



El Segundo | Vision 2050

City Council Study Session

October 21, 2025



Agenda

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

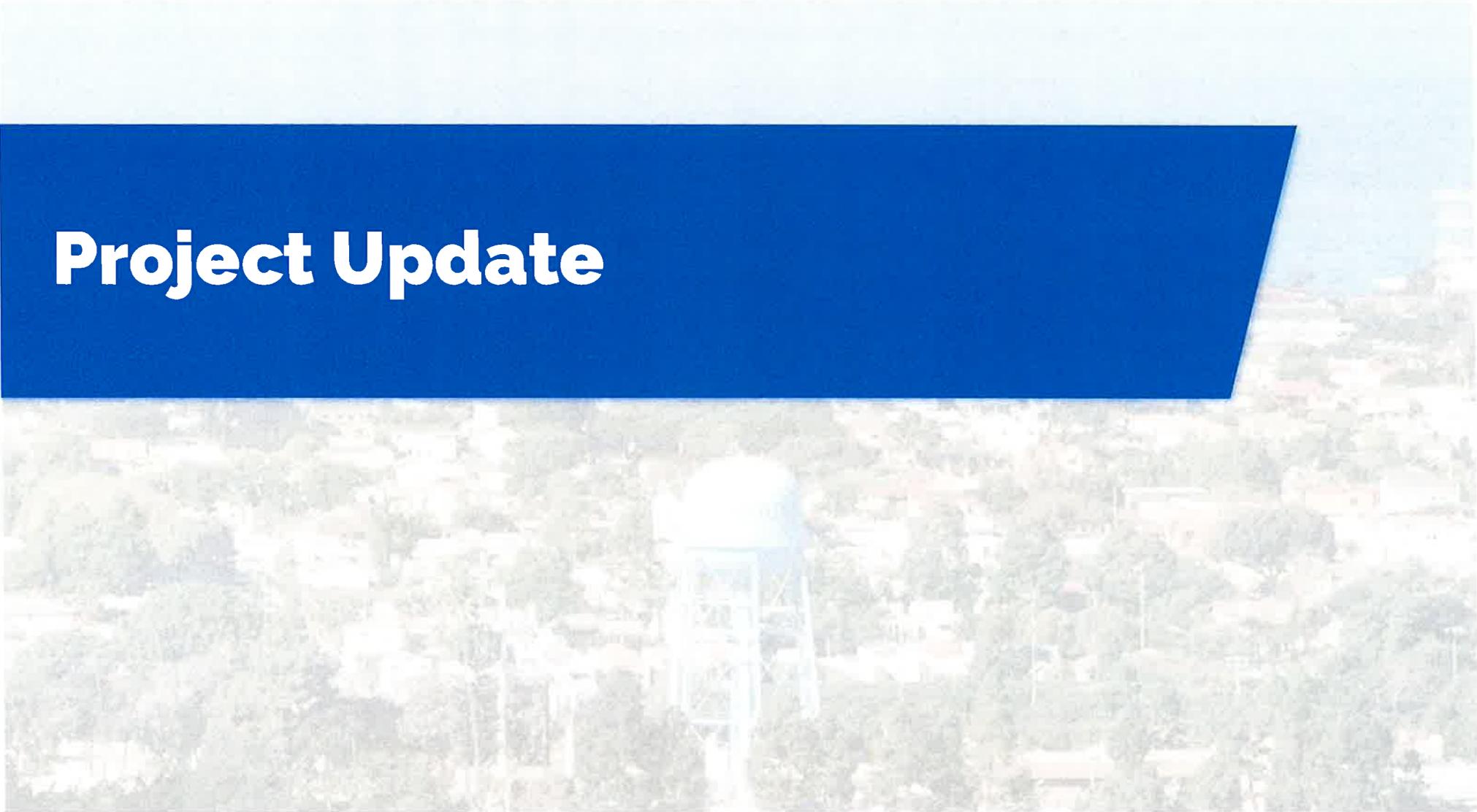


What we're asking from Council Tonight

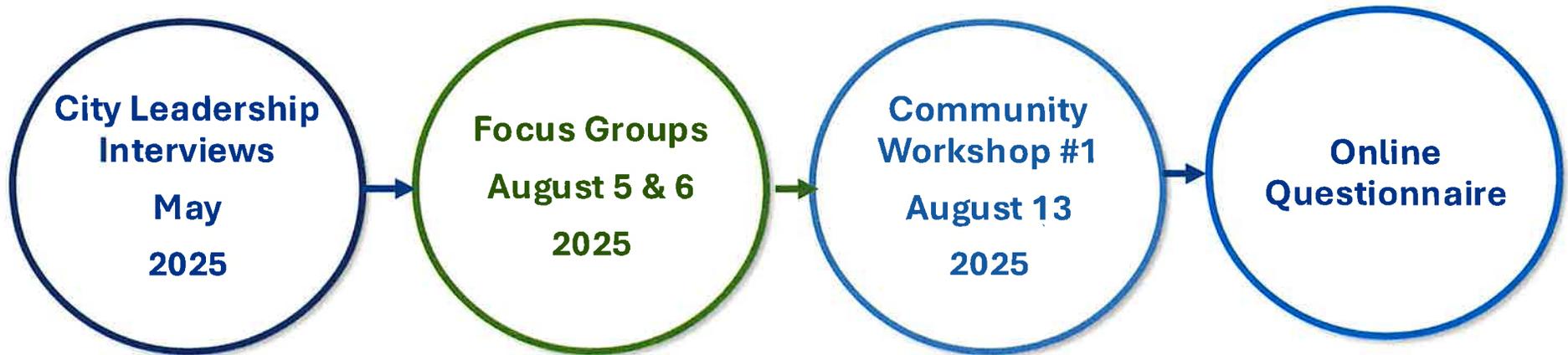
As we review the material tonight, keep these discussion points in mind.

- **Vision and Guiding Principles:** Do they reflect what matters most for El Segundo, or is something missing?
- **Focus Areas:** Are we highlighting the right places for future attention, or are there others that should be considered?
- **Priorities and Next Steps:** What opportunities or challenges do you think we should explore further?

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

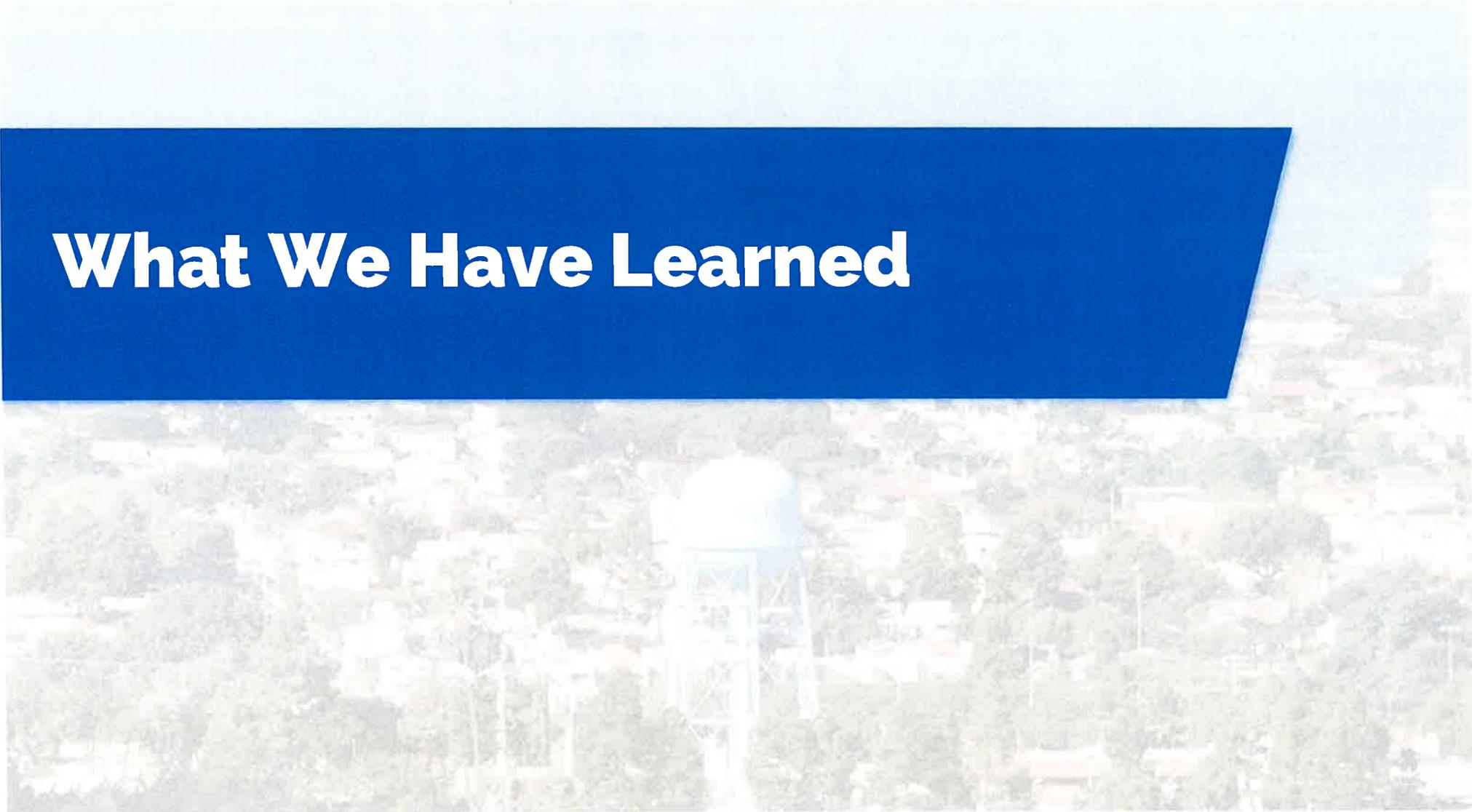


Story Map

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



What We Have Learned



StoryMap | Existing Conditions

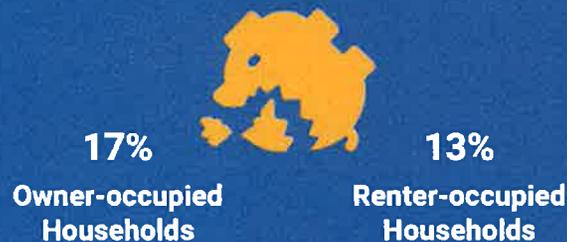
Housing

Cost Burden



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

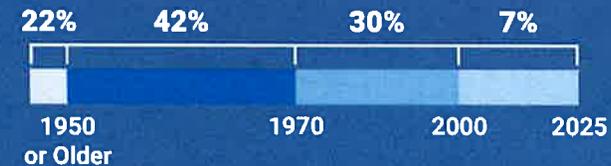


Severe Cost Burden is defined as a household paying more than 50% of its gross monthly income on housing cost (rent or mortgage payments).

Housing Age



The Age of El Segundo's Homes



Housing Tenure



43%

Owner-Occupied Housing Units



57%

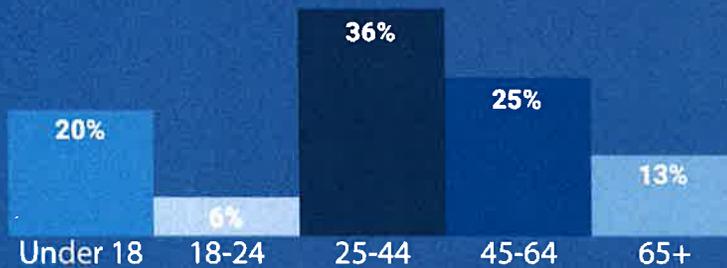
Renter-Occupied Housing Units

StoryMap | Existing Conditions

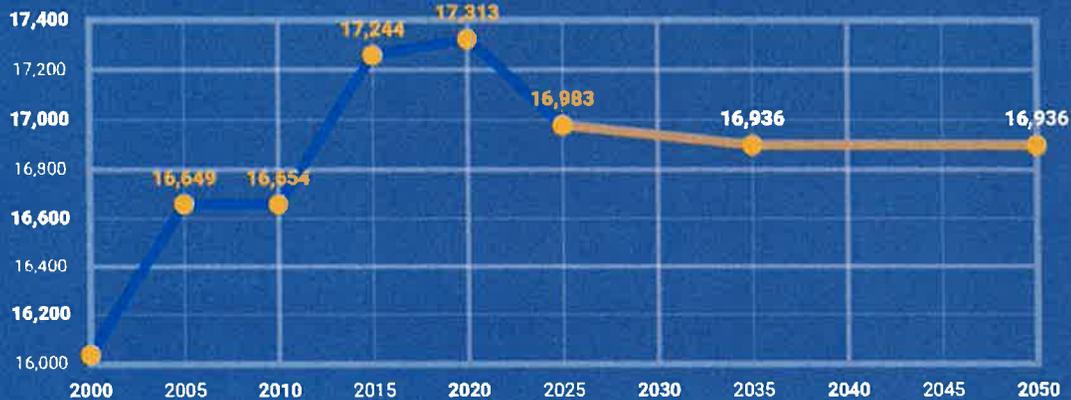
Demographic Indicators



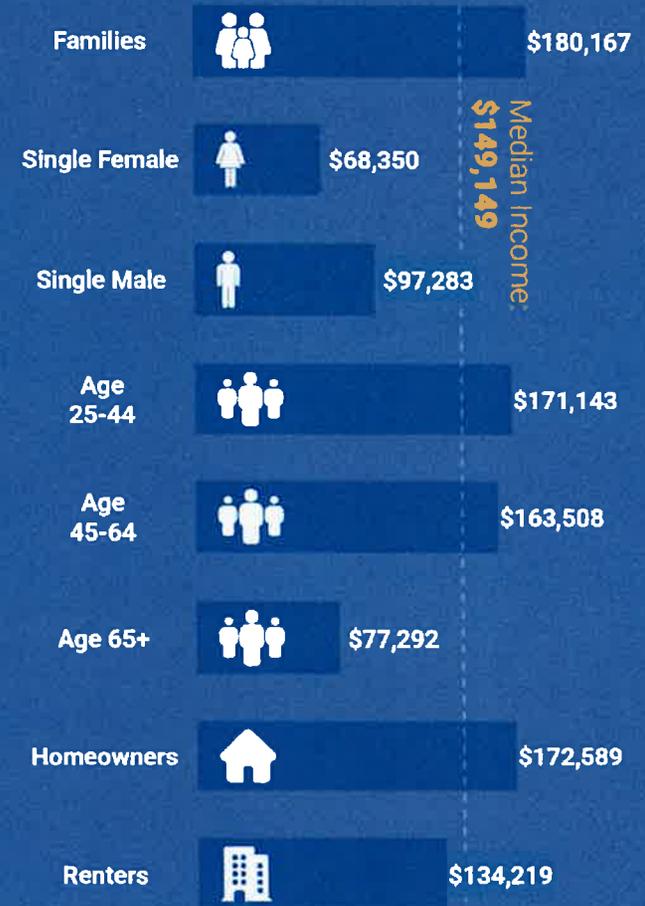
Age Breakdown



Population Growth



Household Income Breakdown



StoryMap | Existing Conditions

Market Opportunities

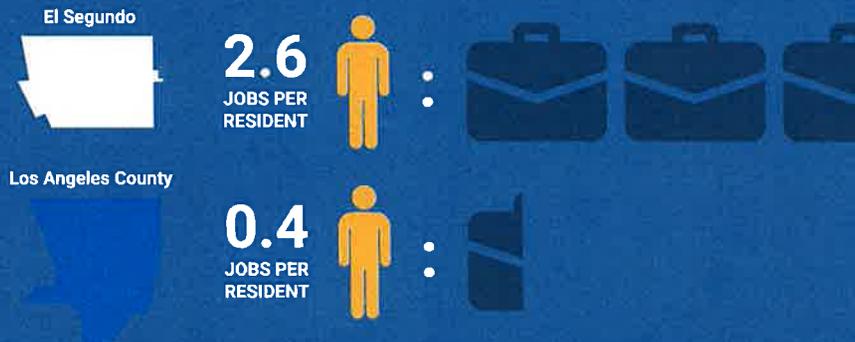
Employment Hub & Tech Epicenter

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



El Segundo Retail Vacancy

3-6%

County Retail Vacancy

5.8%

Average Retail Rents (2025)*



* 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



El Segundo Office Vacancy

17%

County Wide Vacancy

16%

- Regional and national office market remains soft in the face of changing office utilization trends post-Covid
- Most regional leasing activity involves companies downsizing or relocating within the market

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

El Segundo Industrial Vacancy

3.3%

County Wide Industrial Vacancy

6%

- The industrial market is exceptionally tight, with vacancy rates cited between 2% and 5%. Demand is robust for light manufacturing, R&D, and prototyping uses—particularly in the Smoky Hollow district

* Cost per square feet per month

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

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



LAX Hospitality Submarket

- Includes City of El Segundo and portions of the City of Los Angeles, City of Inglewood, and Culver City.

Projected Hotel Demand Growth



TODAY (2025)
12,500 Rooms

PROJECTED (2039)
28,000 Rooms

StoryMap | Existing Conditions

Market Opportunities

Trends/Findings - Residential

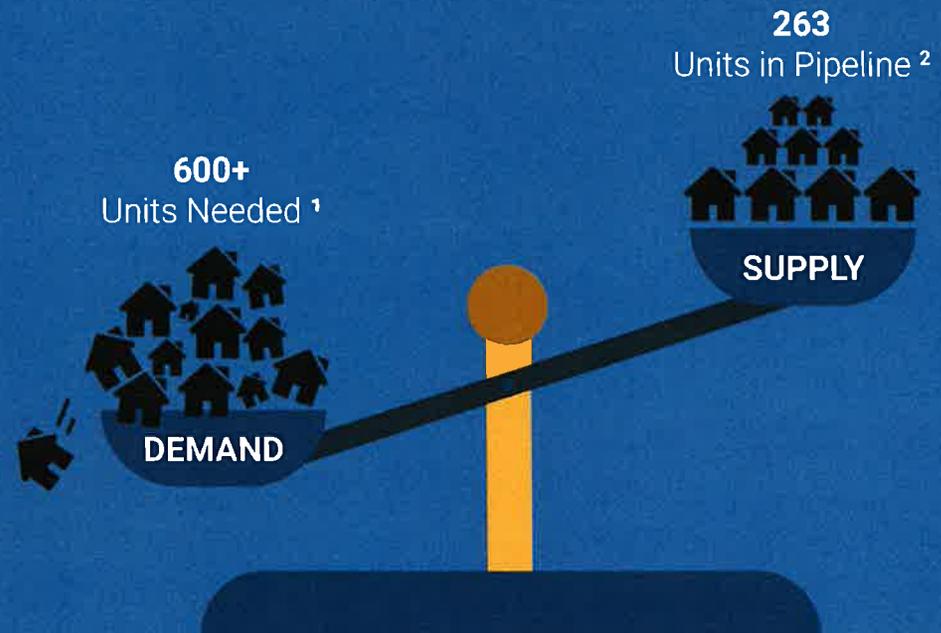
INTRODUCTION WHAT'S A GENERAL PLAN? LAND USE REGULATIONS HOUSING DEMOGRAPHICS & HEALTH INDICATO... POLLUTION BURDEN MARKET CONDITIONS & DEVELOPMEN... COMMUNITY CHARACTER

Housing Shortage

Land Use - Residential

Housing Demand Far Outpaces Supply

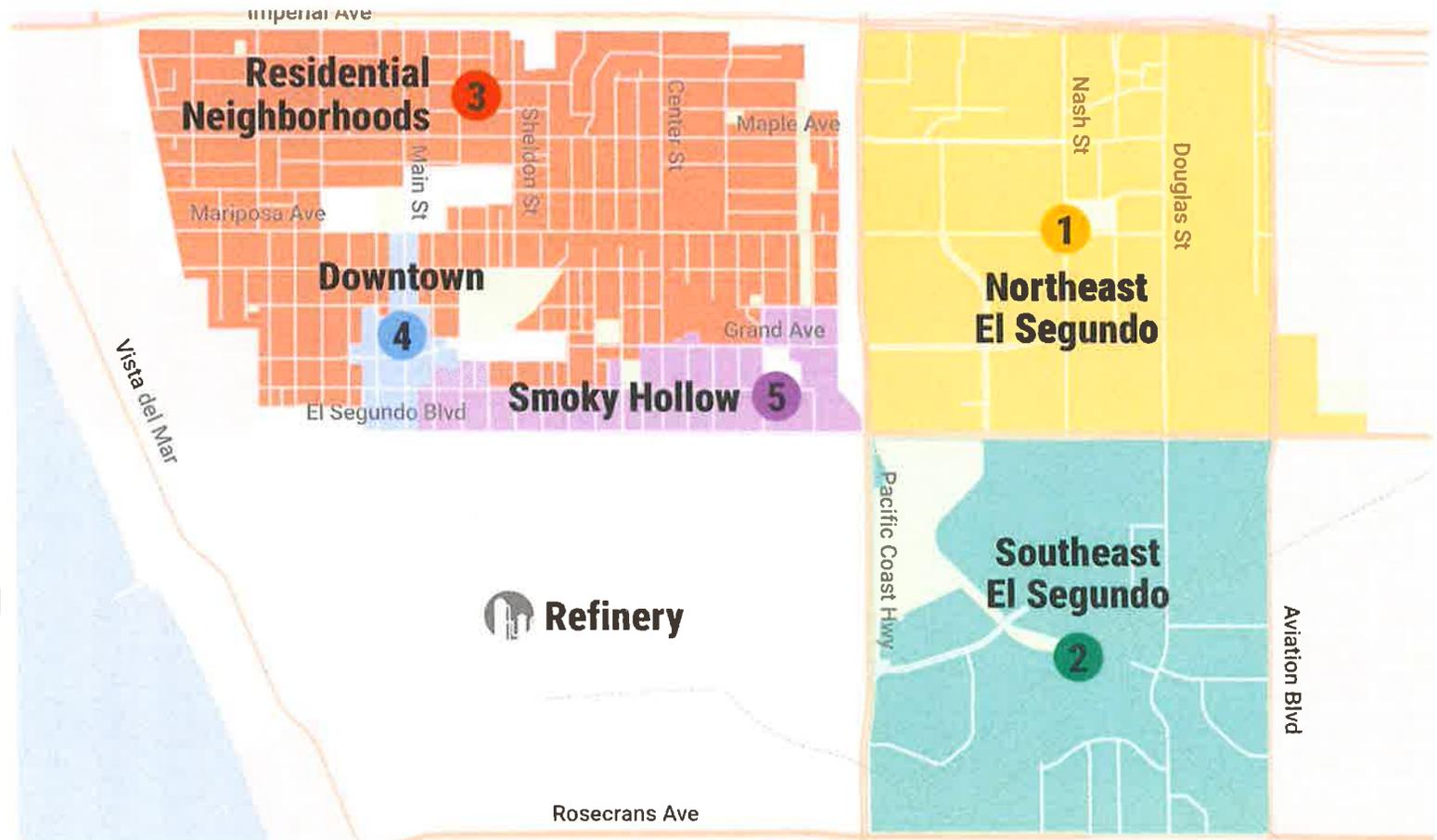
Few new homes are being built, yet projections show a need for at least 600 new units. With only one project currently planned, many who work in El Segundo cannot find housing here.



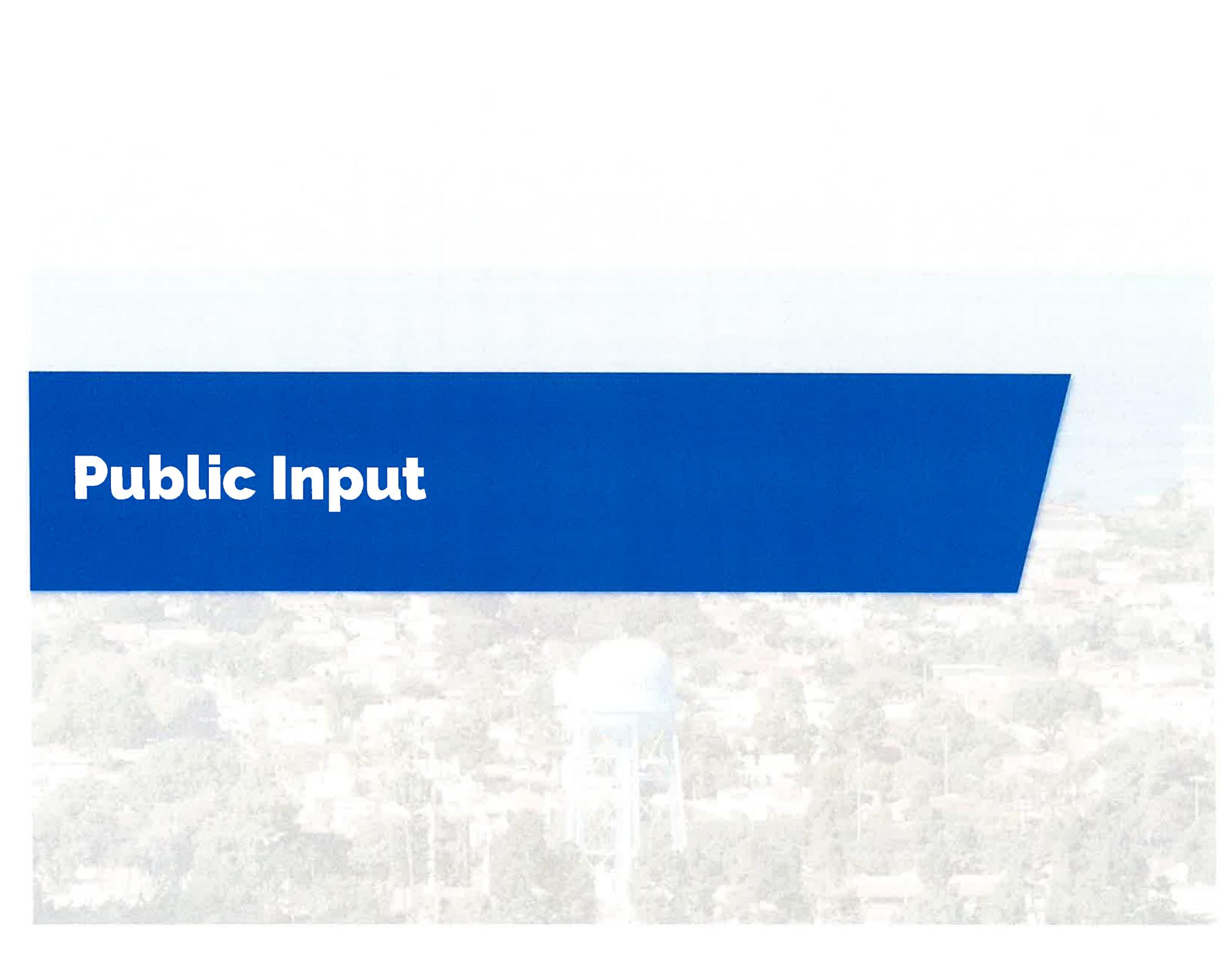
1: As identified in Keyser Marston Associates, Market Analysis – City of El Segundo, Aug. 26, 2025.
2: Permitted/approved housing units as of September 2025

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



Public Input

An aerial photograph of a city, likely Los Angeles, showing a dense residential area with many houses and trees. In the center foreground, a prominent white water tower with a spherical top stands out against the greenery. The sky is clear and blue. A dark blue banner with the text 'Public Input' is overlaid on the left side of the image.

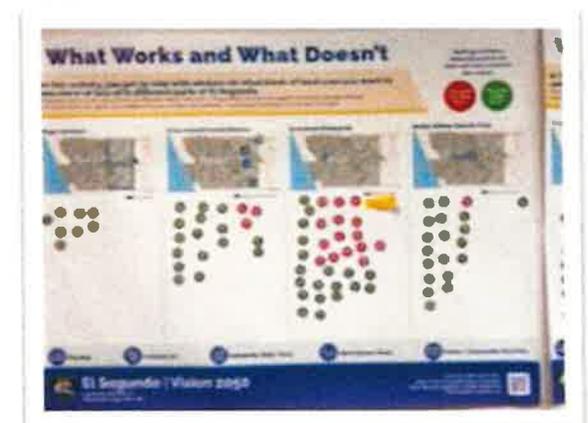
Community Engagement

Phase 1 Activities

City Leadership Interviews & Focus Groups



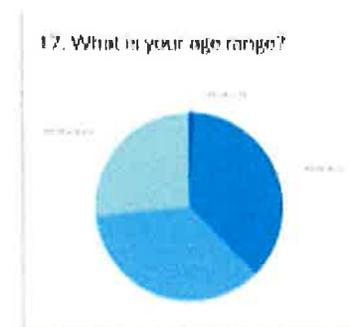
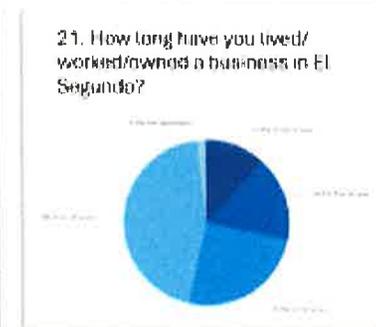
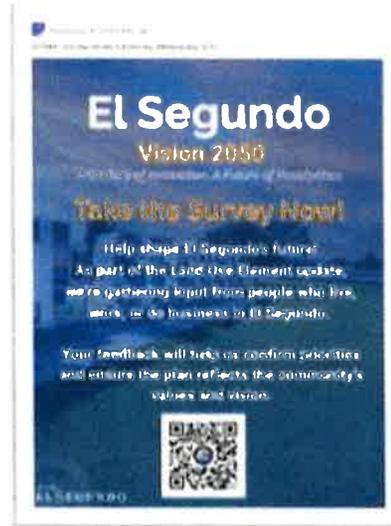
Community Workshop

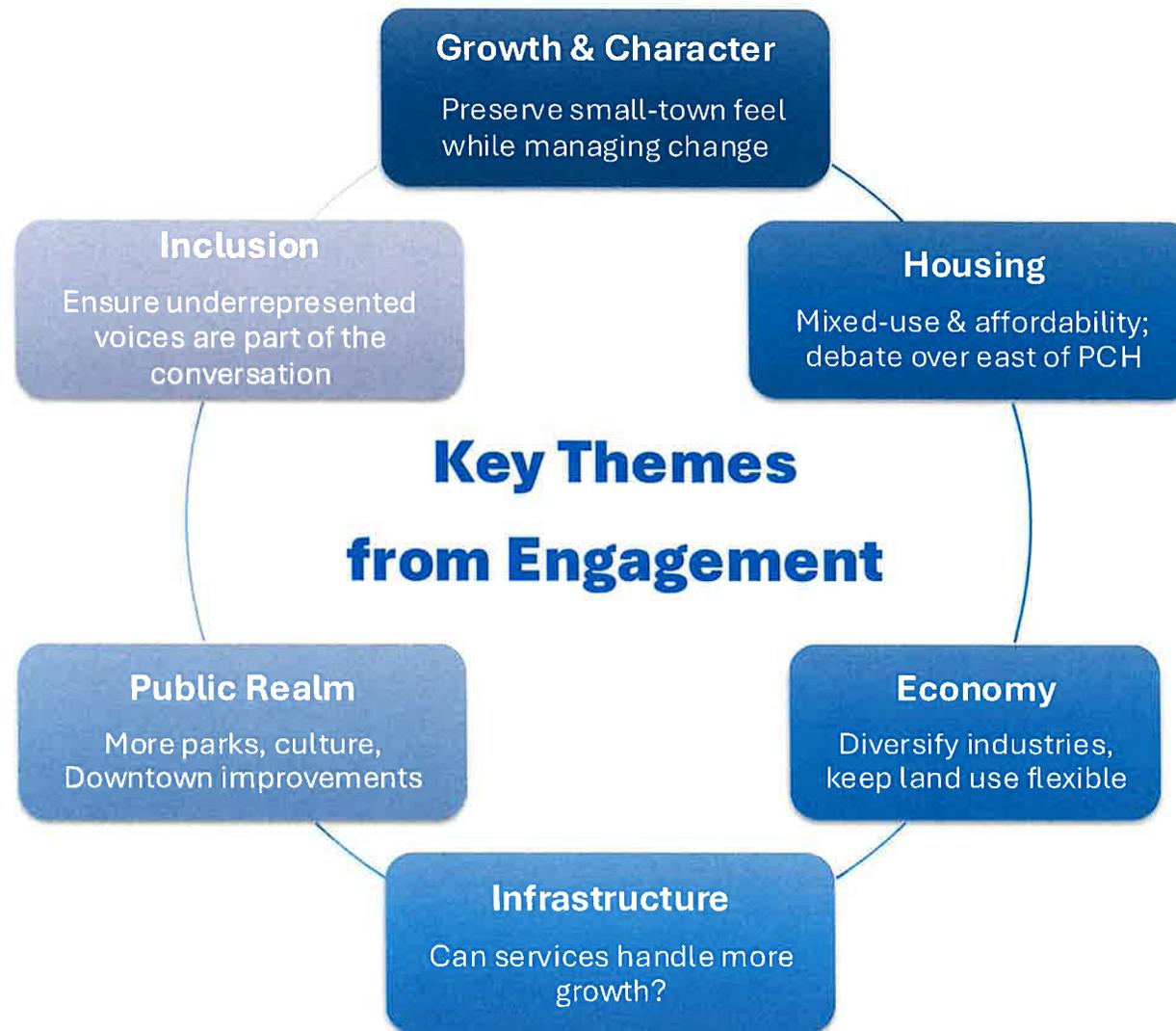


Community Engagement

Community Questionnaire

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





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

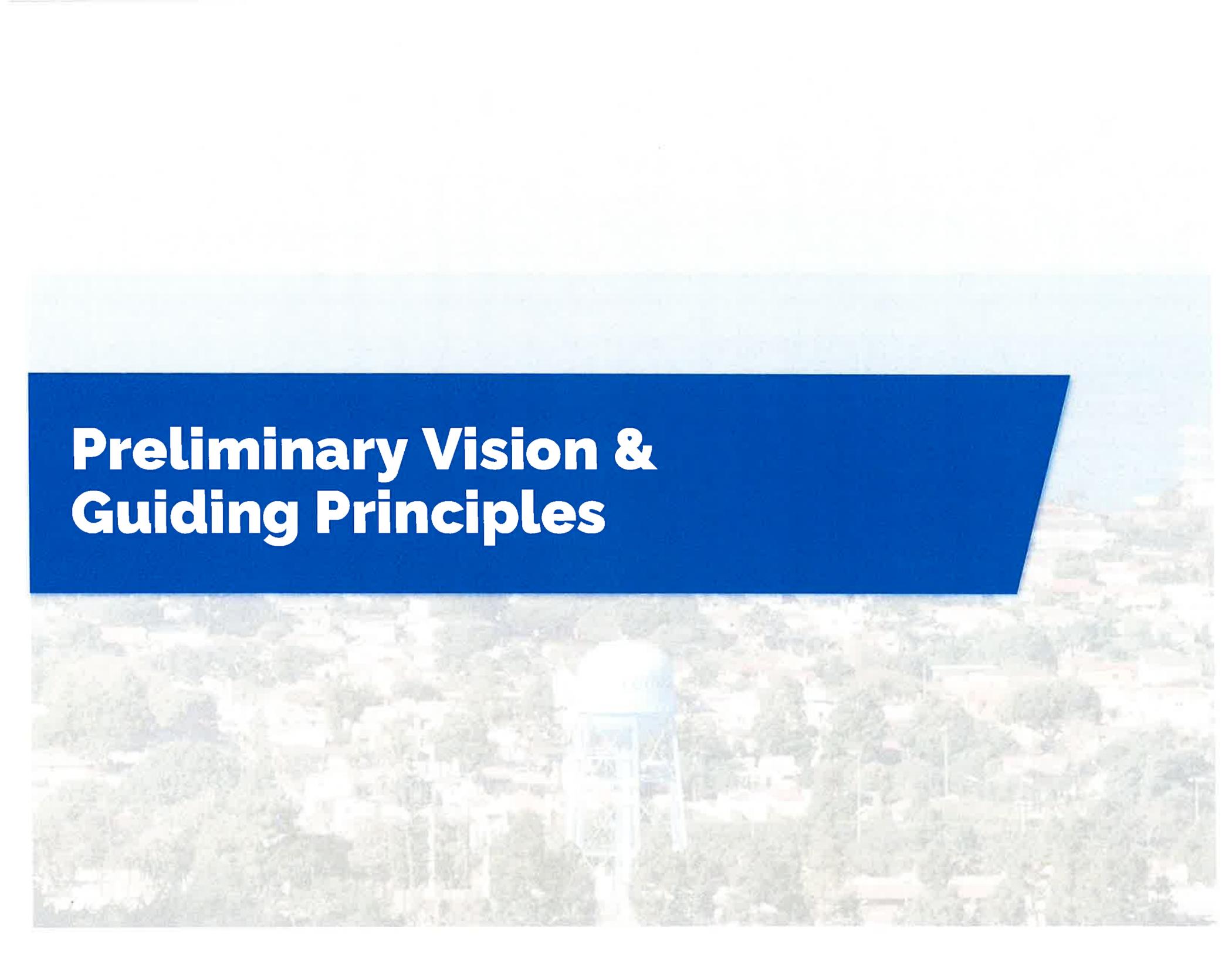
Community Engagement

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

An aerial photograph of a city, likely Los Angeles, showing a dense residential area with a prominent white water tower in the center. The image is slightly faded and serves as a background for the title. A dark blue banner with a white title is overlaid on the left side of the image.

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



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

Housing



Offer diverse, affordable options while maintaining neighborhood character.

Public Realm
and Amenities



Create welcoming parks, plazas, and community facilities.

Environmental
Sustainability



Build climate resilience and integrate green practices.

Preliminary Guiding Principles

Economic
Development



Foster a resilient, innovative, and diverse economy.

Mobility &
Infrastructure



Ensure safe, connected, and reliable transportation and utilities.

Fiscal Health



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

Community
Voices



Include all voices in shaping the city's future.

Let's Talk About...

- **Vision & Principles**

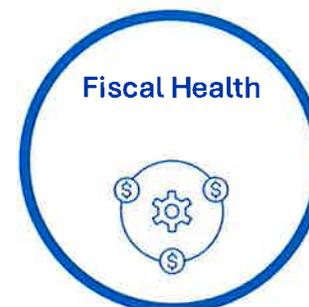
Do the draft vision and principles reflect what matters most for El Segundo? Anything missing or that should stand out more?

Vision & Principles

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.

Guiding Principles



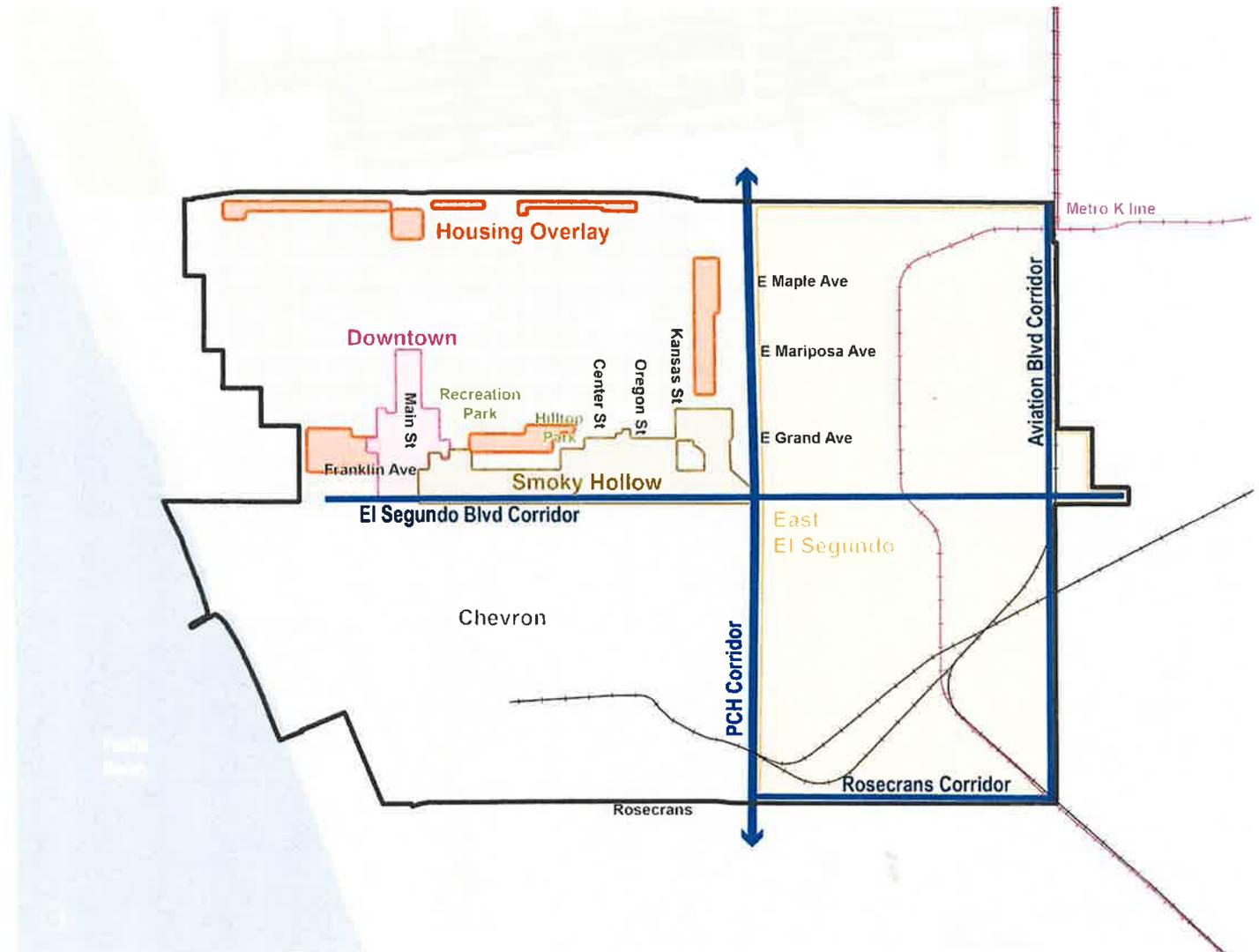
An aerial photograph of a city, likely Los Angeles, showing a dense residential area with a prominent white water tower in the center. The image is partially obscured by a blue banner at the top. The banner contains the text 'Moving Ahead' in a large, bold, white font, and 'Preliminary Focus Areas & Key Topics to Address' in a smaller, bold, white font below it.

Moving Ahead

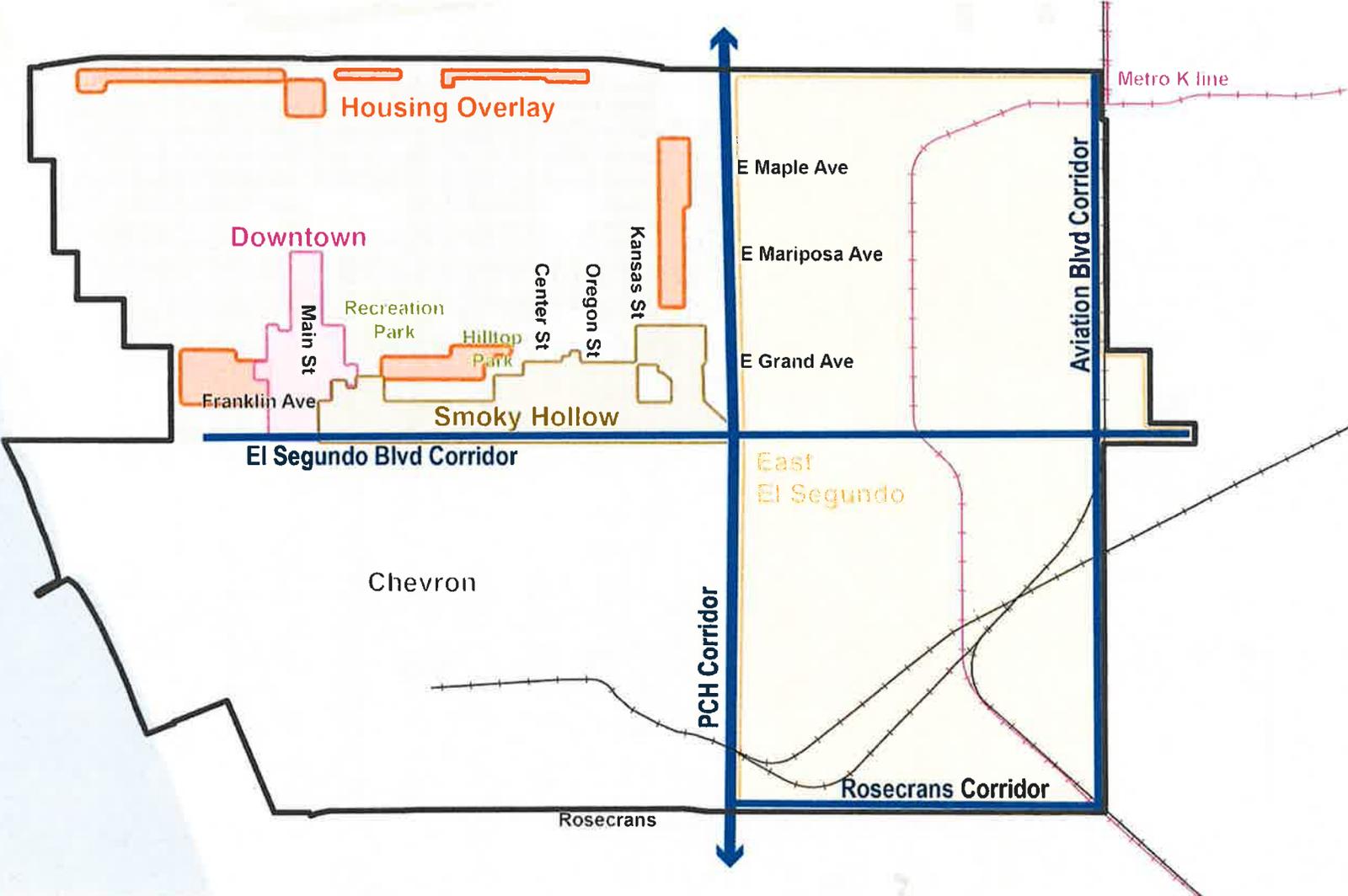
Preliminary Focus Areas & Key Topics to Address

What are Focus Areas?

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



Let's Talk About...



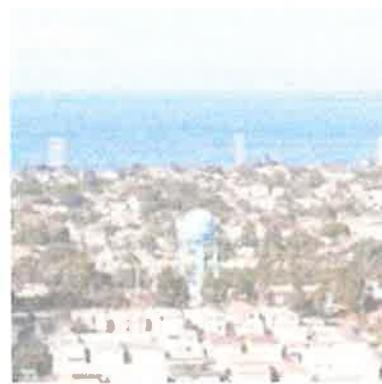
Next Steps

- **Initiate Phase 2: land use alternatives exploration**
 - January-March 2025:
 - Land Use Concepts Alternatives
 - Community Engagement Series #2
 - Preferred Alternative Selection

Let's Talk About...

- **Opportunities & Gaps**

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



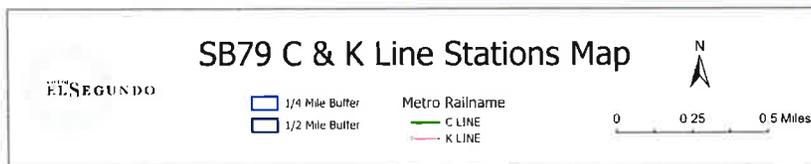
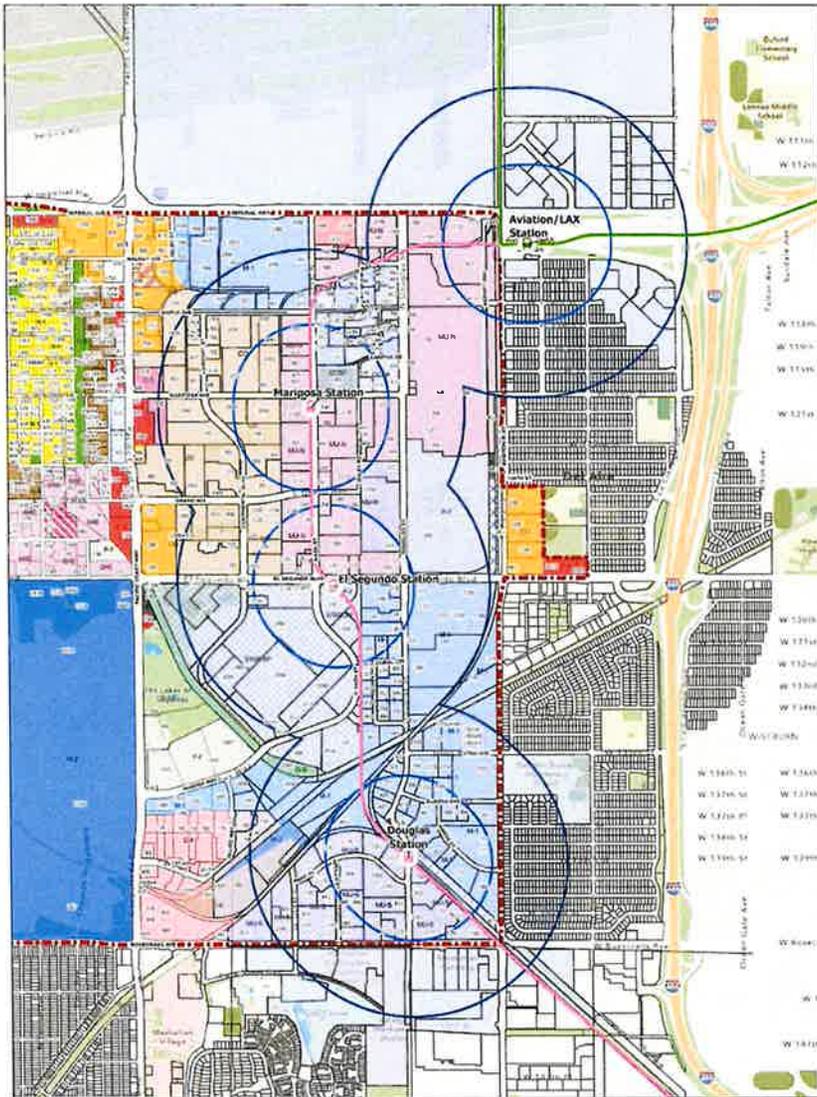
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City Council Study Session

October 21, 2025



SB 79 – Housing near transit stations



- Tier 1 stations (72 or more trains daily)
- Within 1/4 mile
 - Max. Height 75 feet
 - Max. Density 120 du/ac
 - Max. Residential FAR 3.5
- Within 1/4 -1/2 mile (Population of 35,000)
 - Not applicable to El Segundo
- Main Qualifying Criteria
 - Zoned residential, mixed-use or commercial (not industrial)
 - Minimum affordability requirement
- Local Control/Flexibility
 - Alternative Local Plans