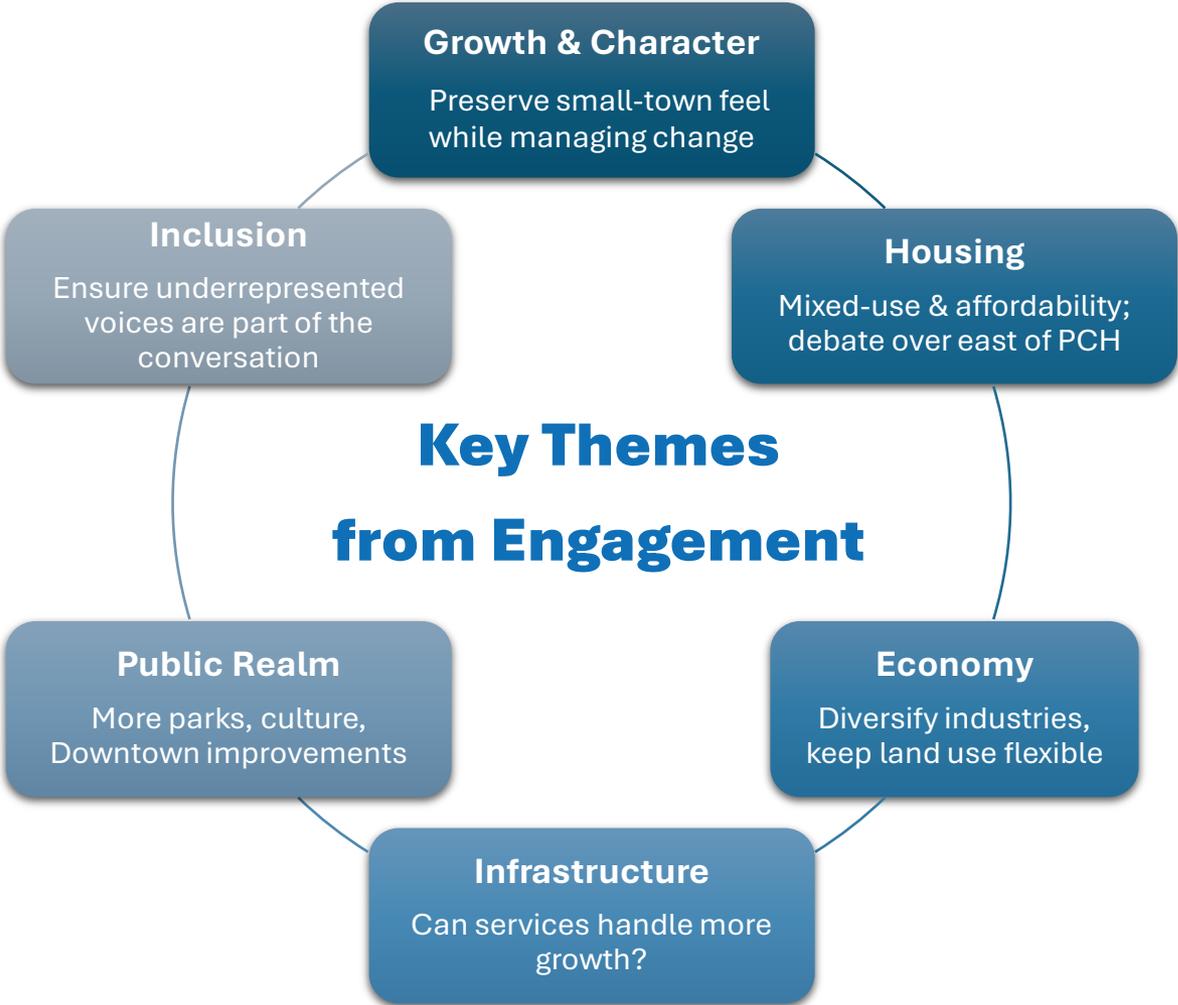
Business Owners: Share what would help your business succeed, from flexible spaces to better access and amenities.

Employees: Help us understand how to improve your workday experience, like commute access, nearby housing, and walkability.

We want to hear from you. Let's get started!

Next





Feedback varied by audience and engagement activity

Key Themes

- 1. City Character & Identity
- 2. Land Use and Development
- 3. Housing
- 4. Economic Development & Business Retention
- 5. Infrastructure
- 6. Redevelopment & Strategy

City Leadership Interviews

Community Workshop

Key Themes

- 1. Housing is critical and complex
- 2. Neighborhood preservation remains paramount
- 3. Public realm improvements are needed
- 4. Economic and Industrial Growth are important

Feedback

Focus Groups

Key Themes

- 1. Space Needs & Land Use Flexibility
- 2. Housing & Workforce Retention
- 3. Economic Stability & Job Base
- 4. Investment Climate & Development Process
- 5. Regional Context & Connectivity
- 6. Balancing Growth & Community Character

Community Engagement

Land Use Element Technical Advisory Committee (TAC)

October 2, 2025



- Strengthen vision language on mobility and connectivity.
- Emphasize continued outreach—especially to seniors, renters, and offline residents.
- Address parking and green space in all development areas.
- Preserve space for start-ups and industrial users.
- Future open space and land use considerations for areas such as:
 - Properties off Vista Del Mar
 - The Civic Center
 - Chevron property



Preliminary Vision & Guiding Principles

Preliminary Vision

El Segundo | Vision 2050: A city built on a century of innovation, with vibrant neighborhoods, thriving businesses, balanced growth, and inclusive opportunities, preserving our small-town character for generations to come.



Preserve Community Character



Expand Housing Choices



Foster Economic Innovation



Enhance Public Spaces



Plan for Infrastructure and Mobility



Promote Environmental Stewardship



Ensure Fiscal Sustainability



Engage the Entire Community

Preliminary Guiding Principles

Land Use &
Community
Design



Housing



Economic
Development



Mobility &
Infrastructure



Public Realm
and Amenities



Environmental
Sustainability



Fiscal Health



Community
Voices



Preliminary Guiding Principles

Land Use &
Community
Design



**Preserve small-town character
and guide growth to strengthen
neighborhoods.**



Economic
Development



Mobility &
Infrastructure



Public Realm
and Amenities



Environmental
Sustainability



Fiscal Health



Community
Voices



Preliminary Guiding Principles

Land Use &
Community
Design



Housing



Offer diverse, affordable options while maintaining neighborhood character.

Public Realm
and Amenities



Environmental
Sustainability



Fiscal Health



Community
Voices



Preliminary Guiding Principles

**Foster a resilient,
innovative, and diverse
economy.**

Land Use &
Community
Design



Housing



Economic
Development



Mobility &
Infrastructure



Public Realm
and Amenities



Environmental
Sustainability



Fiscal Health



Community
Voices



Preliminary Guiding Principles

Land Use &
Community
Design



**Ensure safe, connected, and
reliable transportation and
utilities.**



Economic
Development



Mobility &
Infrastructure



Public Realm
and Amenities



Environmental
Sustainability



Fiscal Health



Community
Voices



Preliminary Guiding Principles

Land Use &
Community
Design



Housing



Economic
Development



Mobility &
Infrastructure



Public Realm
and Amenities



Environmental
Sustainability



Fiscal Health



Community
Voices



**Create welcoming parks,
plazas, and community
facilities.**

Preliminary Guiding Principles

Land Use &
Community
Design



Housing



Economic
Development



Mobility &
Infrastructure



Public Realm
and Amenities



Environmental
Sustainability



Fiscal Health



Community
Voices



**Build climate resilience and
integrate green practices.**

Preliminary Guiding Principles

Land Use &
Community
Design



Housing



Economic
Development



Mobility &
Infrastructure



Public Realm



Environmental



Fiscal Health



Community
Voices



Support long-term economic stability and a diversified revenue base.

Preliminary Guiding Principles

Land Use &
Community
Design



Housing



Economic
Development



Mobility &
Infrastructure



Public Realm
and Amenities



Environmental
Sustainability



Fiscal Health



Community
Voices



**Include all voices in shaping
the city's future.**

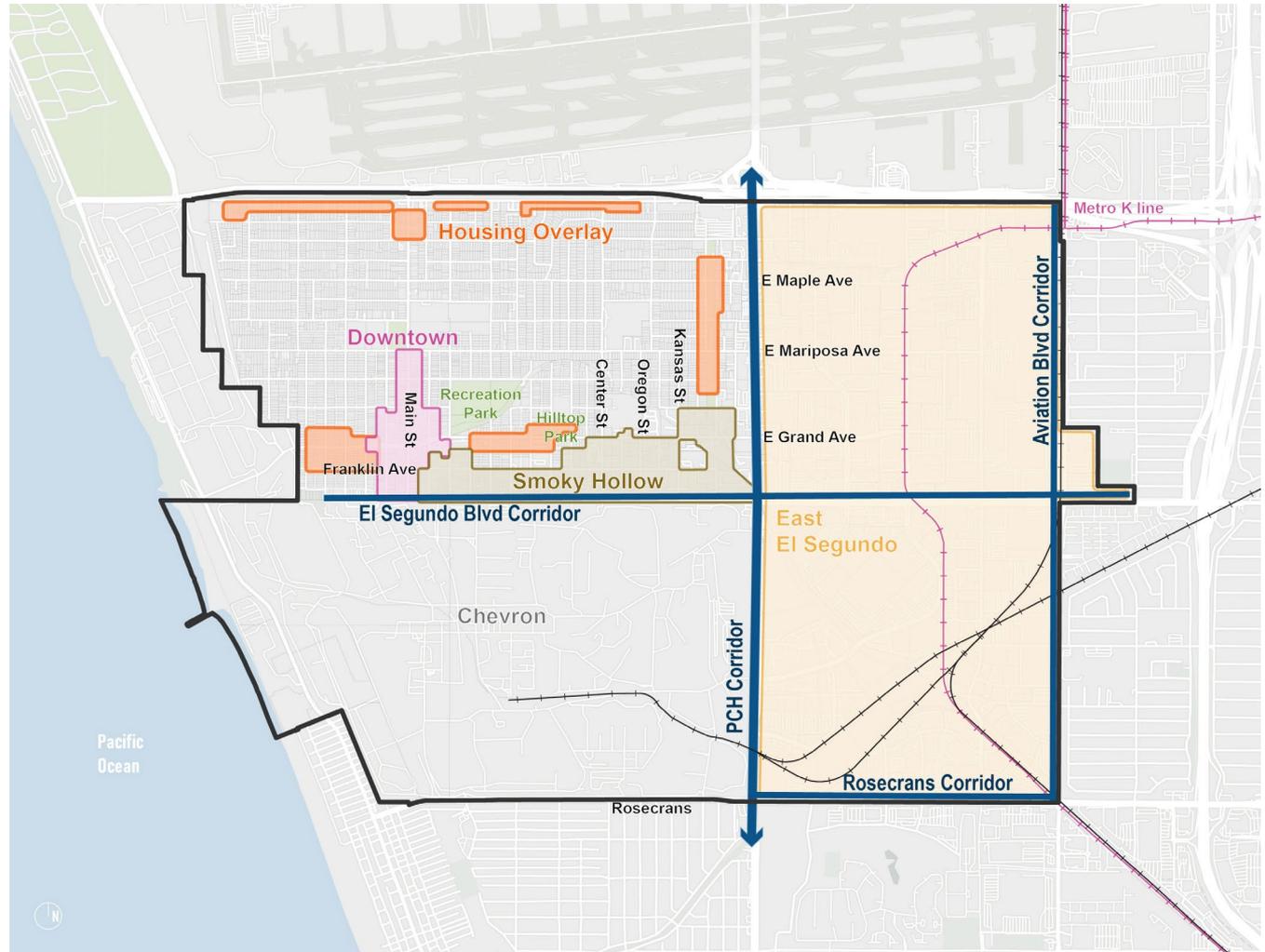


Moving Ahead

Preliminary Focus Areas & Key Topics to Address

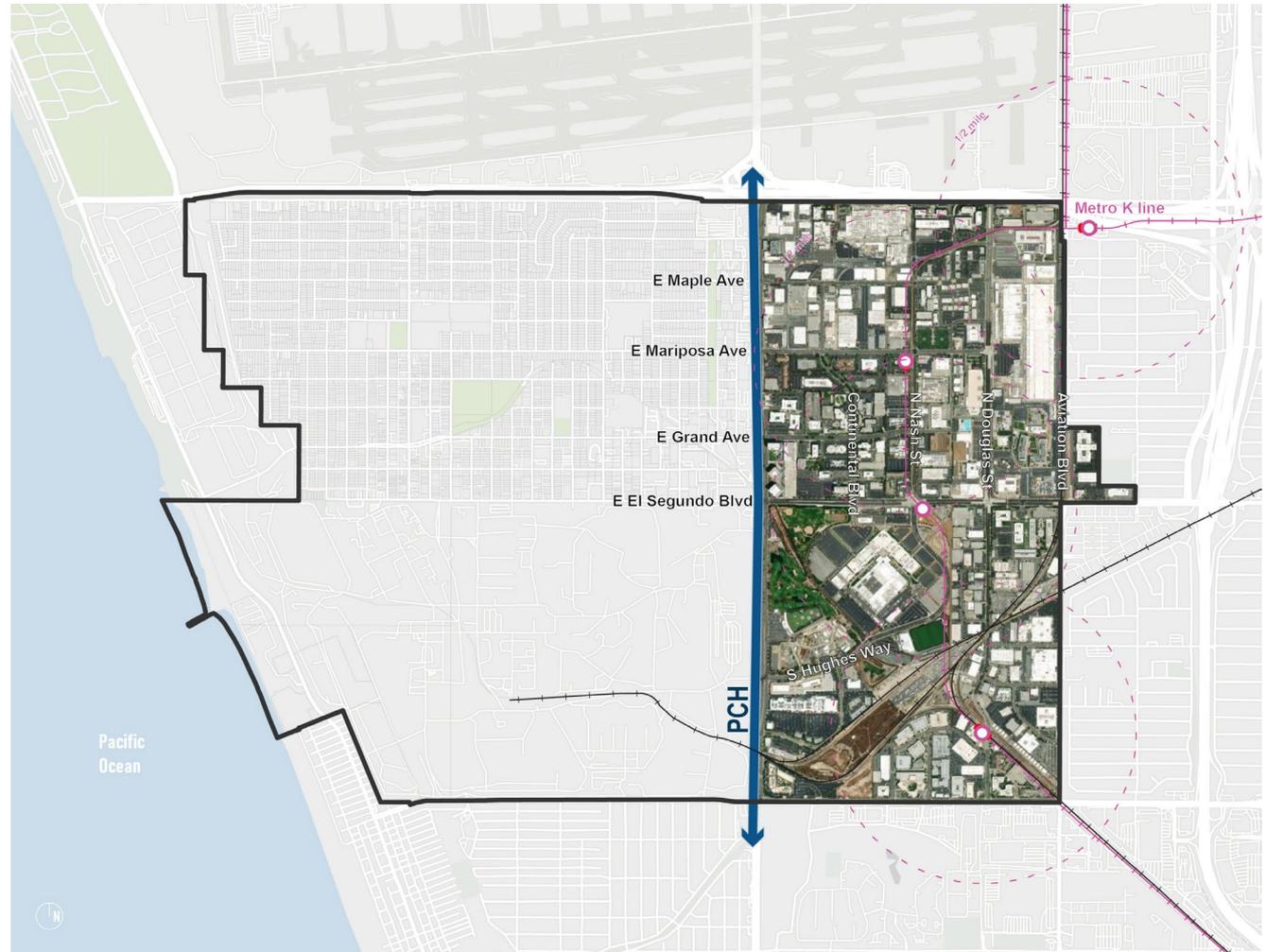
What are Focus Areas?

Key parts of the city to focus planning efforts and make strategic choices about future development and community priorities



East of PCH

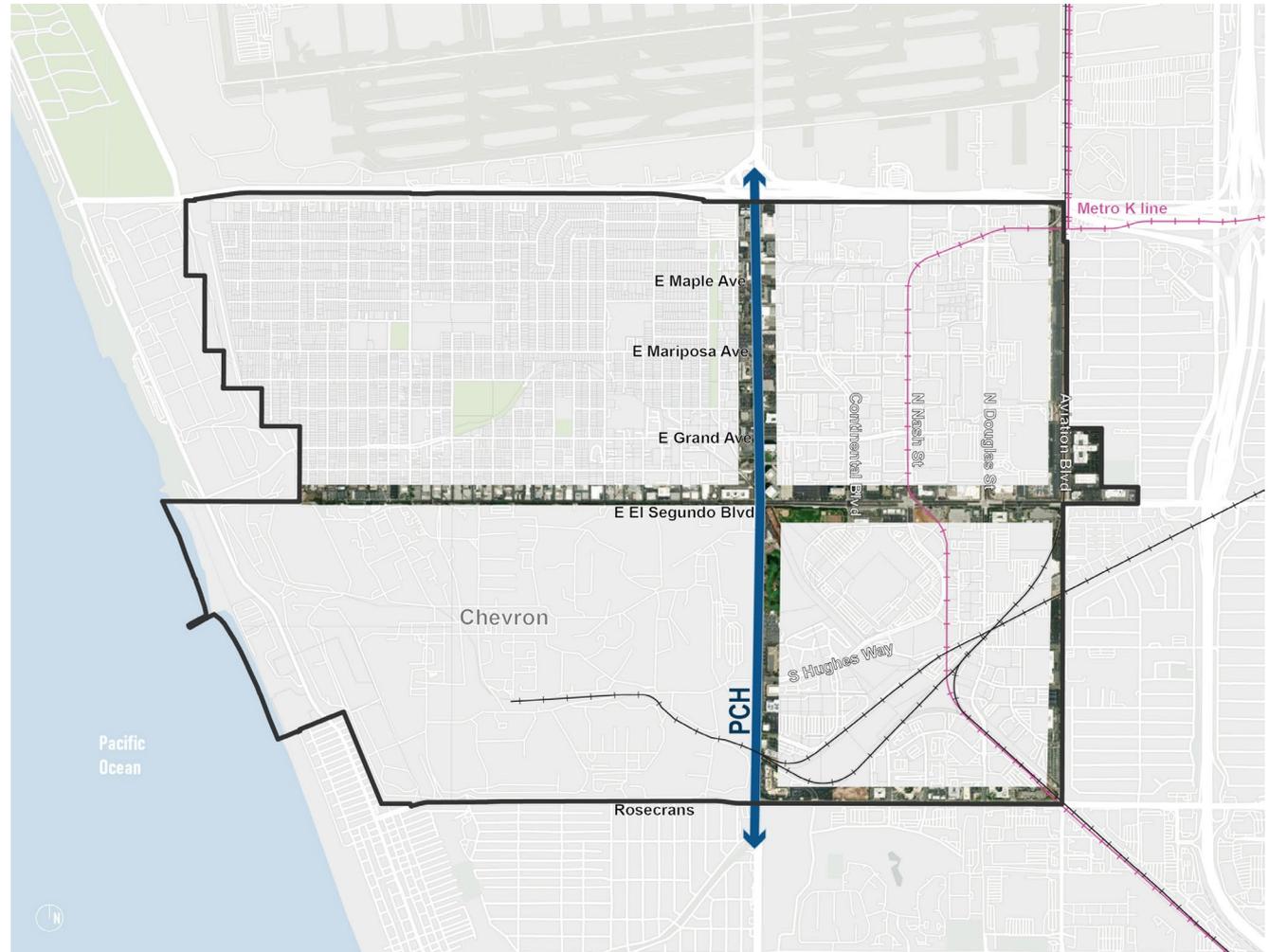
- Plan for flexible land uses: industrial/manufacturing
- Explore community interest in amenities (open space and community facilities)
- Explore transit-oriented development anticipating SB 79



Corridors

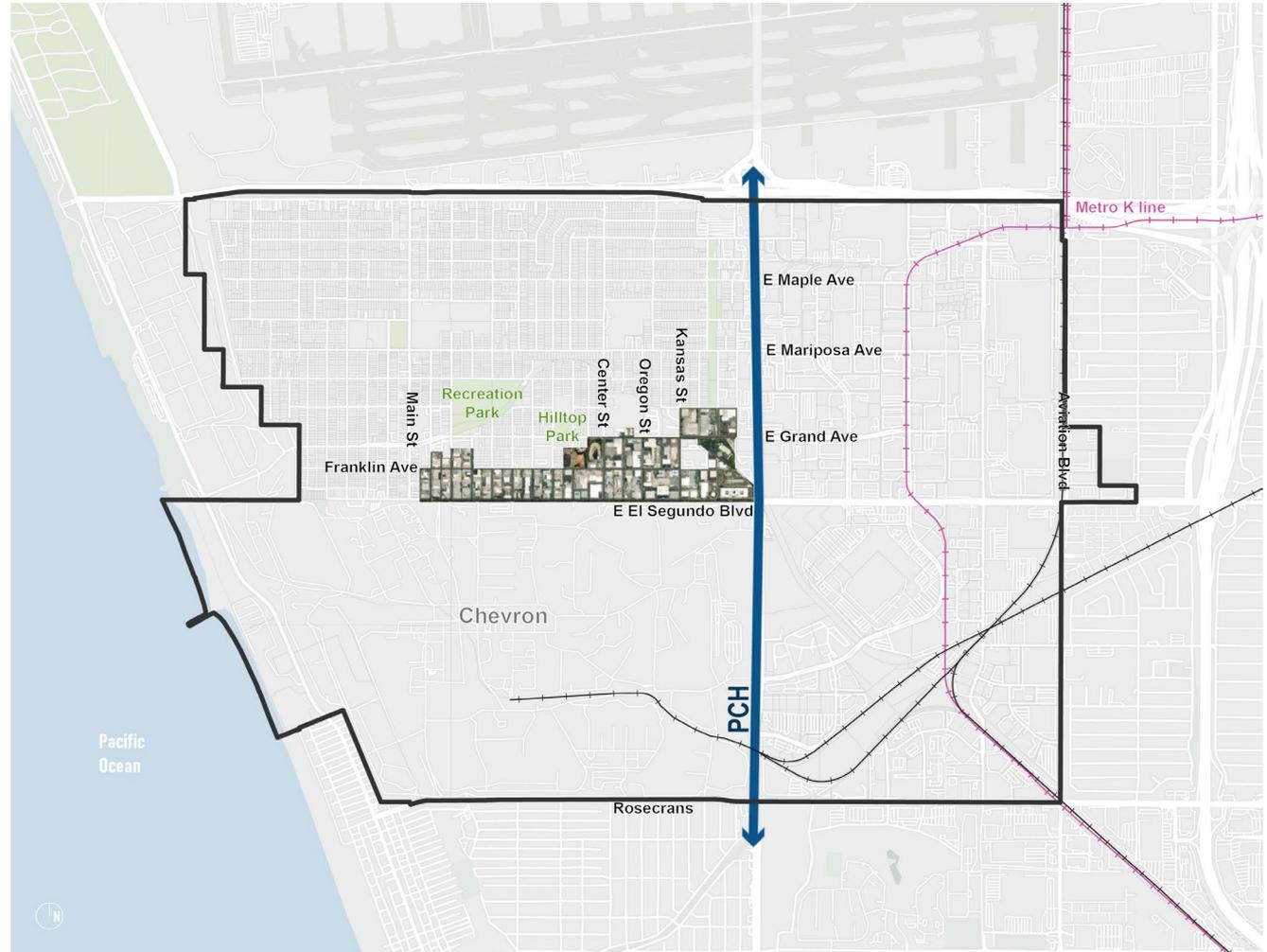
Building on recent development initiatives along PCH:

- What changes are desired?
- What outcomes are the goal along all or in specific corridors?



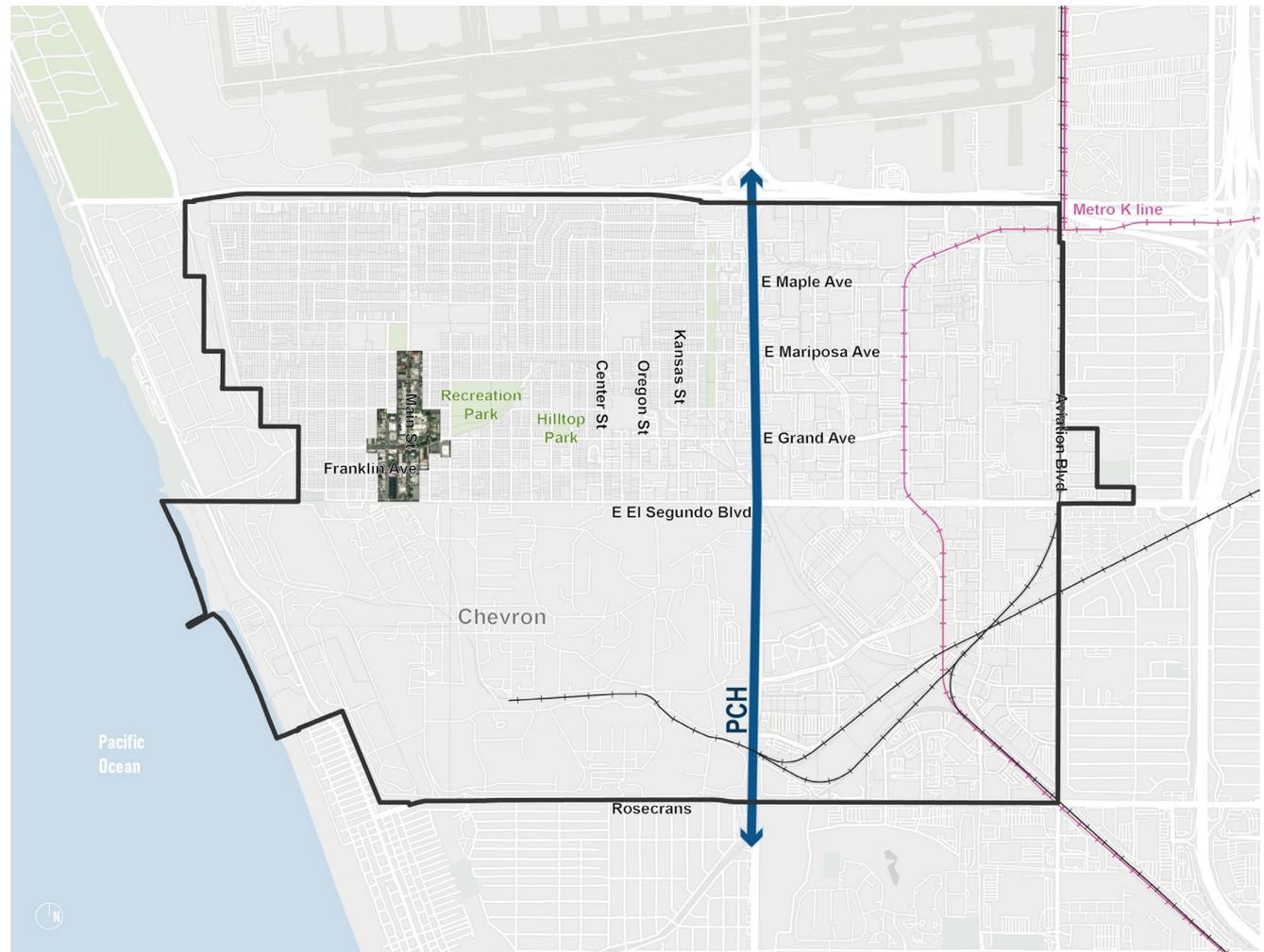
Smoky Hollow

How can we balance the desire for more flexibility with more commercial uses and potential housing?



Downtown

- How do we provide flexibility and possibly add housing?
- Do we include the full Specific Plan or focus on key areas, like around Civic Center Plaza?

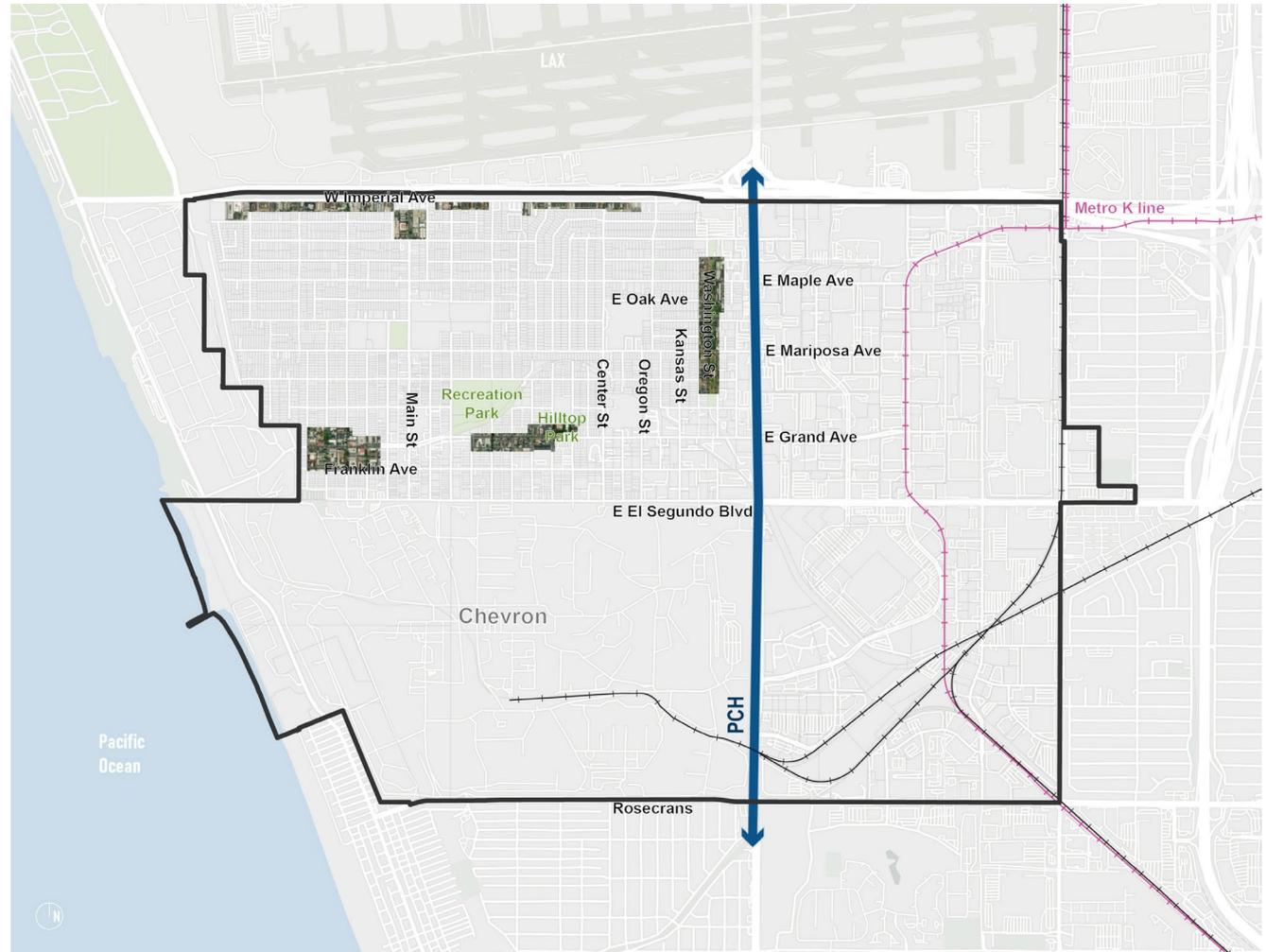


Housing Overlay Area

Higher density was proposed in the 2021-2029 Housing Element (60-70 du/ac) based on a rezoning study.

How can this overlay help the City meet its housing needs?

What's the right tool here—an overlay or land use changes?



Let's Talk About...

- **Vision & Principles**

Do the draft vision and principles reflect what matters most for El Segundo? Anything missing or that should stand out more?

- **Focus Areas**

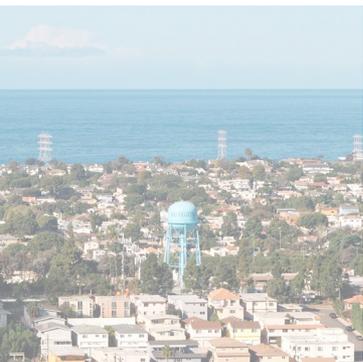
Looking at the areas we highlighted, did we focus on the right places, or are there areas we missed that also warrant attention?

- **Opportunities & Gaps**

Based on what we've shared, what opportunities or challenges should we explore further?

Next Steps

- **CC Study Session (10/21/25)**
 - Final Vision/Guiding principles
 - Focus Areas
 - Key direction
- **Initiate Phase 2: land use alternatives exploration**



El Segundo | Vision 2050

Planning Commission Study Session

October 9, 2025

