

El Segundo | Vision 2050

Land Use Element Update



COMMUNITY ENGAGEMENT SERIES #1: SUMMARY

September 3, 2025



City of El Segundo
350 Main Street
El Segundo, CA 90245



21 Miller Alley, Suite 210
Pasadena, CA 91105
www.migcom.com

Table of Contents

Introduction.....2

City Leadership Interviews Summary3

Focus Groups Summary.....10

Community Workshop #1 Summary.....14

Community Workshop #1 Presentation37

Introduction

As part of the first phase of the El Segundo Vision 2050 Land Use Element Update, the City and the consulting team carried out a series of outreach activities to gather input on community values, priorities, and aspirations for the future. The first phase of outreach was designed to introduce the project, reconnect with the community, and begin identifying shared themes to guide future planning. Engagement included:

- Interviews with City Council members and the Executive Team to understand leadership perspectives and priorities.
- Focus Groups with representatives from business, development, education, and major employers to gather insights on economic, land use, and infrastructure needs.
- A Community Workshop open to all residents and stakeholders, featuring interactive activities to explore land use ideas, trade-offs, and community values.
- An online Community Questionnaire (currently active) to broaden participation and capture input from those unable to attend in-person events. The questionnaire results will be available in late September, at which time this document will be updated to include a summary of findings.

The following sections summarize the first three of these engagement activities in detail. Together, they provide a foundation for the next steps of the Land Use Element Update, ensuring the process reflects the voices and priorities of the El Segundo community.

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 Hensley
 - 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 needs, and strategic priorities across leadership and administration. The feedback from these interviews is summarized below, with separate sections for the City Council and the Executive Team. This summary has been organized to distinguish between issues most important to elected

officials versus City staff, since their roles and priorities often differ. The aim was to capture details comprehensively while maintaining speakers' anonymity.

CITY COUNCIL INTERVIEWS

Interviews with Councilmembers were conducted individually to provide a space for open reflection and candid feedback. Two Council members were interviewed together. The questions focused on identifying the qualities that define El Segundo today, the parts of the City that are thriving or in need of change, and the role of the Land Use Element in day-to-day decision-making. Councilmembers were also asked about what success would look like for this update, which areas of the community they frequent most or least (and why), and which groups might be underrepresented in traditional outreach efforts. These questions were designed to surface both policy-level insights and lived experiences to help guide an inclusive and meaningful planning process. The interview questions are included at the end of this document.

The following summary highlights key discussion points from the Council interviews. The conversations touched on a wide range of topics, from land use flexibility and economic development to housing, infrastructure, and community character. While each Councilmember brought unique perspectives, several common themes, priorities, and concerns emerged. The insights below are organized by topic and are intended to inform the next phase of technical analysis and community engagement.

City Character and Identity

Councilmembers repeatedly described El Segundo as a “small town with big business,” emphasizing pride in the City’s unique blend of residential charm and economic powerhouse. They voiced a strong desire to maintain the west side’s community feel (particularly R-1 neighborhoods and Downtown), while acknowledging that the east side functions almost like a separate City: heavily commercial, more industrial, and a major revenue generator.

Several noted the importance of preserving what works while being realistic about change: the City needs to evolve thoughtfully without losing its identity.

Land Use and Development

Broad support for land use flexibility was apparent to keep up with changing business needs, especially in commercial and industrial areas. Councilmembers noted outdated zoning, nonconforming use issues, and rigid standards (e.g., parking) as common barriers to business retention and growth.

Redevelopment opportunities were flagged in Smoky Hollow, along Imperial Highway, and at large, underused sites like Pacific Corporate Towers and 650 N. Pacific Coast Highway (PCH).

Concerns were raised about underutilized space and the lack of creative or customer-serving uses in some commercial corridors, with interest in rethinking uses east of PCH, without defaulting to more retail.

Housing

Housing east of PCH is a sensitive issue in El Segundo. Most Councilmembers expressed concern about fiscal impacts, infrastructure strain, and school district complications if housing were introduced into this area. However, they had growing acknowledgment that some housing near employment centers might eventually be worth studying, especially if tied to military or workforce needs. Opportunities to add or improve housing were noted in select locations, including underperforming R-3 sites and mixed-use conversions above commercial spaces.

Economic Development and Business Retention

Councilmembers want to ensure El Segundo remains competitive for both startups and legacy employers. Several noted that small, growing companies often leave the City when they outgrow space due to lack of affordability or availability, especially for fabrication, advanced manufacturing, or R&D space. Councilmembers noted strong support to boost emerging industries like defense tech, life sciences, and creative manufacturing while protecting the City's broad tax base and high fiscal performance.

Startups were seen as a key group to engage, with distinct space and infrastructure needs not always addressed in current land use policy.

Infrastructure and Public Services

Gaps in infrastructure, including power capacity, broadband, and transit access, were cited as barriers to economic growth in some parts of the City, especially on the east side. Interest in preparing for future shifts was clear, such as autonomous vehicles and electric mobility, and what those mean for parking, pedestrians, and street design.

Councilmembers raised concerns about how new development, particularly housing, could strain existing services, including fire, police, and schools.

Development Process and Policy Tools

Predictability, simplicity, and transparency in the development process came up often. Councilmembers noted that even projects that get approved feel like a "big deal," and developers are often unclear on what is allowed.

Councilmembers stated a desire for a more user-friendly land use framework, possibly including a clear roadmap for developers, modernized standards, and policies that allow for adaptation without triggering major entitlement hurdles.

Downtown and Main Street

Downtown was frequently cited as a core community asset but in need of fine-tuning to become more economically viable. Suggestions included updating storefronts, allowing more restaurants and fewer office/insurance uses, traffic calming for walkability, and attracting a boutique hotel to support visitors. Councilmembers are open to mixed-use, provided it fits the existing character and boosts foot traffic and vibrancy.

Community Engagement

Councilmembers emphasized the need to engage underrepresented voices, including renters, moderate-income households, and businesses that may not normally participate in civic discussions. Several noted the importance of separating conversations by audience. For example, hosting different engagement events for startups versus large employers to better understand their and respond to different needs.

EXECUTIVE TEAM INTERVIEW

Questions for the Executive Team were more focused and centered on how the Land Use Element can support operational goals and interdepartmental coordination. The discussion included a brief project overview, desired outcomes, and ways the Land Use Element could be more useful to staff. Most of the facilitated discussion was centered around specific land use and implementation issues staff currently face. Participants also shared how their department's work intersects with land use and what tools or guidance would be most helpful moving forward.

The interviews surfaced a range of practical concerns and long-term priorities, many of which centered on growth, infrastructure, and the need for flexibility in how land is used. A clear focus was voiced on making sure the City can support future population and employment needs without overloading its infrastructure or losing its unique character. The Executive Team raised concerns about outdated development standards, office vacancies, and the challenge of aligning zoning regulations with what businesses need. At the same time, the department heads recognize that land use decisions are closely tied to the City's fiscal health and that questions about housing, especially east of PCH, will need to be handled carefully. Across the board, the importance of community inclusion, strategic reinvestment, and creative problem-solving came through strongly.

Planning for Future Growth and Infrastructure Needs

The participants emphasized on the need for planning for long-term population growth, especially considering the City's significant daytime population (employees) compared to its residential base. Anticipated impacts include increased demand on the transportation network, parking, utilities (including water, wastewater, energy, and fiber), and emergency services. Coordinating land use planning with infrastructure capacity will be critical to guard against future service shortfalls.

Land Use and Economic Development Alignment

Certain employment areas are struggling to retain or attract tenants due to development standards that do not meet modern business needs (such as R&D space and flex space which are commercial or industrial real estate commonly used by tech, manufacturing, and creative companies). Issues like parking, ceiling height, and access to power are common barriers. Rising office vacancies and how to repurpose or adapt underperforming commercial properties were highlighted as concerns. Supporting emerging industries such as life sciences, aerospace, and advanced tech may require a zoning update to better reflect the types of spaces those businesses need to thrive and grow.

Long-Term Fiscal Health and Key Revenue Sources

The City faces potential future structural deficits if existing trends continue and new tax sources are not identified. A major contributor to the General Fund is a single industrial landholder, and ongoing uncertainty exists regarding how shifts in that industry (e.g., energy transition and site consolidation) might affect City revenues. Department heads have a shared recognition that land use decisions, especially those related to tax-generating uses, must be made with fiscal sustainability in mind.

Housing: Constraints and Opportunities

Housing remains a sensitive and complex issue. The overarching resistance to adding housing east of PCH is primarily tied to fiscal concerns, particularly a potential decrease in tax revenue. However, some interest was expressed in exploring housing in other locations, particularly in Downtown, where higher-density residential or mixed-use development might be more viable. Feasibility, infrastructure capacity, and political will be key considerations.

Community Inclusion and Representation

A key takeaway was the importance of engaging a broader cross-section of the community, especially renters and moderate- to lower-income households. These groups make up a large portion of the City's population but are often underrepresented in planning processes. Reaching them will be essential for a well-rounded and equitable update.

Redevelopment and Strategic Sites

Several sites across the City with high office vacancies or redevelopment interest present potential opportunities for reinvestment. In some cases, existing zoning or financial barriers may complicate reuse. Identifying where land use policy can better support adaptive reuse or mixed-use development may be worth exploring.

Pressure on Recreational Facilities

Demand for organized sports fields continues to rise, with limited availability of suitable space. While the City's overall park-to-population ratio meets national benchmarks, much of the available greenspace is passive and not equipped for structured play. Creative solutions, such as exploring

linear parks or underutilized areas, may help address unmet needs, though potential impacts to surrounding neighborhoods (traffic, lighting, parking) must be considered.

Other Considerations

- Several additional themes emerged, including:
- Continued interest in rethinking the Civic Center Plaza, though financial and regulatory barriers remain.
- Growing awareness of shifts in mobility and possible implications of autonomous vehicles.
- The need to coordinate economic development goals with realistic land use policies that prioritize job quality and diversity and long-term sustainability.

INTERVIEW QUESTIONS

City Council Discussion/Interview Questions

Vision for El Segundo

1. From your perspective, what are the key qualities or strengths of El Segundo today that should be preserved or enhanced as the City grows?

Land Use

2. Which neighborhoods or areas of the City do you think are working well today, and which ones should be prioritized for revitalization or change?
3. Are there any land use (or other related) issues the Project Team should be aware of as we update the Land Use Element? If so, can you describe the issue(s)?
4. Do you refer to the Land Use Element in your work?
 - a. If yes: How do you use it now, and what would make it more useful to you going forward?
 - b. If no: What kind of information or guidance would make it a more helpful tool for your work?
5. How do you define success for this Land Use Element Update process?

Community Character

6. Which neighborhoods or areas in El Segundo do you frequent the most / least, and why? What attracts / detracts you from those places?
7. Is there anything you need to leave El Segundo for, such as work, a specific store or shopping experience, doctor visits, etc.?
8. What three words would you use to describe the character or essence of El Segundo?

Community Engagement/ Representation

9. Are there underrepresented groups / members of the community we should pay special attention to getting engaged in this process? If so, how do you suggest we reach them?

Conclusion

10. Those are all the questions we have for you today. Do you have anything else you would like to share?

Executive Team Discussion/Interview Questions

Introductions

1. Please let us know your name, department, and if you are also an El Segundo resident

Land Use

2. From your perspective and role, what outcomes or priorities for the new Land Use Element are most important to support the City's long-term health and success?
3. What specific guidance or tools from the Land Use Element would be most helpful to support your work and departmental goals?
4. Are there any land use (or other related) issues the Project Team should be aware of as we update the Land Use Element? If so, can you describe the issue(s)?

Conclusion

5. Those are all the questions we have for you today. Do you have anything else you would like to share?

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.

KEY THEMES AND INSIGHTS

The following summary highlights key discussion points.

Space Needs & Land Use Flexibility

- Demand is shifting away from traditional office space toward mixed-use, creative, and specialized industrial/R&D uses.
- Underutilized sites, especially east of PCH and near transit, could present opportunities for new housing types, manufacturing, and amenity-rich districts.
- Participants expressed openness to considering more zoning flexibility to allow hybrid uses that do not fit neatly into existing categories.
- It is important to approach development on the east side thoughtfully. While residential uses are needed, the presence of 24-hour operating businesses means that nearby housing might impose limitations due to the nature of those businesses.

Housing & Workforce Retention

- Opportunities to attract major employers have been limited by challenges such as a lack of nearby housing and convenient transportation options for key segments of the workforce, particularly younger workers. These factors can discourage businesses from locating in the area. Even with starting wages of \$45 per hour for non-college employees, it is a challenge for people to find housing in town.
- for people to find housing in town.
- There may be opportunities for workforce, senior, and mixed-use housing east of PCH that could be explored without displacing key business operations.
- If the City chooses to pursue new housing east of PCH, the opportunity could be to offer housing types that address local needs such as options for those transitioning out of their parents' homes or new workers entering the high-tech industry.
- Some participants suggested exploring higher-density housing near transit and in targeted corridors, while acknowledging that Downtown's capacity is more limited.
- Adaptive reuse of office buildings is viewed as cost prohibitive, with demolition and new construction considered more financially viable in many cases. This perception influences decisions about whether to preserve existing structures or replace them entirely.
- Participants noted that it may be helpful for residents to have clear, accessible information about how City services are funded, to support a broader understanding of the implications of land use changes. Housing has been a longstanding challenge for the City, presenting a twofold concern. On one hand, the low-intensity residential character contributes to the small-town charm that many residents wish to preserve. On the other hand, a substantial amount of land is available east of PCH where the City has yet to define a clear approach to residential development.

Economic Stability & Job Base

- El Segundo’s economic resilience depends on retaining large employers while fostering emerging businesses in sectors like aerospace, creative industries, and “maker” businesses.
- Amenities such as recreation, entertainment, and dining are essential to keep companies and workers in the city.
- The area east of PCH may offer a significant opportunity to strengthen the local economic engine by encouraging redevelopment that balances upgrading outdated facilities with integrating housing and related public services. This approach could help drive economic development while preserving the integrity of the northwest quadrant, which remains a sensitive and valued residential area.
- Concerns were raised about overreliance on commercial office uses given high vacancies.
- The economic viability and development potential of East El Segundo were highlighted, noting that the area is approximately 50 percent larger than Playa Vista. Playa Vista has evolved into a thriving business hub, particularly for the tech and creative industries.
- Excluding major employers like RTX (formerly Raytheon), Northrop, and Boeing, much of East El Segundo consists of lower-density and functionally obsolete facilities that struggle to compete with more modern industrial and R&D spaces in nearby Long Beach and Torrance.

Investment Climate & Development Process

- Infrastructure constraints (e.g., parking, utility capacity) and long permitting/CEQA timelines were cited as barriers to investment.
- Development impact fees were viewed by some as disproportionately high based on unrealistic growth projections.
- Participants called for more streamlined, predictable processes to encourage reinvestment.
- The City is recognized for maintaining a business-friendly environment and having capable, dedicated staff.
- A key priority identified is to support manufacturing uses in Smoky Hollow while addressing the need for adequate parking to accommodate these activities.
- The Circulation Element and roadway requirements are considered outdated, and concerns were raised about the extent of street dedication requirements in certain parts of El Segundo, which some feel may be excessive and hinder development. Grand Avenue was cited in particular.

Regional Context & Connectivity

- El Segundo’s role as a regional employment hub means housing demand will always exceed local supply, but surrounding communities can help meet workforce needs.
- Integrating areas east of PCH into the community—physically and socially—was seen as vital to avoid creating “two El Segundos.”

- Improved marketing and branding (e.g., Smoky Hollow) could help attract targeted business sectors.

Balancing Growth & Community Character

- Maintaining El Segundo's small-town feel was considered important, but not at the expense of economic competitiveness.
- Participants suggested that the City may want to consider the distinction between individual opposition to specific ideas and the broader community perspective.
- Participants suggested that changes may be best supported by clear, proactive communication with residents.
- The school district (west of PCH) has sufficient capacity and accepts interdistrict transfers. The area is well positioned to foster strong connections between youth and local businesses particularly in developing workforce skills.

Community Workshop #1 Summary



Workshop participants taking part in activities and engaging with City staff.

INTRODUCTION

On August 13, 2025, the City of El Segundo Community Development Department, with the MIG consultant team, hosted a community workshop at the El Segundo Public Library focused on the General Plan Land Use Element update. This open house-style workshop was designed to have participants share ideas regarding how land uses in El Segundo might evolve over the next 25 years to respond to shifts in how people work and shop, to meet housing demand, and to preserve the characteristics residents value. The insights and feedback they provided will inform the next phase of the Land Use Element update process. Through a series of interactive boards and conversations with City staff and the consultant team, participants had the opportunity to:

- Learn about the El Segundo | Vision 2050 Land Use Element update
- Learn about the General Plan and Land Use Element
- Share big-picture ideas and vision for El Segundo
- Discuss growth priorities and trade-offs by identifying the types and specific location for desired land uses, as well as less desired uses
- Express their values and priorities for El Segundo
- Ask questions and provide additional feedback in an open setting designed to capture perspectives on any topic they wished
- Connect with city staff and planners in an informal, conversational format

ADVERTISING

To promote the workshop, the City implemented a multi-channel outreach effort. Notices were shared through two Facebook posts reaching the City's 4,000 followers. The City placed a banner advertising the workshop on the City's website, along with an announcement in the website's news section, which also generated an email blast to subscribers. Information was sent via the City's general distribution listserv, along with a targeted outreach list of more than 60 contacts representing the business community, civic and

educational organizations, and local religious institutions. The City also worked directly with community groups such as the Rotary Club, Kiwanis, Women's Club, and the El Segundo Unified PTA, and distributed information through the El Segundo Parent Network. The City published a flyer in the El Segundo Herald, and the City's Communications Department and El Segundo Media supported outreach by including the event in their regular email blasts and news sections.



Workshop Flyer

OVERARCHING THEMES HEARD

1. Housing is a critical and complex topic. Participants strongly expressed support for mixed-use and affordable housing in targeted areas of El Segundo but generally did not support more housing within established neighborhoods.
2. Neighborhood preservation remains paramount. Residents expressed a strong preference for maintaining neighborhood character.
3. Public realm improvements are needed in concert with any new development; parks, plazas, and cultural spaces are community priorities, along with cleanliness and safety enhancements.
4. Economic and industrial growth are recognized as important for economic stability, with Smoky Hollow favored for industrial/tech development and other areas considered appropriate for mixed-use purposes.
5. Workshop participants tended to be older and long-term homeowners.

WORKSHOP STRUCTURE

The workshop featured an open house format, with interactive stations focused on different topics related to the Land Use Element update. This approach gave participants the flexibility to drop in at

any time during the event and engage at their own pace. The intent was to create a more comfortable and conversational setting for sharing input. Unlike a traditional meeting format, the format provided participants with the opportunity to engage in one-on-one or small group discussions.

Upon arrival, community members were welcomed to the workshop by members of the project team and provided an overview of the Land Use Element Update and the five Open House stations. Participants were encouraged to review and respond to the content of each station at their own pace and to ask project team members questions.

During the Open House, a slideshow presentation introduced key Land Use Element themes and planning topics; this gave participants a foundational understanding of the themes presented. The project team was diligent in documenting verbal comments from one-on-one and large-group discussions. An estimated 70 community members attended the event and shared comments.

COMMUNITY FEEDBACK

The open house stations were structured to cover different aspects of the Land Use Element update, from understanding current conditions to shaping a shared vision and discussing the City's future. The following paragraphs describe and summarize the feedback received at each station.

Station 1: Welcome

This station introduced the event and provided participants an overview of the Land Use Element update objectives. General information was collected about where participants live and basic demographics to help track engagement and better understand the audience. The following materials were included at this station:

- Sign-in sheet: Attendees signed in, providing names and, if they chose, email addresses to help track participation and share project updates.
- Presentation: A brief looping presentation played throughout the Open House, presenting the Vision 2050 program, explaining what a General Plan is and highlighting the focus on the Land Use Element, and introducing the workshop structure. The slides are included at the end of this summary.



Workshop information sign at the library entrance.

- Project information board: An information board summarized the project, its timeline, and where to find updates, including the project website.
- Participant profile survey: Participants received a short, anonymous demographic survey to support outreach metrics. This helped identify potential gaps in participation. The survey revealed that most participants were long-term, higher-income homeowners, suggesting that younger residents, renters, and lower-income perspectives may have been underrepresented. The following summarizes the responses:
 - Gender: 55% female, 45% male
 - Race/ethnicity: predominantly Caucasian/White, with smaller representation from Hispanic/Latino and Black/African American
 - Age: majority 50+
 - Household type and size: mainly couples and families without young children; household size 1 to 5 persons
 - Housing status and income: mostly homeowners, skewed toward higher-income brackets
 - Community tenure: majority have lived in El Segundo 20+ years



Welcome!

About El Segundo | Vision 2050

El Segundo | Vision 2050 is a program the City has initiated to update the General Plan Land Use Element.

What is the General Plan?

The General Plan is El Segundo's long-term vision for how the City evolves. It outlines goals and policies that shape everything from where housing and businesses go to how streets, parks, and public safety are planned. In California, every City is required to have a General Plan and to keep it up to date. The plan is organized into sections called elements, similar to chapters in a book.

What is a Land Use Element?

While a General Plan addresses a wide range of topics, like housing, transportation, safety, parks, and more, this project focuses on the Land Use Element – which directs how properties can be used and developed.



The Land Use Element defines how El Segundo may change over the long term while the characteristics the community values will remain.



It guides where homes, businesses, parks, industry, and public facilities can go, and gives direction about what types of land use are acceptable.



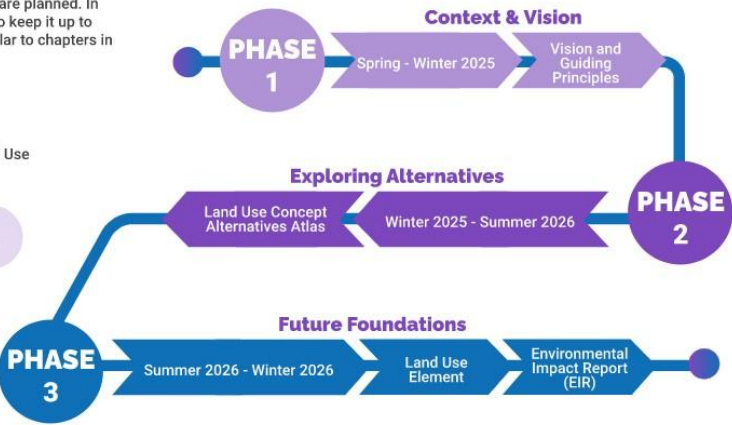
Its primary function is to shape how the City may evolve over time.

Why update the Land Use Element?

It has been over 30 years since El Segundo last updated its Land Use Element. With big changes in how people work and a growing demand for housing, El Segundo must find ways to evolve while keeping the qualities that make the City special. This update will provide a clear, citywide plan to address today's challenges, support smart, sustainable development, and give the community a chance to have a say in how the City might change to meet these needs.

Project Timeline

El Segundo Vision 2050 will continue through Fall 2026. Phase 1 focuses on understanding existing conditions and gathering input from the community. Phase 2 explores land use options. Phase 3 includes drafting the Land Use Element, followed by public review and adoption by the City Council.



How you can get involved

Community input is essential to this process. During the project, the City will be hosting a variety of opportunities – like workshops, pop-up events, and questionnaires. Through these activities, residents, workers, and business owners can share their ideas, concerns, and priorities. This is your chance to help shape the future of land use in El Segundo.

Watch for updates on

- Land Use Element
- www.elsegundo.org/Vision2050
- Community Questionnaire
- City's Social Media
- Future City Events



El Segundo | Vision 2050

Community Workshop #1
Wednesday, August 13th, 2025

For more information visit:
<https://www.elsegundo.org/Vision2050>.
If you have any questions, please email us at
Vision2050@elsegundo.org



Project overview and welcome display at the workshop.

Station 2: What's Most Important to Me

At this station, participants explored a range of community priorities and aspirations for El Segundo in 2050, drawn from recent engagement efforts and past planning initiatives. Each participant received three stickers to “vote” on the priorities that mattered most to them, helping to highlight the trade-offs involved when not everything can be a top priority.



Community members discussing their priorities after the voting exercise.



Not included in the voting were the preservation of the City’s small-town feel and the strengthening of local jobs and small businesses, because these are considered foundational priorities.

In the voting exercise, participants most often selected:

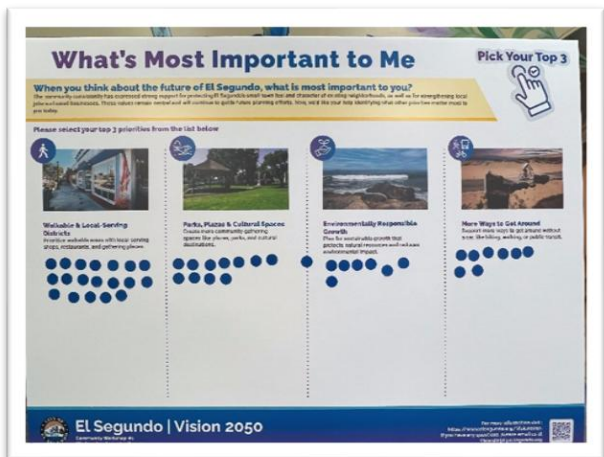
- Targeted growth and neighborhood preservation,
- Housing for families and workers, and
- Walkable and local-serving districts.

The priorities that received a moderate level of votes were:

- Parks, plazas, and cultural spaces,
- Environmentally responsible growth, and
- More ways to get around.

The priorities that received a lower level of votes were:

- Economic development and innovation, and
- More Vibrant Commercial Districts.



Displays showing the participants' voting results.

The table below shows the distribution of sticker votes, with percentages based on the 99 total “votes” cast.

Priority	% of all Stickers
Housing for Families & Workers	17%
Targeted Growth and Neighborhood Preservation	26%
Economic Development and Innovation	7%
More Vibrant Commercial Districts	3%
Walkable & Local Serving Districts	19%
Parks, Plazas & Cultural Spaces	11%
Environmentally Responsible Growth	8%
More Ways to Get Around	8%

What's Most Important to Me

Pick Your Top 3



When you think about the future of El Segundo, what is most important to you?

The community consistently has expressed strong support for protecting El Segundo's small-town feel and character of existing neighborhoods, as well as for strengthening local jobs and small businesses. These values remain central and will continue to guide future planning efforts. Now, we'd like your help identifying what other priorities matter most to you today.

Please select your top 3 priorities from the list below



Walkable & Local-Serving Districts

Prioritize walkable areas with local-serving shops, restaurants, and gathering places.



Parks, Plazas & Cultural Spaces

Create more community gathering spaces like plazas, parks, and cultural destinations.



Environmentally Responsible Growth

Plan for sustainable growth that protects natural resources and reduces environmental impact.



More Ways to Get Around

Support more ways to get around without a car, like biking, walking, or public transit.



El Segundo | Vision 2050

For more information visit :
<https://www.elsegundo.org/Vision2050>.
If you have any questions, please email us at
Vision2050@elsegundo.org



Display explaining how residents can vote on their top priorities.

What's Most Important to Me

Pick Your Top 3



When you think about the future of El Segundo, what is most important to you?

The community consistently has expressed strong support for protecting El Segundo's small-town feel and character of existing neighborhoods, as well as for strengthening local jobs and small businesses. These values remain central and will continue to guide future planning efforts. Now, we'd like your help identifying what other priorities matter most to you today.

Please select your top 3 priorities from the list below



Housing for Families & Workers

Support housing options so our kids, workers, and future generations can afford to live here.



Targeted Growth and Neighborhood Preservation

Focus new development in key areas while preserving most neighborhoods just the way they are.



Economic Development and Innovation

Focus changes in ways that preserve our role as a center for jobs and innovation.



More Vibrant Commercial Districts

Support districts with shopping, restaurants, entertainment, and gathering places for residents and visitors.



El Segundo | Vision 2050

For more information visit :
<https://www.elsegundo.org/Vision2050>.
If you have any questions, please email us at
Vision2050@elsegundo.org



Display explaining how residents can vote on their top priorities.

Station 3: Community “Big Ideas”

At this station, participants were invited to reflect on El Segundo’s future in a broad and open-ended way, sharing big-picture hopes and priorities rather than detailed policies. The current General Plan land use map provided a reference of the 1992 vision. Participants could add sticky notes to the map with location-specific ideas and comments.

Participants were also invited to share their bold ideas and long-term visions on “Big Idea” sheets. The results focused on themes like housing affordability, neighborhood character, public space improvements, safety, and sustainability.

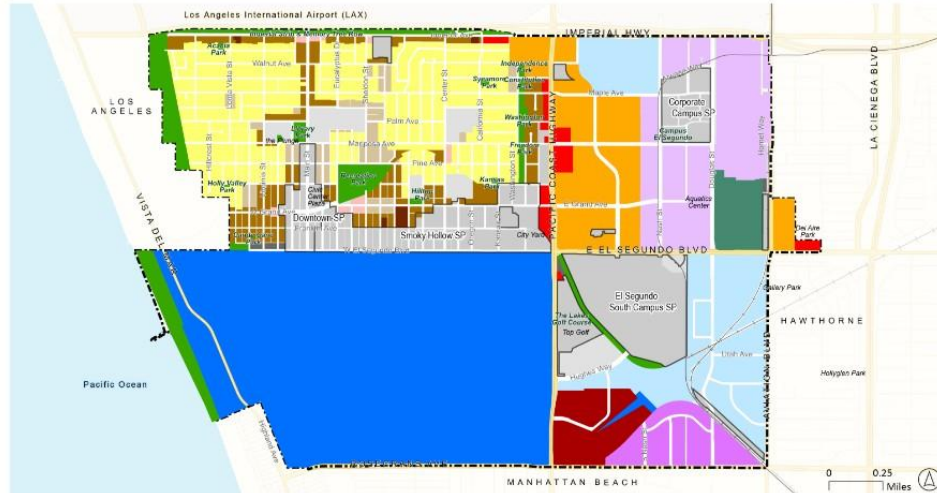
- Residents want a vibrant, livable El Segundo with mixed-use development, particularly street-level commercial with housing above.
- Priorities include housing affordability, neighborhood character preservation, public space improvements, safety enhancements, and environmental stewardship.
- There is tension between growth (especially housing expansion) and maintaining the City’s historic character.
- Community vision emphasizes sustainable, accessible, and people-centered development while balancing innovation hubs like Smoky Hollow with residential neighborhood protection.



“Big Idea” Sheets

Current (1992) General Plan Land Use Map

Residential		Industrial	
Single-Family Residential	Light Manufacturing	Heavy Manufacturing	
Two-Family Residential			
Multi-Family Residential	Mixed - Use		
Multi-Family Residential/Housing Overlay	Urban Mixed Use North	Urban Mixed Use South	
Commercial/Office		Public Use / Open Space	
Neighborhood Commercial	Public Facilities	Federal Government	
General Commercial	Open Space		
Commercial Center	Specific Plan Areas		
Corporate Office	Specific Plans		
Parking			



Residential	Commercial/Office	Industrial	Mixed Use	Public Use/Open Space	Specific Plan Area
Places where people live, from houses to apartment	Shops, restaurants, services, and workplaces	Areas used for manufacturing, R&D, warehousing, distribution, and other production-related activities	Areas that blend commercial activities like offices, shops, restaurants, and hotels in one connected setting	Includes schools, libraries, City buildings, infrastructure, and spaces for recreation or nature	Areas with custom rules and long-term vision



El Segundo | Vision 2050

Community Workshop #1
Wednesday, August 13th, 2025

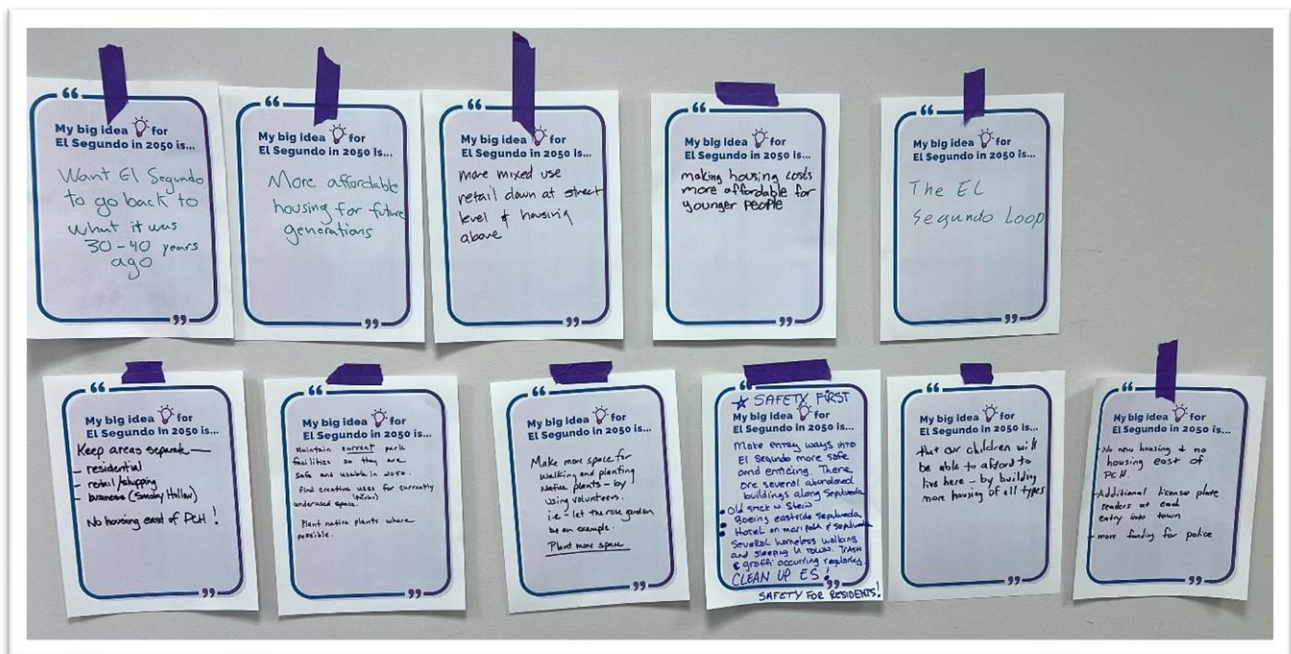
For more information visit:
<https://www.elsegundo.org/Vision2050>
If you have any questions, please email us at
Vision2050@elsegundo.org



General Plan Land Use Map Informational Display.

The following represent the main ideas, presented as originally written with minor edits for clarity:

- More mixed-use retail down at street level and housing above
- Making housing costs more affordable for younger people
- That our children will be able to afford to live here by building more housing of all types
- More mixed-use zoning in Smoky Hollow and more parking
- The El Segundo loop (a walking and cycling trail)
- Safety first. Make entryways into El Segundo safer and more enticing. There are several abandoned buildings along Sepulveda. 2. Old Steak 'n' Stein. 3. Boeing eastside of Sepulveda. 4. Hotel on Mariposa and Sepulveda several homeless walking and sleeping in town. 5. Trash and graffiti occurring regularly.
- No new housing and no housing east of PCH. Additional license plate readers at each entry into town. More funding for police.
- Make more space for walking and planting native plants by using volunteers, i.e. let the rose garden be an example. Plant more space.
- More affordable housing for future generations
- Maintain current park facilities so they are safe and usable in 2050. Find creative uses (parks) for currently underused space. Plant native plants where possible.
- Keep areas separate - residential - retail/shopping - business (Smoky Hollow). No housing east of PCH!
- Want El Segundo to go back to what it was 30-40 years ago.



“Big Ideas” focused on a range of themes including housing, neighborhood character, safety, and sustainability.

Station 4: Land Use Preferences

At this station, community members explored ideas about how El Segundo’s future could evolve to address housing, employment, and recreation needs. The discussion helped the team understand which growth approaches have community support and where new development might be considered appropriate, acceptable, or desirable.

An informational board provided context for the Land Use Element update, which focuses on responding to changes already underway rather than promoting growth. Titled “Why Update the Land Use Plan Now?”, the board highlighted major trends shaping the City, from rising housing costs and shifting demographics to changes in how people shop, spend leisure time, and work. It also noted evolving local industries and the increasing cost of providing essential City services.

The activity at this station explored future land use preferences by location and type. Participants were asked to review different land use categories (housing, parks/open space, commercial, public facilities, industrial/tech) and indicate where throughout El Segundo they would like to see more of that development or less of that development. The location options were:

- Corridors
- Around Transit Stations
- Downtown
- Smoky Hollow
- Single Family Neighborhoods
- Multi-Family Neighborhoods
- East of Pacific Coast Highway
- Other Areas

Why Update the Land Use Plan Now?

The City's current land use plan was created over 30 years ago when the community, economy, and daily life looked very different. Since then, new opportunities, challenges, and priorities have emerged.

Updating the plan gives us a chance to:

Respond to rising housing costs and changing household needs

El Segundo Has Diverse Housing Needs
More than half (53%) of El Segundo households rent, so land use must support a variety of housing options.



+429 units

State Housing Requirement
El Segundo must plan for new housing to meet State-mandated housing goals.

Affordability Gap
Many essential workers in our community—police officers, firefighters, teachers, and government employees who earn less than the amount needed to afford a median-priced home in El Segundo—need housing options.



Profession	Income
El Segundo Median HH Income	\$18K-19K
Elementary School Teacher	\$14K-15K
Registered Nurse	\$15K-16K
Firefighter	\$17K-18K
Police Officer	\$11K-12K
Income Required to Afford a Home in El Segundo	\$40K-50K

Source: California State Board of Equalization, 2020. Based on median home sales price of \$7,300 from RealtyTrac on 08/11/2020. 50% of price (median) indicates 50% down in 20% interest, 30-year term, and typical loan structure.

Reflect how people work, shop, and move around today



Office Demand

Work from Home
Office demand is still low; many people are working from home more often since COVID.

Changing Office Demand
Companies are renting less space but want newer, flexible offices with shared areas and modern features. Smaller buildings are in, and experts say vacant office buildings could be reused for housing or shops.



Changing Shopping Habits

Online shopping has slowed retail in many places, but El Segundo's jobs and higher incomes keep local stores busy. There's strong demand for small businesses like restaurants, fitness studios, wellness services, and boutiques.

Support evolving industries and local job opportunities



Supporting El Segundo's Business Hub
El Segundo is a business hub—home to aerospace leaders and companies like AT&T, the Lakers, and Mattel. To stay competitive, the City needs land use policies that support growth and innovation.



Limited Space for Industrial Growth

Limited space remains for large industrial projects—especially west of PCH. On the east side, zoning rules make it hard to allow new uses like manufacturing. Updating the land use plan can help fix that.

Plan for high-quality, cost-effective public services



Planning for Reliable Public Services
As El Segundo grows, more demand is placed on streets, utilities, and services. Smart land use helps keep things like police, fire, water, and trash service running smoothly and affordably.



Aligning Land Use with Community Priorities

This update is a chance for the City to hear from you. Through workshops, surveys, and events, we're making sure land use decisions reflect what the community cares about—now and in the future.

This update is about shaping a thoughtful, community-driven vision for El Segundo's future!



El Segundo | Vision 2050

Community Workshop #1
Wednesday, August 13th, 2025

For more information visit:
<https://www.elsegundo.org/Vision2050>.
If you have any questions, please email us at
Vision2050@elsegundo.org



Informational display highlighting trends and shifts that may influence development of a new land use plan.

What Works and What Doesn't

In this activity, you get to vote with stickers on what kinds of land uses you want to see more or less of in different parts of El Segundo.

Place your stickers on the map wherever you think they belong. There are no wrong answers. You can even suggest something completely different. Let us know what feels right for your neighborhood, your commute, your weekends - or your vision of the future. You live here. You know.

You'll get stickers labeled by land use type and each comes in two colors:



Major Corridors



Areas Around Transit Stations



Downtown El Segundo



Smoky Hollow Specific Plan



Housing



Commercial



Industrial/R&D/Tech



Open Space/Parks



Public/Community Facilities



El Segundo | Vision 2050

For more information visit :
<https://www.elsegundo.org/Vision2050>.
 If you have any questions, please email us at
Vision2050@elsegundo.org



A voting activity helped participants explore future land use preferences in key parts of the City.

What Works and What Doesn't

In this activity, you get to vote with stickers on what kinds of land uses you want to see more or less of in different parts of El Segundo.

Place your stickers on the map wherever you think they belong. There are no wrong answers. You can even suggest something completely different. Let us know what feels right for your neighborhood, your commute, your weekends - or your vision of the future. You live here. You know.

You'll get stickers labeled by land use type and each comes in two colors:



Single-Family Neighborhoods



Single-Family Neighborhoods

Multi-Family Neighborhoods



Multi-Family Neighborhoods

East of PCH



East of PCH

Other



See a Spot Missing? Tell Us About It. Place a sticker or sketch your own area - whether it overlaps or stands alone.



Housing



Commercial



Industrial/R&D/Tech



Open Space/Parks



Public/Community Facilities



El Segundo | Vision 2050

For more information visit :
<https://www.elsegundo.org/Vision2050>.
If you have any questions, please email us at
Vision2050@elsegundo.org



A voting activity helped participants explore future land use preferences in key parts of the City.

The activity boards presented maps highlighting seven specific parts of the City and as well as general catch-all map. Using land use-themed stickers, they “voted” on where specific land uses were desirable or not desirable. The exercise highlighted the trade-offs involved in planning and helped the team see what the community values most and where priorities are focused across the City. Participants could also include written comments to explain their selections.



Stickers used to vote on where specific land uses were desirable or not desirable.



Workshop participants voting on land use preferences.



Results of the land use preference activity.



Results of the land use preference activity.

A summary of key themes by land use is included below, followed by a table tallying the inputs.

Housing | Key Findings and Takeaways

- While some areas are seen as suitable for growth (east of PCH), participants showed a lower preference for additional housing in established neighborhoods. Support for new housing is strongest east of PCH and near transit stations and is less desired in Downtown and single-family neighborhoods.
- Support exists for mixed-use, affordable, and senior housing, while high-end single-family housing is less desired.
- Respondents prefer development concentrated in specific areas rather than widespread expansion.
- Multiple comments highlighted the importance of maintaining the character of older neighborhoods.

Open Space and Parks | Key Findings and Takeaways

- Demand is strong for additional parks/open space in multi-family neighborhoods, Smoky Hollow, and east of PCH.
- Emphasis should be placed on improving park upkeep, adding public art, creating habitats for native species (e.g., Blue Butterfly), and maintaining parks for future generations.
- Parks are also seen as spaces for cultural and community engagement.

Commercial Uses | Key Findings and Takeaways

- Interest in expanding commercial uses centers on Smoky Hollow and east of PCH.
- Downtown had mixed but somewhat less supportive sentiment for new commercial uses.
- Residents want to avoid commercial encroachment into residential zones.
- Preference is for commercial uses that support walkable, community-oriented districts rather than regional, auto-oriented development.

Public and Community Facilities | Key Findings and Takeaways

- Desire was apparent for more facilities Downtown and in multi-family neighborhoods.
- Concerns were expressed regarding City Plaza design and activation. Community members want better utilization of public plazas and cultural/community programming.

Industrial, R&D, and Tech Uses | Key Findings and Takeaways

- Strong support was expressed for industrial/tech growth in Smoky Hollow. Smoky Hollow is viewed as the preferred hub for innovation, limiting industrial impacts on residential and mixed-use areas.
- Industrial growth is less desired in single-family neighborhoods, east of PCH, and Downtown. Clear community preference was made to buffer homes from industrial activity.

Other Ideas and Comments

- Miscellaneous ideas included more trash cans, a dog beach, signage, dog-friendly spaces,
- low-income senior housing, and a two percent annual growth limit.

- Contrasting opinions on housing: “No new housing” vs. “More housing anywhere and everywhere” reflect a range of perspectives.
- Site-specific support exists for housing near The Point.

“What Works and What Doesn’t” Activity Results

Land Uses										
Area	Housing		Open Space & Parks		Commercial		Public & Community Facilities		Industrial, R&D, Tech	
	Less	More	Less	More	Less	More	Less	More	Less	More
Major Corridors				1		5		2		
Around Transit Stations		6	2			2	1	5		3
Downtown El Segundo	4	2	2	3	1	2		11	8	1
Smoky Hollow Specific Plan			1	1		6		2	1	10
Single-Family Neighborhoods		5		7	4	1	1		11	
Multi-Family Neighborhoods		4		2	5	5	2		2	
East of PCH	6	12		11	2	7		8		6
Other				1		1		1		1
Other Area Sticker & Comment:										
More trash cans				1						
Dog beach				1						
Poor use of City Plaza Space							1			
Redesign City Plaza							1			
More low-income Sr. housing. 2% a year								1		

Station 5: Anything We Missed?

This station offered a space for participants to share additional ideas, concerns, or questions that may not have come up elsewhere. Participants could write directly on posters, use sticky notes, or fill out comment cards. Participants were also encouraged to participate in a community questionnaire available on the El Segundo Vision 2050 web page. Below is an overview of comments shared, with the actual comments in a following table. Some comments include a number to indicate agreement from other participants.

Housing and Land Use:

- Favor mixed-use near Whole Foods/The Point and Main Street; support density in appropriate locations and affordable housing; lower preference for oversized single-family homes; value historic preservation
- Parks, Open Space, and Environment: Emphasis on park maintenance, public art, environmental quality, and sustainability; concerns about Hyperion odors and pollution

Mobility and Infrastructure:

- Suggestions for better signage, traffic signal improvements, parking solutions, plaza design; desire for walkable, pedestrian-friendly streets and accessible commercial areas

Community Life and Culture:

- Interest in cultural programming, performance spaces, open forums; support for Community Band and public arts

Safety and Cleanliness:

- Safety concerns near transit hubs; recommendations for additional trash receptacles, volunteer cleanup programs, improved lighting, and security enhancements

El Segundo | Vision 2050
Community Workshop #1
Comment Card

Any questions or comments?

Contact information (Optional)

Name: _____
Phone: _____
Email: _____

Visit:
www.elsegundo.org/Vision2050
for project updates and upcoming events and to
share your big vision for the future of
El Segundo.

Comment Cards



Participants engaging with staff sharing thoughts at the open feedback station.

Comments

Welcome sign at NB PCH to El Segundo Blvd. - Longer Light to turn. -Brings customers down El Segundo Blvd. to Main Street businesses

I would like to see the area around the point Whole Foods to be used as mixed use housing.

Better upkeep of park structures

How to make current parks better

Mixed use housing on Main Street. + 1111

Community open forum + 1

More public art

A meeting with presentations & Q & A. +1 +1

No more McMansions +1 +1

Get the stink out of ES west. Get Hyperion to comply & care

More support for our official Community Band. Need joint-use agreement to use new bandroom @ ESHS → Used to be free of charge

Affordable housing +1 +1 +1

2 words: Dog +1 Beach +1

Very worried about environmental pollutants!

Idea: Increase low income senior housing

Safety and cleanliness around transit hubs

At City Hall plant a shade CA natives garden. Less cement. +1

Preserve the older neighborhoods with mission/craftsman homes. +1 Replace the tacky-tacky houses W. of Main with multi-story apt. buildings.

Put a parking garage under City Plaza so there is more parking. +1

Process for Historical Preservation (official designation). +11 +2

Get the stink out of the SW section make Hyperion comply

Put the 6 Chevron parking lots on W. El Segundo Blvd. to better use! e.g. build a multi level garage on 1 lot, use the rest for mixed-use housing! +1

Place: Program for people to share their music, art, poetry, open mic songs

More Blue Butterfly Habitats. Variety of places

Welcome sign at PCH & ES Blvd.

Maintain current parks now, so there are parks in 2050. +1

There should be more dense living options on Main St to support restaurants. Perhaps multifloor structure with commercial units at street level

More trash cans in the Greenbelt. Organize a volunteer trash pickup. - Nancy & Lindsay

City Plaza is not inviting or used well. Build higher end and add more family centered activity areas of that young families are enticed to walk/play there. +1

Community Workshop #1 Presentation




El Segundo | Vision 2050
Community Workshop #1
August 13, 2025

1

What's Vision 2050 All About?


The City of El Segundo is updating the Land Use Element, the part of the General Plan that guides how land is used in the City over time.



2

What's Vision 2050 All About?

Vision 2050 is the name for this update, reflecting our plan for how El Segundo will evolve and thrive through 2050 and beyond.

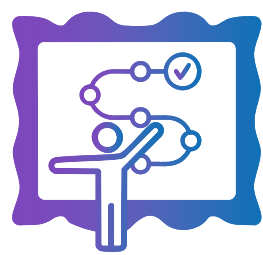


3

What's a General Plan?

The City's Big Picture Plan




Every city in California has a General Plan, a long-range roadmap for growth and change over 20-25 years. This project involves updating one element (or chapter) of the El Segundo General Plan: the *Land Use Element*.



4

What's the Land Use Element?

Identifies Locations for Homes, Businesses, and Parks

The Land Use Element is one part of the General Plan. It shows how land across El Segundo can be used: for homes, businesses, parks, industry, schools, and more. It's not about specific projects, it's about the long-term pattern of uses across El Segundo.

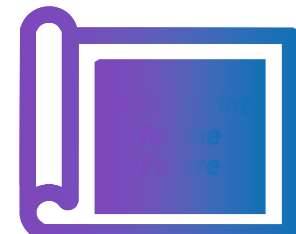
5

What the Land Use Element Does

It sets the vision for future development and shapes decisions about:

- Where new housing or businesses can go
- How dense or intense land uses can be
- How areas connect to transit, schools, and parks

This helps the City protect what matters and plan for desired change in El Segundo.



6

What the Land Use Element Does NOT Do



7

Why It Matters

Why This Update Is Important

It shapes what your neighborhood and El Segundo as a whole could look like in the next 25 years, including new housing, jobs, services, and transportation.

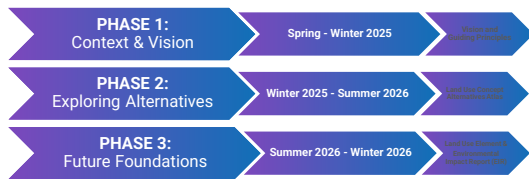


8

Project Timeline

What Happens and When

We're just getting started and your input now helps shape future options.

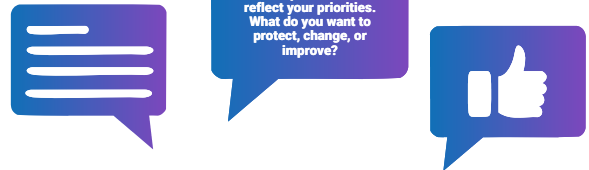


9

Your Voice Matters

We Need Your Input!

This plan should reflect your priorities. What do you want to protect, change, or improve?



10

How to Stay Involved

Stay Connected

Visit our project website, take the questionnaire, and join future events.



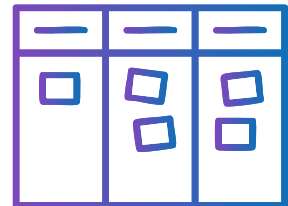
11

What We're Asking Today

Here's What To Do at This Workshop

The four stations around the room focus on a different topic. Each station includes information and a simple activity where you can share what matters most to you. Staff will be at every station to answer questions and help if needed.

Your input will help shape priorities for El Segundo's future.



12

The Four Stations

Explore the Stations

Visit one or all four stations around the room:

Station 1: Welcome

Start here! Learn about the project and watch this short presentation.



Station 2: The Big Picture

Share your hopes for El Segundo's future. We are focusing on big ideas.



Station 3: Planning for Change

Help shape El Segundo's future—where people live, work, and play. Tell us what matters most to you for El Segundo's future.



Station 4: Open Feedback

Leave any ideas, questions, or concerns and learn how to stay involved.

13

Thank You!

Thanks for Being Here!

Your ideas help shape the future of our City. If you have questions, please look for a staff member – we'd love to help you.

14