AGENDA

EL SEGUNDO CITY COUNCIL

350 MAIN STREET

DUE TO THE COVID-19 EMERGENCY, THIS MEETING WILL BE CONDUCTED PURSUANT TO THE GOVERNOR'S EXECUTIVE ORDER N-29-20.

6:00 PM REGULAR SESSION
TUESDAY, APRIL 20, 2021

THIS MEETING WILL BE CONDUCTED PURSUANT TO THE GOVERNOR'S EXECUTIVE ORDER N-29-20. TELECONFERENCE VIA ZOOM MEETING.

MEETING ID: 964 5963 7962
PIN: 730770

PUBLIC ADVISORY:
THE CITY COUNCIL CHAMBER WILL NOT BE OPEN TO THE PUBLIC

Drew Boyles, Mayor
Chris Pimentel, Mayor Pro Tem
Carol Pirsztuk, Councilmember
Scot Nicol, Councilmember
Lance Giroux, Councilmember

Tracy Weaver, City Clerk
Matthew Robinson, City Treasurer

Executive Team

Scott Mitnick, City Manager
Barbara Voss, Deputy City Manager
Bill Whalen, Police Chief
Sam Lee, Development Services Director
Elias Sassoon, Public Works Director
Melissa McCollum, Community Svcs. Director

Mark Hensley, City Attorney
Joe Lillio, Chief Financial Officer
Chris Donovan, Fire Chief
Rebecca Redyk, HR Director
Charles Mallory, Info. Tech. Director

MISSION STATEMENT:
"Provide a great place to live, work, and visit."

VISION STATEMENT:
"A hub for innovation where big ideas take off."

How Can Members of the Public Observe and Provide Public Comments?

- Residents can watch the meeting live via Spectrum Channel 3 and 22, AT&T U-Verse Channel 99 and/or El Segundo TV at YouTube.com.
- Access remotely via Zoom from a PC, Mac, iPad, iPhone, or Android device or by phone. Use URL **https://zoom.us/j/96459637962** and enter PIN: **730770** or visit www.zoom.us on device of choice, click on "Join a Meeting" and enter meeting ID: **96459637962** and PIN: **730770**.
- Join by phone at 1-669-900-9128 and enter meeting ID and PIN.
  NOTE: ***Your phone number is captured by the Zoom software and is subject to the Public Records Act, dial *67 BEFORE dialing in to remain anonymous.***
- Note that you will be placed in a "listen only" mode and your video feed will not be shared with City Council or members of the public.
- For Public Communications and comments during Public Hearings, please notify meeting host by raising your virtual hand (see hand icon at bottom of screen) and you will be invited to speak. ***(If you do not wish for your name to appear on the screen, then use the drop-down menu and click on "rename" to rename yourself "anonymous")***
- Do not simultaneously use a microphone through Zoom and a cellphone/telephone, this combination results in audio problems.
- For electronic public comments on a specific agenda item, submit comments to the following e-mail address, with a limit of 150 words and accepted up until 30 minutes prior to the meeting: PUBLICCOMMUNICATIONS@elsegundo.org ***in subject line please state the meeting date and item number.*** Depending on volume of communications, emails will be read to Council during public communications.
- For Public Hearings: written communications will be accepted via email at PUBLICCOMMUNICATIONS@elsegundo.org both before the meeting and during open period of the Public Hearing.
- All written communication, documents, email addresses of attendees captured by Zoom software will be considered a public document subject to possible posting on the City's website and are subject to disclosure under the Public Records Act.

Additional Information:
The City Council, with certain statutory exceptions, can only take action upon properly posted and listed agenda items. Any writings or documents given to a majority of City Council regarding any matter on this agenda that the City received after issuing the agenda packet are available for public inspection in the City Clerk's Office during normal business hours. Such documents may also be posted on the City's website at www.elsegundo.org and additional copies will be available at the City Council meeting.
Unless otherwise noted in the agenda, the public can only comment on City-related business that is within the jurisdiction of the City Council and/or items listed on the agenda during the Public Communications portions of the Meeting. Additionally, members of the public can comment on any Public Hearing item on the agenda during the Public Hearing portion of such item. The time limit for comments is five (5) minutes per person.
Before speaking to the City Council, please state: your name, residence, and organization/group you represent, if desired. Please respect the time limits.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's Office at 310-524-2305. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

REGULAR MEETING OF THE EL SEGUNDO CITY COUNCIL
TUESDAY, APRIL 20, 2021 - 6:00 PM

CALL TO ORDER

INVOCATION – Father Alexei Smith, St. Andrew Russian Greek Catholic Church

PLEDGE OF ALLEGIANCE – Council Member Nicol

ROLL CALL

SPECIAL PRESENTATIONS

a) National Donate Life Month

b) COVID-19 Update

PUBLIC COMMUNICATIONS – (Related to City Business Only – 5 minute limit per person, 30 minute limit total) *Individuals who have received value of $50 or more to communicate to the City Council on behalf of another, and employees speaking on behalf of their employer, must so identify themselves prior to addressing the City Council. Failure to do so shall be a misdemeanor and punishable by a fine of $250. While all comments are welcome, the Brown Act does not allow Council to take action on any item not on the agenda. The Council will respond to comments after Public Communications is closed.*

CITY MANAGER FOLLOW-UP COMMENTS – (Related to Public Communications)

A. PROCEDURAL MOTIONS

Read all ordinances and resolutions on the Agenda by title only.

Recommendation - Approval

B. CONSENT

1. **City Council Meeting Minutes**

   Recommendation - Approve City Regular and Special Council Meeting minutes of March 16, 2021.

2. **Warrants Demand Register for Period of March 5, 2021 through April 1, 2021**

   Recommendation - Ratify Payroll and employee benefit checks; checks released early due to contracts or agreement; emergency disbursements and/or adjustments; and, wire transfers. Approve the following Warrant Demand Register numbers 12A, 12B, 12C, and 13A: Warrant numbers 3034886 through 3035230, and 9001916 through 9001963.

3. **Reclassify the Human Resources Assistant Classification to Human Resources Technician, and Adopt Class Specification and Examination Plan for the Human Resources Technician Position**

   Recommendation -

   1. Approve reclassification of the Human Resources Assistant classification to Human Resources Technician.
   2. Adopt the class specification for the Human Resources Technician position.
   3. Approve and adopt the proposed examination plan for Human Resources Technician.

4. **Authorization to Advertise for Construction Bids for New Sidewalk Construction Projects**

   Recommendation -

   1. Adopt the attached Resolution approving plans and specifications for 400 block of W. Mariposa Ave. and 300 block of W. Pine Ave. Sidewalk Construction Project, Project No. PW 21-07.
   2. Authorize staff to advertise the 400 block of W. Mariposa Ave. and 300 block of W. Pine Ave. Sidewalk Construction Project for construction bids.

5. **Agreement with J.P. Morgan and Stifel, Nicolaus, & Company, Inc.**

   Recommendation - Authorize the City Manager to sign a professional services agreement for an amount not to exceed $325,000 with J.P. Morgan as the Manager and Stifel, Nicolaus, & Company, Inc. as the co-manager for professional underwriter services for the City’s Pension Obligation Bonds.

6. **Amend the Minimum Qualifications and Adopt Revised Class Specification and Examination Plan for the Technical Services Analyst Position**

Recommendation -

1. Approve the amended minimum qualifications for the Technical Services Analyst position.
2. Adopt the revised class specification for the Technical Services Analyst position.
3. Approve and adopt the proposed examination plan for the Technical Services Analyst position.

7. **Agreement with EcoTierra Consulting to Provide Environmental Review Services Related to the Housing Element Update**

Recommendation -

1. Authorize the City Manager to execute a Professional Services Agreement with EcoTierra for $156,900; and
2. Appropriate $156,900 from the General Plan Maintenance Fund.

C. PUBLIC HEARINGS

8. **Ordinance Amending the El Segundo Municipal Code to Allow Noncommercial Backyard Beekeeping in the Single-Family Residential (R-1) Zone District.**

Recommendation -

1. Open the Public Hearing and solicit public testimony;
2. Waive first reading and introduce an ordinance amending Titles 6, 7 and 15 of the El Segundo Municipal Code to allow backyard beekeeping on single-family residential zoned properties; and
3. Schedule second reading for the May 4, 2021 City Council meeting.

D. STAFF PRESENTATIONS

9. **Contract with RRM Design Group for Consulting Services to Update the Downtown Specific Plan**

Recommendation -
Authorize City Manager to execute a Professional Services Agreement with RRM Design Group for $444,377 to prepare Downtown Specific Plan Update.

(This action is exempt from CEQA pursuant to CEQA Guidelines §15061(b)(3) which is the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment and CEQA does not apply where it can be seen with certainty that there is no possibility that the activity may have a significant effect on the environment.)

10. **Agreement with RJM Design Group to Prepare Recreation Park Needs Assessment**

Recommendation -

1. Award consultant contract to RJM Design Group to prepare a Recreation Park Needs Assessment;
2. Authorize City Manager to execute an agreement with RJM Design Group in an amount not to exceed $95,000;
3. Appropriate $25,000 from the Parks Developer Fees Reserve (001-274-0000-1274) to the CIP Teen Center Renovation Account (301-400-8202-8222); and
4. Appropriate $20,000 from the Gas Tax Fund Balance (106-299-0000-2990) to the Gas Tax Contractual Services Account (106-400-8206-6206)

11. **FY 2020-2021 Mid-Year Citywide Budget Report and Recommended Adjustments**

Recommendation -

1. Receive FY 2020-2021 Citywide Mid-Year Budget Update.
2. Amend FY 2020-2021 General Fund Revenues from $59,051,732 to $60,724,015 and Appropriations from $59,051,732 to $60,001,732. (Appropriate $750,000 to 001-400-2901-4109 and $200,000 to 001-400-2101-6406 from General Fund unassigned Fund Balance).
3. Amend FY 2020-2021 General Liability Fund Appropriations from $1,269,399 to $1,619,399 (Appropriate $350,000 to 602-400-0000-6246 from General Liability Fund Balance).

12. **El Segundo-Wiseburn Aquatics Center Operational and Financial Report FY 2019-2020**

Recommendation - Receive and file 2019-2020 Aquatics Report.

13. **Resolution for Paying and Reporting the Value of Employer Paid Member Contribution (EPMC) for Police Managers' Association**

Recommendation - Adopt Resolution for paying and reporting the value of Employer Paid Member Contribution for Police Managers' Association (PMA)

E. COMMITTEES, COMMISSIONS AND BOARDS PRESENTATIONS

14. **Arts and Culture Advisory Committee Report**

Recommendation - Receive and file Arts and Culture Advisory Committee Report on the following Cultural Development Fund recommendations for Fiscal Year 2021-2022: Outdoor Dining Enhancements, Festival of Holidays, Poet Laureate Program, TEDx El Segundo and IDEA: An After-School Art Program.

15. **Diversity, Equity, and Inclusion Committee Bylaws**

Recommendation - Approval of the Diversity, Equity, and Inclusion Committee Bylaws

16. **Conclude the City's Economic Development Advisory Council to Transition to a Private Non-profit Entity, the "El Segundo Economic Development Corporation"**

Recommendation - Approve the conclusion of the Economic Development Advisory Council.

17. **Appointments to Planning Commission**

Recommendation - Announce Planning Commission appointees.

F. REPORTS - CITY CLERK

G. REPORTS - CITY TREASURER

H. REPORTS - COUNCIL MEMBERS

AD HOC PENSION COMMITTEE REPORT

18. **Proposed Topgolf Revenue Allocation Policy**

Recommendation -

1. Receive proposed Topgolf Revenue Allocation Policy for future use of recurring Topgolf revenue.
2. Direct staff to incorporate the proposed Topgolf Revenue Allocation Policy into the Proposed FY 2021-2022 Citywide Budget that will be presented to City Council on May 4, 2021.

Council Member Giroux

Council Member Nicol

Council Member Pirsztuk

Mayor Pro Tem Pimentel

Mayor Boyles

I. REPORTS - CITY ATTORNEY

J. REPORTS/FOLLOW-UP - CITY MANAGER

CLOSED SESSION
The City Council may move into a closed session pursuant to applicable law, including the Brown Act (Government Code Section §54960, et seq.) for the purposes of conferring with the City's Real Property Negotiator; and/or conferring with the City Attorney on potential and/or existing litigation; and/or discussing matters covered under Government Code Section §54957 (Personnel); and/or conferring with the City's Labor Negotiators.

REPORT OF ACTION TAKEN IN CLOSED SESSION (if required)

MEMORIAL - Barbara Ernest and Velicia Jennings-Branch

ADJOURNMENT

POSTED:
DATE: April 16, 2021
TIME: 2:30 PM
BY: Tracy Weaver, City Clerk

Proclamation

City of El Segundo, California

WHEREAS, organ, eye, tissue, marrow and blood donation are life-giving acts recognized worldwide as expressions of compassion to those in need; and

WHEREAS, more than 108,000 individuals nationwide and more than 21,000 in California are currently on the national organ transplant waiting list, and on average, 17 people die each day while waiting; and

WHEREAS, the need for donated organs is especially urgent in Hispanic, Latino, and African American communities; and

WHEREAS, a single individual's donation of the heart, lungs, liver, kidneys, pancreas and small intestine can save up to eight lives; and

WHEREAS, donation of tissue can save and heal the lives of mor than to 75 others; and

WHEREAS, deceased organ donors saved more than 33,000 lives last year, the most ever; and

WHEREAS, any person can register to be an organ, eye and tissue donor regardless of age or medical condition; and

WHEREAS, over seventeen million Californians have signed up with the state-authorized Donate Life California Donor Registry to ensure their wishes to be organ, eye and tissue donors are honored; and

WHEREAS, California residents can sign up to be an organ, eye and tissue donor when applying for or renewing their driver's license or ID cards at the California Department of Motor Vehicles; and

WHEREAS, California residents can sign up with the Donate Life California Donor Registry online at any time by visiting www.donateLIFEcalifornia.org or, for Spanish-speakers, www.doneVIDAcalifornia.org

WHEREAS, California residents interested in saving a life through living kidney donation may visit www.LivingDonationCalifornia.org.

NOW, THEREFORE, the Mayor and Members of the City Council of the City of El Segundo, California, in recognition of **National Donate Life Month**, hereby proclaim the month of April 2021 as "**DMV/Donate Life Month**" in El Segundo and in doing so we encourage all Californians to check "YES!" online, or when applying for or renewing their driver's license or I.D. card at the DMV

Mayor Drew Boyles

Mayor Pro Tem Carol Pirsztuk *Council Member Chris Pimentel*

Council Member Scot Nicol *Council Member Lance Giroux*

MEETING OF THE EL SEGUNDO CITY COUNCIL
TUESDAY, MARCH 16, 2021 – 4:00 PM
CLOSED SESSION

CALL TO ORDER – Virtually by Mayor Boyles at 4:03 PM

ROLL CALL

Mayor Boyles	-	Present via teleconferencing
Mayor Pro Tem Pimentel	-	Present via teleconferencing
Council Member Pirsztuk	-	Present via teleconferencing
Council Member Nicol	-	Present via teleconferencing
Council Member Giroux	-	Present via teleconferencing

PUBLIC COMMUNICATION – (Related to City Business Only – 5-minute limit per person, 30-minute limit total) None

SPECIAL ORDER OF BUSINESS:

1. Conduct Planning Commission Interviews

Council conducted interviews via Zoom. The following candidates were appointed to the Planning Commission; Ryan Baldino, Brenda Newman and Kevin Maggay. The appointments will be announced at the 6:00 PM, April 20, 2021 Regular City Council meeting.

CLOSED SESSION:

City Council may move into a closed session pursuant to applicable law, including the Brown Act (Government Code Section §54960, et seq.) for purposes of conferring with City's Real Property Negotiator; and/or conferring with City Attorney on potential and/or existing litigation; and/or discussing matters covered under Government Code Section §54957 (Personnel); and/or conferring with City's Labor Negotiators as follows:

Adjourned at 5:50 PM

_____
Tracy Weaver, City Clerk

REGULAR MEETING OF THE EL SEGUNDO CITY COUNCIL
TUESDAY, MARCH 2, 2021 - 6:01 P.M.
This meeting was conducted virtually via Zoom conferencing and ran simultaneously with the Special meeting.

CALL TO ORDER - Virtually by Mayor Boyles at 6:01 PM

INVOCATION – The Bridge, Pastor Rob McKenna

PLEDGE OF ALLIGENCE – Council Member Giroux

ROLL CALL

Mayor Boyles	-	Present via teleconferencing
Mayor Pro Tem Pimentel	-	Present via teleconferencing
Council Member Pirsztuk	-	Present via teleconferencing
Council Member Nicol	-	Present via teleconferencing
Council Member Giroux	-	Present via teleconferencing

PUBLIC COMMUNICATIONS – (Related to City Business Only – 5-minute limit per person, 30-minute limit total)
John Pickhaver, resident, read a portion of a letter written by Keith Puckett, regarding an incident with the El Segundo Police Department.
Amanda Touchton, resident, read a portion of a letter written by Keith Puckett, regarding an incident with the El Segundo Police Department.
Keith Puckett, resident, read the final portion of his letter regarding an incident with the El Segundo Police Department.
Derek Pelotte, resident, commented on House of Representatives bill, # HR763 - Energy Innovation and Carbon Dividend Act of 2019, which he is asking Council to support.
Anya Goldstein, resident, spoke in support of Keith Puckett.
Dave Holop, resident, spoke in support of Keith Puckett.
Dottie Allison, resident, commented on a tree in front of her home that is scheduled to be removed.

CITY MANAGER FOLLOW-UP COMMENTS – (Related to Public Communications)
Explained the matter regarding Mr. Puckett is a personnel issue and Public Communications is not the place to have a discussion, however, Mr. Mitnick said he will meet with Mr. Puckett as his earliest convenience.
Mark Hensley, City Attorney, explained the process of a personnel matter and how Council is/is not notified of such matters.

SPECIAL PRESENTATIONS:

a) Golf Course Subcommittee Recognition given to Lee Davis (in attendance) and Sandy Cox by Mayor Boyles. Mr. Mitnick announced the committee will play the first round of golf on the new and improved course when it re-opens.

b) Book to Action 2021 report given by Julie Todd, Cultural Development & Communications with the El Segundo Library. The Nature Fix: Why Nature Makes Us Happier, Heathier and More Creative, by Florence Williams is the book chosen for Book to Action 2021. The library will host several events in conjunction with the book, please check their website for more information.

c) COVID-19 Update given by Fire Chief Donovan

A. PROCEDURAL MOTIONS

Read all Ordinances and Resolutions on the Agenda by Title Only.

MOTION by Mayor Pro Tem Pimentel, SECONDED by Council Member Giroux to read all ordinances and resolutions on the agenda by title only. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0

B. CONSENT CALENDAR

1. PULLED BY MAYOR BOYLES

2. Approve Warrant Demand Register for Period of February 21, 2021 through March 4, 2021, approve the following warrant demand register numbers 11A and 11B; warrant numbers 3034710 through 3034802, 3034803 through 3034885, and 9001872 through 9001915 and ratify payroll and employee benefit checks; checks released early due to contracts or agreement; emergency disbursements and/or adjustments; and wire transfers.

3. PULLED BY MAYOR PRO TEM PIMENTEL

4. Adopt Resolution No. 5253 authorizing the destruction of identified records in accordance with provisions of Section 34090 of the State of California Government Code.
(Fiscal Impact: 1,200)

5. Authorize the City Manager to execute Professional Services Agreements in an amount not to exceed $250,000 for developer-reimbursed services provided to the City's Development Services Department, broaden the policy to include not only environmental services consultants, but any consultant that works at the direction of the Development Services Department, provided the consultant is paid on a developer-reimbursed basis and no City funds are paid to the consultant and rescind previous Council action requiring environmental review services be provided by a vendor from the Council's pre-approved list of consultants.
(Fiscal Impact: None)

6. Authorize the acceptance of $541,900 in grant funds from the 2019 State Homeland Security Grant Program, Agreement No. 6036 and allow for amendments as outlined in Section V, subsection 503. Amendments of the Subrecipient Agreement with the County of Los Angeles, authorize the City Manager or designee to sign an agreement with the County of Los Angeles who will serve as the grant administrator for the grant, authorize the City Manager to sign the Amendments to the Professional Services Agreements with Michael T. Little dba Counter Risk, Inc., Amendment No. 5348Fand Buffalo Computer Graphics; Amendment No. 6009A and approve additional appropriation to expense account 124-400-3202-3769.
(Fiscal Impact: $541,900 Grant funds)

7. Approve the El Segundo Senior Housing Board Corporation 2021 Operating Budget for the Park Vista senior housing apartments located at 615 East Holly Avenue.
(Fiscal Impact: None)

8. Adopt Resolution No. 5254 correcting the Basic Hourly Salary Range for the job classification of: Police Service Officer II (Part-time).
(Fiscal Impact: None)

9. Authorize the City Manager to execute an Amendment No. 5990A with Denis Cook Land Use Consultant for planning services to increase the not-to-exceed amount from $50,000 to $95,000.
(Fiscal Impact: Increase contract from $50,000 to $95,000 – funded through savings due to vacancies in the Development Services Department)

MOTION by Council Member Giroux, SECONDED by Council Member Nicol, approving Consent Agenda item 2, 4, 5, 7, 8, and 9. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0

PULLED ITEMS:

1. Approve Regular City Council Meeting Minutes of March 2, 2021 and Special City Council Meeting Minutes of March 8, 2021.

Mayor Boyles asked for a detail to be added under item #D12- Bikeway/Greenway Project. Adding: Local Travel Network grant(s) as a possible resource for the project.

MOTION by Mayor Boyles, SECONDED by Council Member Pirsztuk to approve Regular City Council Meeting Minutes of March 2, 2021 as amended and Special City Council Meeting Minutes of March 8, 2021. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0

3. Authorize the City Manager to extend the License Agreement No's. 4814B AYSO, 4815B Babe Ruth, 1816B, ESGS, 4817B Hockey, 4818B, ESLL, 4819B LaCross, 4820B Flag Football, 4821B USVL with each El Segundo Youth Sports Organization identified in the Youth Sports Council Athletic Field/Facility Use and Allocation Policy for three years.
Revised to approve for oner (1) year.
(Fiscal Impact: $24,000)

Mayor Pro Tem Pimentel asked a question regarding Youth Sports Council Athletic Field/Facility Use. Council would like the Youth Sports Council to be revisited and brought back for discussion and possible changes.

MOTION by Mayor Pro Tem Pimentel, SECONDED by Council Member Nicol to approve the El Segundo Youth Sports Organization identified in the Youth Sports Council Athletic Field/Facility Use and Allocation Policy for one (1) year. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0

C. PUBLIC HEARING: None

D. STAFF PRESENTATIONS:

10. California Department of Justice Tobacco Grant Program Award; adopt a resolution authorizing acceptance of a $43,347 grant from the California Department of Justice Tobacco Grant Program to support the El Segundo Police Department in educating minors about the harms of tobacco products, enforcing state and local tobacco laws, and conducting retailer enforcement**.**
(Fiscal lmpact: None)

Captain Bermudez, El Segundo Police Department, reported on the item.

Council discussion

Mark Hensley, City Attorney read by title only.

RESOLUTION NO. 4255

A RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE AN AGREEMENT WITH THE CALIFORNIA DEPARTMENT OF JUSTICE WITH REGARD TO THE TABACCO GRANT FOR THE YEAR 2020/2021

MOTION by Mayor Pro Tem Pimentel, SECONDED by Council Member Giroux adopting Resolution No. 5255, execute Agreement No. 6037. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0

11. City Hall Windows Replacement Project Construction Contract Award; 1) Reject MMJ Contractors, Inc.'s bid as non-responsive; and 2) Authorize City Manager to implement one of the following options: A) Original Project -- Execute a public works construction contract with A.J. Fistes Corporation to replace all City Hall windows, remove hazardous materials, install interior window shades, and complete related work for a total cost of $581,620; or, B) Revised Project -- Execute a public works construction contract and subsequent change order with A.J. Fistes Corporation to replace limited City Hall windows, remove hazardous materials, install interior window shades, and complete related work for a total cost of $475,700. (This option stays within the initial $450,000 construction budget).
(Fiscal Impact: See agenda)

Scott Mitnick, City Manager reported on the item.

Council discussion

MOTION by Mayor Boyles, SECONDED by Council Member Giroux to reject MMJ Contractors, Inc.'s bid ass non-responsive and approve Option A; Original Project -- Execute a public works construction Contract No. 6038 with A.J. Fistes Corporation to replace all City Hall windows, remove hazardous materials, install interior window shades, and complete related work for a total cost of $581,620. MOTION PASSED BY VOICE VOTE. 3/2 YES Boyles Giroux Pimentel NO Nicol Pirsztuk

F. COMMITTEES, COMMISSIONS AND BOARDS PRESENTATIONS:

12. Receive and file El Segundo Senior Housing Board Corporation update on Park Vista Senior Housing facility located at 615 East Holy Avenue.
(Fiscal Impact: None

Paul Lanyi and Jim Latta, Sr. Housing Board Corporation gave a presentation.

Council discussion

- Directed staff to come back to a future City Council meeting with a staff report regarding the Board recommendations with further research and analysis.
- Council thanked and commended Paul and Jim for their presentation.
- Review the Board's purpose and review with City Council.

Council consensus to receive and file the presentation.

G. REPORTS – CITY CLERK – Passed

H. REPORTS – CITY TREASURER –

13. Receive and file presentation of Investment Portfolio Report for December 2020.
(Fiscal Impact: None)

Matthew Robinson, City Treasurer gave a presentation.

Council discussion

Council consensus to receive and file the presentation.

I. AD-HOC CITY COUNCIL PENSION COMMITTEE REPORT

14. Adopt proposed Unfunded Actuarial Liability Policy providing guidance to address any potential future unfunded liabilities in the City's CalPERS employee pension portfolio.
(Fiscal Impact: None)

Mayor Pro Tem Pimentel, Joe Lillio, Chief Financial Officer and Council Member Nicol gave a presentation.

Council discussion

- Mayor Boyles would like to add for consideration; add a minimum of $5,000,000,000 annually or 50% of additional revenue stream which ever is greater to the pension debt.

MOTION by Mayor Boyles, SECONDED by Council Member Giroux adopting the Unfunded Actuarial Liability Policy. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0

REPORTS – COUNCIL MEMBERS

Council Member Giroux – Passed

Council Member Nicol – Passed

Council Member Pirsztuk – Attending Rotary's Good Friday Breakfast on April 2, 2021 via Zoom, wished everyone a Happy St. Patrick's Day and suggested everyone check out the water tower, it is green in honor of St. Patrick's Day, thanked Public Works for lighting the water tower and thanked everyone for supporting our local restaurants.

Mayor Pro Tem Pimentel – Mentioned West Basin has rain barrels available for delivery to residents, reserve one before they are gone. Attended the virtual Congressional City's conference and mentioned how fortunate El Segundo is to have Randy Collins, Emergency Manager and the AHIMT, All Hands Incident Management Team.

Mayor Boyles – Mentioned former Mayor Fuentes was a champion for getting the City an Emergency Manager. Attending the South Bay Council of Governments General Assembly meeting on Thursday, March 18, 2021 from 9:00 AM – 4:00 PM, invited all to register online for the 54th Annual Mayor's Good Breakfast and gave kudos to the 8th Graders working on their Community projects, stated Jr.

Lifeguards is a go this year and thanked Supervisor Hahn and others for their work on getting the program back on track, mentioned the City of El Segundo submitted to LAWA (Los Angeles World Airport) opposition to the expansion project and mentioned Congressman Lieu announced money is available for the fiscal year 2022 appropriation cycle for community projects with focus on infrastructure.

I. REPORTS – CITY ATTORNEY – Passed

J. REPORTS/FOLLOW-UP – CITY MANAGER – Mentioned staff will follow up on items discussed this evening, will have a summary available of the opposition letter written to LAWA for residents to review, stated the April 6, 2021 City Council meeting is cancelled and the next meeting is April 20, 2021.

MEMORIAL – None

ADJOURNED at 8:49 PM

_____
Tracy Weaver, City Clerk

SPECIAL MEETING MINUTES OF THE EL SEGUNDO CITY COUNCIL
TUESDAY, MARCH 16, 2021 - 6:00 P.M.
REGULAR SESSION
Will run simultaneously with Regular Meeting

CALL TO ORDER -Virtually by Mayor Boyles at 6:01 PM

ROLL CALL

Mayor Boyles	-	Present via teleconferencing
Mayor Pro Tem Pimentel	-	Present via teleconferencing
Council Member Pirsztuk	-	Present via teleconferencing
Council Member Nicol	-	Present via teleconferencing
Council Member Giroux	-	Present via teleconferencing

PUBLIC COMMUNICATION – (Related to City Business Only – 5-minute limit per person, 30-minute limit total) See Minutes of the Regular City Council Meeting for March 16, 2021.

D. STAFF PRESENTATIONS

1. Amended The Lakes at El Segundo Golf Course Design
   Recommendation: Approve amended golf course for the upgrades/renovations to The Lakes at El Segundo golf course as part of the Topgolf project located at 400 S. Pacific Coast Highway.

Joe Lillio, Chief Financial Officer, gave a presentation.

Council Discussion

MOTION by Council Member Nicol, SECONDED by Council Member Pirsztuk approving the amended golf course for the upgrades/renovations to The Lakes at El Segundo golf course as part of the Topgolf project. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0

ADJOURNMENT at 8:49 PM

_____
Tracy Weaver, City Clerk

City Council Agenda Statement

Meeting Date: April 20, 2021
Agenda Heading: CONSENT

TITLE:

Warrants Demand Register for Period of March 5, 2021 through April 1, 2021

RECOMMENDATION:

Ratify Payroll and employee benefit checks; checks released early due to contracts or agreement; emergency disbursements and/or adjustments; and, wire transfers. Approve the following Warrant Demand Register numbers 12A, 12B, 12C, and 13A: Warrant numbers 3034886 through 3035230, and 9001916 through 9001963.

FISCAL IMPACT:

The warrants presented were drawn in payment of demands included within the Adopted FY2020-21 Budget and total $6,704,867.60 ($2,815,437.94 in check warrants and $3,889,429.66 in wire warrants).

BACKGROUND:

California Government Code Section 37208 provides General Law cities flexibility in how budgeted warrants, demands, and payroll are audited and ratified by their legislative body. Pursuant to Section 37208 of the California Government Code, warrants drawn in payment of demands certified by the City's Chief Financial Officer and City Manager as conforming to the authorized expenditures set forth in the City Council adopted budget need not be audited by the City Council prior to payment, but may be presented to the City Council at the first meeting after delivery.

In government finance, a warrant is a written order to pay that instructs a federal, state, county, or city government treasurer to pay the warrant holder on demand or after a specific date. Such warrants look like checks and clear through the banking system like checks. Warrants are issued for payroll to individual employees, accounts payable to vendors, to local governments, and to companies or individual taxpayers receiving a refund.

DISCUSSION:

The attached Warrants Listing delineates the warrants that have been paid for the period identified above. The Chief Financial Officer certifies that the listed warrants were drawn in payment of demands conforming to the adopted budget and that these demands are being presented to the City Council at its first meeting after the delivery of the warrants.

CITY STRATEGIC PLAN COMPLIANCE:

Goal 5: Champion Economic Development and Fiscal Sustainability
Objective 5B: El Segundo approaches its work in a financially strategic and responsible way.

PREPARED BY:
Joseph Lillio
REVIEWED BY:
Joseph Lillio
Joseph Lillio
Barbara Voss
APPROVED BY:
Barbara Voss

ATTACHED SUPPORTING DOCUMENTS:

1. Register 12a
2. Register 12b
3. Register 12c
4. Register 13a

CITY OF EL SEGUNDO
WARRANTS TOTALS BY FUND

3034886 - 3035000
9001916 - 9001917

DATE OF APPROVAL: AS OF 04/06/2021 REGISTER # 12A

001	GENERAL FUND	383,216.57
104	TRAFFIC SAFETY FUND	-
106	STATE GAS TAX FUND	89.41
108	ASSOCIATED RECREATION ACTIVITIES FUND	-
109	ASSET FORFEITURE FUND	242.58
111	COMM. DEVEL. BLOCK GRANT	-
112	PROP "A" TRANSPORTATION	-
114	PROP "C" TRANSPORTATION	8,540.00
115	AIR QUALITY INVESTMENT PROGRAM	-
116	HOME SOUND INSTALLATION FUND	-
117	HYPERION MITIGATION FUND	-
118	TDA ARTICLE 3 - SB 821 BIKEWAY FUND	-
119	MTA GRANT	-
121	FEMA	-
120	C.O.P.S. FUND	-
122	L.A.W.A. FUND	-
123	PSAF PROPERTY TAX PUBLIC SAFETY	-
124	FEDERAL GRANTS	-
125	STATE GRANT	-
126	AP CUPA PROGRAM OVERSIGHT SURCHARGE	249.13
128	SB-1	-
129	CERTIFIED ACCESS SPECIALIST PROGRAM	3.80
130	AFFORDABLE HOUSING	650.00
131	COUNTY STORM WATER PROGRAM	-
202	ASSESSMENT DISTRICT #73	-
301	CAPITAL IMPROVEMENT FUND	-
302	INFRASTRUCTURE REPLACEMENT FUND	-
405	FACILITIES MAINTENANCE	-
501	WATER UTILITY FUND	158,555.08
502	WASTEWATER FUND	3,941.51
503	GOLF COURSE FUND	8,000.00
504	PARK VISTA	-
505	SOLID WASTE	-
601	EQUIPMENT REPLACEMENT	-
602	LIABILITY INSURANCE	211,661.02
603	WORKERS COMP RESERVE/INSURANCE	47.72
701	RETIRED EMP INSURANCE	3,095.53
702	EXPENDABLE TRUST FUND - DEVELOPER FEES	6,355.00
703	EXPENDABLE TRUST FUND - OTHER	7,468.00
708	OUTSIDE SERVICES TRUST	-
	TOTAL WARRANTS	$ 792,335.35 ✓

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES

Information on actual expenditures is available in the Director of Finance's office in the City of El Segundo.

I certify as to the accuracy of the Demands and the availability of fund for payment thereof.

For Approval: Regular checks held for City council authorization to release.

CODES:

A= Payroll and Employee Benefit checks

AP & U = Computer generated Release disbursements and/or adjustments approved by the City reimbursements, various refunds, contract employee services consistent with current contractual Manager. Such as: payments for utility services, petty cash and employee travel expense agreements, instances where prompt payment discounts can be obtained or late payment penalties can be avoided or when a situation arises that the City Manager approves.

H= Handwritten Early Release disbursements and/or adjustments approved by the City Manager.

VOID CHECKS DUE TO ALIGNMENT:
N/A

VOID CHECKS DUE TO INCORRECT CHECK DATE:

VOID CHECKS DUE TO COMPUTER SOFTWARE ERROR:

NOTES

AP

CHIEF FINANCIAL OFFICER Joseph Lillo
DATE: 3-15-2021

CITY MANAGER Barbara Voss
DATE: 3-16-21

CITY OF EL SEGUNDO
WARRANT TOTALS BY DEPARTMENT
AS OF 04/06/2021
REGISTER # 12A

DEPT#	NAME	TOTAL
	GENERAL FUND DEPARTMENTAL EXPENDITURES	
	GENERAL GOVERNMENT	
1101	City Council	24.77
1201	City Treasurer	
1300	City Clerk	148.24
2101	City Manager	
2201	City Attorney	130,341.30
2401	Economic Development	28,367.06
2402	Planning	18,601.53
2500	Administrative Services	18,519.52
2601	Government Buildings	21,220.12
2700	Community Outreach/Planning	675.00
2900	Nondepartmental	37,169.56
6100	Library	19.74
6601	Community Cable	
		255,086.84
	PUBLIC SAFETY	
3100	Police	8,853.98
3200	Fire	14,542.02
2403	Building Safety	
2404	Plng/Bldg Sfty Administration	
		23,396.00
	PUBLIC WORKS	
4101	Engineering	9,450.86
4200	Streets/Park Maintenance	3523.21
4300	Wastewater	7,582.82
4601	Equipment Maintenance	13,483.18
4801	Administration	
		34,040.07
	COMMUNITY DEVELOPMENT	
5100,5200	Recreation & Parks	5,644.64
5400	Centennial	
		5,644.64
	EXPENDITURES	
	CAPITAL IMPROVEMENT	
	ALL OTHER ACCOUNTS	474,167.80
	TOTAL WARRANTS	792,335.35 ✓

CITY OF EL SEGUNDO
PAYMENTS BY WIRE TRANSFER
03/08/21 THROUGH 03/14/21

Date	Payee		Description
3/8/2021	IRS	255,816.93	Federal 941 Deposit
3/8/2021	Employment Development	5,498.88	State SDI payment
3/8/2021	Employment Development	57,193.95	State PIT Withholding
3/10/2021	West Basin	1,628,732.26	H2O payment
3/10/2021	Cal Pers	574,040.37	EFT Health Insurance Payment
3/9/2021	Lane Donovan Golf Ptr	4,303.30	Payroll Transfer
03/01/21-03/07/21	Workers Comp Activity	16,359.09	SCRMA checks issued
03/01/21-03/07/21	Liability Trust - Claims	0.00	Claim checks issued
03/01/21-03/07/21	Retiree Health Insurance	11,741.17	Health Reimbursment checks issued
		2,553,685.95	

DATE OF RATIFICATION: 03/15/21
TOTAL PAYMENTS BY WIRE: **2,553,685.95**

Certified as to the accuracy of the wire transfers by:

Treasury & Customer Services Manager — Date 3/15/21

Director of Finance/Chief Financial Officer — Date 3/15/2021

City Manager — Date 3/16/21

Information on actual expenditures is available in the City Treasurer's Office of the City of El Segundo.

CITY OF EL SEGUNDO
WARRANTS TOTALS BY FUND

3035001 - 3035088
9001918 - 9001920

DATE OF APPROVAL: AS OF 04/06/2021 REGISTER # 12B

001	GENERAL FUND	408,432.68
104	TRAFFIC SAFETY FUND	-
106	STATE GAS TAX FUND	-
108	ASSOCIATED RECREATION ACTIVITIES FUND	-
109	ASSET FORFEITURE FUND	-
111	COMM. DEVEL. BLOCK GRANT	-
112	PROP "A" TRANSPORTATION	-
114	PROP "C" TRANSPORTATION	-
115	AIR QUALITY INVESTMENT PROGRAM	-
116	HOME SOUND INSTALLATION FUND	-
117	HYPERION MITIGATION FUND	-
118	TDA ARTICLE 3 - SB 821 BIKEWAY FUND	-
119	MTA GRANT	-
121	FEMA	-
120	C.O.P.S. FUND	-
122	L.A.W.A. FUND	-
123	PSAF PROPERTY TAX PUBLIC SAFETY	-
124	FEDERAL GRANTS	-
125	STATE GRANT	48,245.60
126	A/P CUPA PROGRAM OVERSIGHT SURCHARGE	-
128	SB-1	-
129	CERTIFIED ACCESS SPECIALIST PROGRAM	-
130	AFFORDABLE HOUSING	-
131	COUNTY STORM WATER PROGRAM	20,668.20
202	ASSESSMENT DISTRICT #73	-
301	CAPITAL IMPROVEMENT FUND	23,642.50
302	INFRASTRUCTURE REPLACEMENT FUND	-
405	FACILITIES MAINTENANCE	-
501	WATER UTILITY FUND	12,660.75
502	WASTEWATER FUND	9,609.74
503	GOLF COURSE FUND	-
504	PARK VISTA	-
505	SOLID WASTE	-
601	EQUIPMENT REPLACEMENT	-
602	LIABILITY INSURANCE	-
603	WORKERS COMP. RESERVE/INSURANCE	-
701	RETIRED EMP. INSURANCE	-
702	EXPENDABLE TRUST FUND - DEVELOPER FEES	1,151.87
703	EXPENDABLE TRUST FUND - OTHER	8,490.00
708	OUTSIDE SERVICES TRUST	-
	TOTAL WARRANTS	$ 533,101.34 ✓

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES

Information on actual expenditures is available in the Director of Finance's office in the City of El Segundo.

I certify as to the accuracy of the Demands and the availability of fund for payment thereof.

For Approval: Regular checks held for City council authorization to release.

CODES:

A= Payroll and Employee Benefit checks

AP & U = Computer generated Release disbursements and/or adjustments approved by the City reimbursements, various refunds, contract employee services consistent with current contractual Manager. Such as: payments for utility services, petty cash and employee travel expense agreements, instances where prompt payment discounts can be obtained or late payment penalties can be avoided or when a situation arises that the City Manager approves.

H= Handwritten Early Release disbursements and/or adjustments approved by the City Manager.

VOID CHECKS DUE TO ALIGNMENT: N/A

VOID CHECKS DUE TO INCORRECT CHECK DATE:

VOID CHECKS DUE TO COMPUTER SOFTWARE ERROR:

NOTES

CHIEF FINANCIAL OFFICER Joseph Lobo
DATE: 3-24-2021

CITY MANAGER Barbara Voss
DATE: 4-6-21

CITY OF EL SEGUNDO
PAYMENTS BY WIRE TRANSFER
03/15/21 THROUGH 03/21/21

Date	Payee		Description
3/15/2021	Unum	266.10	Long Term Care Premium - March
3/16/2021	Cal Pers (Holiday Pay)	14,310.22	EFT Retirement Safety-Fire-PEPRA New 25020
3/16/2021	Cal Pers (Holiday Pay)	29,173.36	EFT Retirement Safety-Police-PEPRA New 25021
3/16/2021	Cal Pers (Holiday Pay)	3,516.25	EFT Retirement Misc - PEPRA New 26013
3/16/2021	Cal Pers (Holiday Pay)	4,778.67	EFT Retirement Misc - Classic 27
3/16/2021	Cal Pers (Holiday Pay)	97,248.81	EFT Retirement Safety Police Classic - 1st Tier 28
3/16/2021	Cal Pers (Holiday Pay)	65,909.89	EFT Retirement Safety Fire- Classic 30168
3/16/2021	Cal Pers (Holiday Pay)	3,271.65	EFT Retirement Sfty Police Classic-2nd Tier 30169
3/17/2021	Cal Pers	11,170.20	EFT Retirement Safety-Fire-PEPRA New 25020
3/17/2021	Cal Pers	23,998.17	EFT Retirement Safety-Police-PEPRA New 25021
3/17/2021	Cal Pers	43,822.56	EFT Retirement Misc - PEPRA New 26013
3/17/2021	Cal Pers	43,193.08	EFT Retirement Misc - Classic 27
3/17/2021	Cal Pers	67,965.25	EFT Retirement Safety Police Classic - 1st Tier 28
3/17/2021	Cal Pers	55,227.73	EFT Retirement Safety Fire- Classic 30168
3/17/2021	Cal Pers	6,443.18	EFT Retirement Sfty Police Classic-2nd Tier 30169
3/18/2021	Manufacturers & Traders	65,860.07	457 payment Vantagepoint
3/18/2021	Manufacturers & Traders	1,130.77	401(a) payment Vantagepoint
3/18/2021	Manufacturers & Traders	550.00	IRA payment Vantagepoint
3/18/2021	ExpertPay	1,670.75	EFT Child support payment
03/08/21-03/14/21	Workers Comp Activity	26,603.76	SCRMA checks issued
03/08/21-03/14/21	Liability Trust - Claims	10,170.00	Claim checks issued
03/08/21-03/14/21	Retiree Health Insurance	0.00	Health Reimbursment checks issued
		576,280.47	

DATE OF RATIFICATION: 03/18/21
TOTAL PAYMENTS BY WIRE: **576,280.47**

Certified as to the accuracy of the wire transfers by:

Derek Mason dd — 3/18/21
Treasury & Customer Services Manager — Date

Legal Lyon — 3-24-2021
Director of Finance/Chief Financial Offic — Date

Karlesm Vass — 4-6-21
City Manager — Date

Information on actual expenditures is available in the City Treasurer's Office of the City of El Segundo.

CITY OF EL SEGUNDO
WARRANT TOTALS BY DEPARTMENT
AS OF 04/06/2021
REGISTER # 12B

DEPT#	NAME	TOTAL
	GENERAL FUND DEPARTMENTAL EXPENDITURES	
	GENERAL GOVERNMENT	
1101	City Council	
1201	City Treasurer	
1300	City Clerk	187.83
2101	City Manager	69,788.57
2201	City Attorney	
2401	Economic Development	
2402	Planning	50,523.16
2500	Administrative Services	43,329.93
2601	Government Buildings	60,120.56
2700	Community Outreach/Planning	1,204.00
2900	Nondepartmental	23,625.91
6100	Library	3,232.44
6601	Community Cable	
		252,012.40
	PUBLIC SAFETY	
3100	Police	23,037.76
3200	Fire	1,063.51
2403	Building Safety	
2404	Plng/Bldg Sfty Administration	
		24,101.27
	PUBLIC WORKS	
4101	Engineering	15,542.50
4200	Streets/Park Maintenance	91625.64
4300	Wastewater	9,609.74
4601	Equipment Maintenance	1,877.87
4801	Administration	
		118,655.75
	COMMUNITY DEVELOPMENT	
5100,5200	Recreation & Parks	53,144.78
5400	Centennial	
		53,144.78
	EXPENDITURES	
	CAPITAL IMPROVEMENT	
	ALL OTHER ACCOUNTS	85,187.14
	TOTAL WARRANTS	533,101.34 ✓

CITY OF EL SEGUNDO
WARRANTS TOTALS BY FUND

3035089 - 3035163
9001921 -

DATE OF APPROVAL: AS OF 04/05/2021 REGISTER # 12C

001	GENERAL FUND	642,870.36
104	TRAFFIC SAFETY FUND	-
106	STATE GAS TAX FUND	119.09
109	ASSOCIATED RECREATION ACTIVITIES FUND	-
109	ASSET FORFEITURE FUND	-
110	MEASURE "R"	401.13
111	COMM. DEVEL. BLOCK GRANT	-
112	PROP "A" TRANSPORTATION	-
114	PROP "C" TRANSPORTATION	4,635.00
115	AIR QUALITY INVESTMENT PROGRAM	-
116	HOME SOUND INSTALLATION FUND	-
117	HYPERION MITIGATION FUND	539.57
118	TDA ARTICLE 3 - SB 821 BIKEWAY FUND	-
119	MTA GRANT	-
121	FEMA	-
120	C.O.P.S. FUND	-
122	L.A.W.A. FUND	-
123	PSAF PROPERTY TAX PUBLIC SAFETY	-
124	FEDERAL GRANTS	-
125	STATE GRANT	-
126	A/P CUPA PROGRAM OVERSIGHT SURCHARGE	348.22
128	SB-1	-
129	CERTIFIED ACCESS SPECIALIST PROGRAM	7.69
130	AFFORDABLE HOUSING	-
131	COUNTY STORM WATER PROGRAM	30,393.00
202	ASSESSMENT DISTRICT #73	-
301	CAPITAL IMPROVEMENT FUND	25,935.00
302	INFRASTRUCTURE REPLACEMENT FUND	-
405	FACILITIES MAINTENANCE	-
501	WATER UTILITY FUND	3,899.11
502	WASTEWATER FUND	313,829.73
503	GOLF COURSE FUND	120.00
504	PARK VISTA	-
505	SOLID WASTE	-
601	EQUIPMENT REPLACEMENT	-
602	LIABILITY INSURANCE	-
603	WORKERS COMP. RESERVE/INSURANCE	29,987.98
701	RETIRED EMP. INSURANCE	79.05
702	EXPENDABLE TRUST FUND - DEVELOPER FEES	4,293.85
703	EXPENDABLE TRUST FUND - OTHER	-
708	OUTSIDE SERVICES TRUST	1,500.00
		-
	TOTAL WARRANTS	$ 1,059,058.49

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES

Information on actual expenditures is available in the Director of Finance's office in the City of El Segundo.

I certify as to the accuracy of the Demands and the availability of fund for payment thereof

For Approval: Regular checks held for City council authorization to release.

CODES:

A= Payroll and Employee Benefit checks

AP & U = Computer generated Release disbursements and/or adjustments approved by the City reimbursements, various refunds, contract employee services consistent with current contractual Manager. Such as: payments for utility services, petty cash and employee travel expense agreements, instances where prompt payment discounts can be obtained or late payment penalties can be avoided or when a situation arises that the City Manager approves.

H= Handwritten Early Release disbursements and/or adjustments approved by the City Manager.

VOID CHECKS DUE TO ALIGNMENT:
N/A

VOID CHECKS DUE TO INCORRECT CHECK DATE:

VOID CHECKS DUE TO COMPUTER SOFTWARE ERROR:

NOTES

CHIEF FINANCIAL OFFICER

DATE:

Joseph Lillio

Digitally signed by Joseph Lillio
DN: cn=Joseph Lillio, o=City of El Segundo, ou=Chief Financial Officer, email=jlillio@elsegundo.org, c=US
Date: 2021.04.01 11:50:49 -07'00'

CITY MANAGER

DATE: 4-6-21

CITY OF EL SEGUNDO
WARRANT TOTALS BY DEPARTMENT
AS OF 04/06/2021
REGISTER # 12C

DEPT#	NAME	TOTAL
	GENERAL FUND DEPARTMENTAL EXPENDITURES	
	GENERAL GOVERNMENT	
1101	City Council	307.94
1201	City Treasurer	23.49
1300	City Clerk	604.01
2101	City Manager	3.82
2201	City Attorney	59,970.20
2401	Economic Development	44.63
2402	Planning	694.20
2500	Administrative Services	3,001.55
2601	Government Buildings	27,359.84
2700	Community Outreach/Planning	
2900	Nondepartmental	37,730.66
6100	Library	5,020.10
2102	Communications	5,994.10
		140,754.54
	PUBLIC SAFETY	
3100	Police	428,439.90
3200	Fire	11,359.45
2403	Building Safety	
2404	Plng/Bldg Sfty Administration	210.61
		440,009.96
	PUBLIC WORKS	
4101	Engineering	7,661.72
4200	Streets/Park Maintenance	13083.80
4300	Wastewater	542.38
4601	Equipment Maintenance	2,018.76
4801	Administration	108.15
		23,414.81
	COMMUNITY DEVELOPMENT	
5100,5200	Recreation & Parks	1,178.62
5400	Centennial	
		1,178.62
	EXPENDITURES	
	CAPITAL IMPROVEMENT	25,935.00
	ALL OTHER ACCOUNTS	427,765.56
	TOTAL WARRANTS	1,059,058.49 ✓

CITY OF EL SEGUNDO
PAYMENTS BY WIRE TRANSFER
03/22/21 THROUGH 03/28/21

Date	Payee		Description
3/22/2021	IRS	273,030.40	Federal 941 Deposit
3/22/2021	Employment Development	5,641.48	State SDI payment
3/22/2021	Employment Development	63,197.00	State PIT Withholding
03/15/21-03/21/21	Workers Comp Activity	69,728.90	SCRMA checks issued
03/15/21-03/21/21	Liability Trust - Claims	0.00	Claim checks issued
03/15/21-03/21/21	Retiree Health Insurance	0.00	Health Reimbursment checks issued
		411,597.78	

DATE OF RATIFICATION: 03/30/21
TOTAL PAYMENTS BY WIRE: **411,597.78**

Certified as to the accuracy of the wire transfers by:

Treasury & Customer Services Manager — Date: 3/30/21

Joseph Lillio — Digitally signed by Joseph Lillio, DN: cn=Joseph Lillio, o=City of El Segundo, ou=Chief Financial Officer, email=jlillio@elsegundo.org, c=US, Date: 2021.04.01 11:52:36 -07'00'
Chief Financial Officer — Date: 04-01-2021

City Manager — Date: 4-6-21

Information on actual expenditures is available in the City Treasurer's Office of the City of El Segundo.

CITY OF EL SEGUNDO
WARRANTS TOTALS BY FUND

3035164 - 3035230
9001922 - 9001963

DATE OF APPROVAL: AS OF 04/20/2021 REGISTER # 13A

001	GENERAL FUND	271,551.37
104	TRAFFIC SAFETY FUND	-
106	STATE GAS TAX FUND	-
108	ASSOCIATED RECREATION ACTIVITIES FUND	-
109	ASSET FORFEITURE FUND	4,077.61
110	MEARURE "R"	-
111	COMM. DEVEL. BLOCK GRANT	-
112	PROP "A" TRANSPORTATION	-
114	PROP "C" TRANSPORTATION	-
115	AIR QUALITY INVESTMENT PROGRAM	-
116	HOME SOUND INSTALLATION FUND	-
117	HYPERION MITIGATION FUND	-
118	TDA ARTICLE 3 - SB 821 BIKEWAY FUND	-
119	MTA GRANT	-
121	FEMA	-
120	C.O.P.S. FUND	-
122	L.A.W.A. FUND	-
123	PSAF PROPERTY TAX PUBLIC SAFETY	-
124	FEDERAL GRANTS	-
125	STATE GRANT	150.00
126	A/P CUPA PROGRAM OVERSIGHT SURCHARGE	95.01
128	SB-1	-
129	CERTIFIED ACCESS SPECIALIST PROGRAM	954.20
130	AFFORDABLE HOUSING	-
131	COUNTY STORM WATER PROGRAM	-
202	ASSESSMENT DISTRICT #73	-
301	CAPITAL IMPROVEMENT FUND	33,329.56
302	INFRASTRUCTURE REPLACEMENT FUND	-
405	FACILITIES MAINTENANCE	-
501	WATER UTILITY FUND	63,751.67
502	WASTEWATER FUND	49,297.03
503	GOLF COURSE FUND	753.90
504	PARK VISTA	-
505	SOLID WASTE	-
601	EQUIPMENT REPLACEMENT	-
602	LIABILITY INSURANCE	28.44
603	WORKERS COMP. RESERVE/INSURANCE	13.58
701	RETIRED EMP. INSURANCE	-
702	EXPENDABLE TRUST FUND - DEVELOPER FEES	1,440.39
703	EXPENDABLE TRUST FUND - OTHER	5,500.00
708	OUTSIDE SERVICES TRUST	-
	TOTAL WARRANTS	$ 430,942.76

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES

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For Approval; Regular checks held for City council authorization to release.

CODES:

A= Payroll and Employee Benefit checks

AP & U = Computer generated Release disbursements and/or adjustments approved by the City reimbursements, various refunds, contract employee services consistent with current contractual Manager. Such as: payments for utility services, petty cash and employee travel expense agreements, instances where prompt payment discounts can be obtained or late payment penalties can be avoided or when a situation arises that the City Manager approves.

H= Handwritten Early Release disbursements and/or adjustments approved by the City Manager.

VOID CHECKS DUE TO ALIGNMENT:
N/A

VOID CHECKS DUE TO INCORRECT CHECK DATE:

VOID CHECKS DUE TO COMPUTER SOFTWARE ERROR:

NOTES

CHIEF FINANCIAL OFFICER Joseph Lee
DATE: 4-5-2021

CITY MANAGER Barbara Voss
DATE: 4-6-21

CITY OF EL SEGUNDO
WARRANT TOTALS BY DEPARTMENT
AS OF 04/20/2021
REGISTER # 13A

DEPT#	NAME	TOTAL
	GENERAL FUND DEPARTMENTAL EXPENDITURES	
	GENERAL GOVERNMENT	
1101	City Council	134.04
1201	City Treasurer	200.00
1300	City Clerk	80.00
2101	City Manager	143,197.46
2201	City Attorney	
2401	Economic Development	270.36
2402	Planning	500.00
2500	Administrative Services	20,819.04
2601	Government Buildings	11,790.83
2700	Community Outreach/Planning	
2900	Nondepartmental	14,548.56
6100	Library	6,618.42
2102	Communications	
		198,158.71
	PUBLIC SAFETY	
3100	Police	12,887.76
3200	Fire	7,547.28
2403	Building Safety	215.00
2404	Plng/Bldg Sfty Administration	1,773.13
		22,423.17
	PUBLIC WORKS	
4101	Engineering	7,743.60
4200	Streets/Park Maintenance	5921.39
4300	Wastewater	4,492.72
4601	Equipment Maintenance	24,455.99
4801	Administration	280.00
		42,893.70
	COMMUNITY DEVELOPMENT	
5100,5200	Recreation & Parks	4,066.25
5400	Centennial	
		4,066.25
	EXPENDITURES	
	CAPITAL IMPROVEMENT	33,329.56
	ALL OTHER ACCOUNTS	130,071.37
	TOTAL WARRANTS	430,942.76

CITY OF EL SEGUNDO
PAYMENTS BY WIRE TRANSFER
03/29/21 THROUGH 04/04/21

Date	Payee		Description
3/30/2021	Cal Pers	3,760.00	Unfunded Acc'd Liab Payment-Fire PEPRA - 25020
3/30/2021	Cal Pers	4,793.00	Unfunded Acc'd Liab Payment-Police PEPRA - 25021
3/30/2021	Cal Pers	48,204.00	Unfunded Acc'd Liab Payment-Police 2nd Tier - 30169
3/31/2021	Unum	316.20	Long Term Care Premium - April
4/1/2021	Manufacturers & Traders	66,275.97	457 payment Vantagepoint
4/1/2021	Manufacturers & Traders	1,130.77	401(a) payment Vantagepoint
4/1/2021	Manufacturers & Traders	550.00	IRA payment Vantagepoint
4/2/2021	ExpertPay	1,670.75	EFT Child support payment
03/22/21-03/28/21	Workers Comp Activity	119,776.06	SCRMA checks issued
03/22/21-03/28/21	Liability Trust - Claims	0.00	Claim checks issued
03/22/21-03/28/21	Retiree Health Insurance	11,388.71	Health Reimbursment checks issued
		257,865.46	

DATE OF RATIFICATION: 04/01/21
TOTAL PAYMENTS BY WIRE: **257,865.46**

Certified as to the accuracy of the wire transfers by:

Treasury & Customer Services Manager — Date 4/6/21

Chief Financial Officer — Date 4-5-2021

City Manager — Date 4-6-21

Information on actual expenditures is available in the City Treasurer's Office of the City of El Segundo.

City Council Agenda Statement

Meeting Date: April 20, 2021
Agenda Heading: CONSENT

TITLE:

Reclassify the Human Resources Assistant Classification to Human Resources Technician, and Adopt Class Specification and Examination Plan for the Human Resources Technician Position

RECOMMENDATION:

1. Approve reclassification of the Human Resources Assistant classification to Human Resources Technician.
2. Adopt the class specification for the Human Resources Technician position.
3. Approve and adopt the proposed examination plan for Human Resources Technician.

FISCAL IMPACT:

There is no budget impact associated with this item. Sufficient funding for the current fiscal year is available in the adopted budget. No change to the salary range for the reclassified position is required.

BACKGROUND:

The retirement of the Human Resources Assistant in December 2020 provided an opportunity to reevaluate staffing levels of the Human Resources Department. In alignment with the City's Strategic Plan Goal 3 Develop as a Choice Employer and Workforce, the Human Resources Department is committed to creating a culture of consistently hiring for the future, with a workplace that is inspired, world-class, engaged and demonstrating increasing stability and innovation. As such, it was determined that a Human Resources Technician would be a more appropriate level for the current vacancy.

DISCUSSION:

As El Segundo is a full-service City, Human Resources staff need to possess a generalist background of knowledge, skills and experience to perform a wide variety of professional and technical duties. The reclassification of the current Human Resources Assistant position with primarily administrative duties to a Human Resources Technician with paraprofessional responsibilities provides the department with the ability to hire at a level necessary to complete more complex work. The recommended minimum qualifications for the Human Resources Technician are education equivalent to an Associate of Art's degree from an accredited college or university with major course work in business administration, public administration, psychology or related field and three (3) years of progressively responsible administrative experience preferably in a public sector human resources environment.

No change to salary is recommended for the reclassified Human Resources Technician as comparable positions in our survey cities revealed that the current range is competitive.

CITY STRATEGIC PLAN COMPLIANCE:

Goal 3: Develop as a Choice Employer and Workforce
Objective: El Segundo is city employer of choice and consistently hires for the future, with a workforce that is inspired, world-class and engaged, demonstrating increasing stability and innovation.

PREPARED BY:
Rebecca Redyk

REVIEWED BY:
Rebecca Redyk
Lauren Daniels
Charles Mallory
Joseph Lillio
David King
Rebecca Redyk
Barbara Voss

APPROVED BY:
Barbara Voss

ATTACHED SUPPORTING DOCUMENTS:

1. 21-0420- Human Resources Technician Class Specification
2. 21-0420-Human Resources Technician Exam Plan

Human Resources Technician

Class Code:

Bargaining Unit: Non-represented
Management/Confidential Employees

CITY OF EL SEGUNDO
Revision Date: April 20, 2021

SALARY RANGE

$2,366.66 - $2,839.99 Biweekly
$5,127.76 - $6,153.32 Monthly
$61,533.12 - $73,839.84 Annually

DEFINITION:

Under general supervision, performs a variety of responsible technical and administrative work in support of Human Resources Department programs, including recruitment and selection, employee benefits and leave administration, personnel records, training and development and other duties as assigned requiring confidentiality.

ESSENTIAL JOB FUNCTIONS:

Essential functions, as defined under the Americans with Disabilities Act, may include the following duties and responsibilities, knowledge, skills and other characteristics. This list of duties and responsibilities is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and tasks performed by positions in this class.

Characteristic Duties and Responsibilities:

Provides responsible professional and technical staff support including composing, editing, and proofreading correspondence and notices; prepares specialized reports requiring collection of information from various sources. Answers and routes telephone calls, takes messages, and schedules meetings.

Researches and responds to requests for general and specific information from the public, other departments and outside agencies; interprets and applies memorandums of understanding, Administrative Code, City policies, procedures, rules and regulations.

Organizes and maintains office records, statistics, and activity reports; creates and updates software databases; updates Applicant Tracking Systems for recruitment, onboarding and performance evaluations; maintains and updates distribution lists; serves as records liaison for the Human Resources Department.

Process personnel action forms in HRIS for employee status change on appointments, assignments, transfers, leaves of absences, dismissals, resignations and other personnel information. Implements personnel status changes resulting from new labor agreements.

Conducts new employee orientation and enrolls new employees in health, dental, vision and other benefit plans. Assists in the coordination of open enrollment and health fair.

Processes employee benefit applications and requests for disability leave, Family and Medical Leave (FMLA), California Family Rights Act (CFRA), Consolidated Omnibus Budget and Reconciliation Records Act (COBRA), over-aged dependents, retirement, death and other qualifying events. Monitors employee benefit eligibility under the Affordable Care Act (ACA) provisions.

Performs exit processing services for terminating and retiring employees including communicating coverage, rates and changes to benefits claims administrators. Coordinates all status changes and reconcile premium billing statements and reimbursements.

Assists in preparation of Professional Service Agreements (PSA), vendor contracts, budgets and other reports.

Assists with coordination of City-wide training programs, education reimbursement programs, service awards and special events. Prepares or assists in the preparation for meetings and training classes including scheduling, making room arrangements, notifying participants and distributing materials.

Reviews, updates, and revises class specifications and assists in the development of new class specifications. Conducts surveys on classification requirements, benefits and salaries.

Assists with recruitment and selection activities including: composing recruitment announcements and advertisements, answering inquiries regarding vacancies and requirements for employment, screening applications, scheduling candidates for interviews and exams, assembling test materials and rater packets, proctoring an scoring examinations, updating candidate status in applicant tracking system and generating status notices, drafting conditional offer letters, and scheduling candidates for background checks, physicals and psychological exams.

Assists with processing Workers' Compensation claims; completes Worker's Compensation payroll reporting and assist with related Workers' Compensation claims management activities.

Schedules travel arrangements, prepares authorization and reimbursement reports pursuant to City purchasing procedures.

Performs related duties as assigned.

QUALIFICATIONS:

Minimum Qualifications:
Equivalent to an Associate of Art's degree from an accredited college or university with major course work in business administration, public administration, psychology or related field and three (3) years of progressively responsible administrative experience preferably in a public sector human resources environment is required.

Due to the performance of some field duties which require the operation of a personal or City vehicle, a valid and appropriate California driver's license and acceptable driving record are required.

Knowledge, Skills and Other Characteristics:

Knowledge of:

- Basic principles, practices and techniques of public personnel administration, benefits administration and recruitment and selection.
- Basic principles of administrative research, report preparation and methods of statistical analysis.
- English usage, spelling, grammar and punctuation.
- Business writing practices.
- Human Resources informational systems, applicant tracking systems, word processing, database, spreadsheet and presentation software.
- Records processing and management.

Skill in:

- Composing letters and preparing a variety of reports, using appropriate format and computer software.
- Performing basic math computations quickly and accurately.
- Designing and maintaining filing/records systems.
- Following oral and written instructions and procedures.
- Operating office equipment, including personal computer and standard office computer programs.
- Communicating clearly and concisely, both orally and in writing.
- Establishing and maintaining effective working relationships with those contacted in the course of work.
- Maintaining the confidentiality or privileged and confidential information.
- Working under strict deadlines, with frequent interactions with the public by phone or in-person, as well as internal staff.
- Regularly and predictably attend work.

Working Conditions:
Office environment.

Examination Plan

Human Resources Technician

Open-Competitive and/or Closed Promotional

Structured Technical and Career Preparation Interview Weighted 100%

May include a structured writing/analysis skills test; and/or other professional skills examination included within the overall applicant testing process, as may be deemed appropriate

City Council Agenda Statement

Meeting Date: April 20, 2021
Agenda Heading: CONSENT

TITLE:

Authorization to Advertise for Construction Bids for New Sidewalk Construction Projects

RECOMMENDATION:

1. Adopt the attached Resolution approving plans and specifications for 400 block of W. Mariposa Ave. and 300 block of W. Pine Ave. Sidewalk Construction Project, Project No. PW 21-07.
2. Authorize staff to advertise the 400 block of W. Mariposa Ave. and 300 block of W. Pine Ave. Sidewalk Construction Project for construction bids.

FISCAL IMPACT:

The total project cost is estimated to be $250,000.

Project Cost Summary	
Description	**Budget**
Gas Tax	$ 250,000
Total Project Budget	$ 250,000
Description	**Expenditures**
Design	$ 25,000
Construction	$ 210,000
Inspections	$ 15,000
Total Project Costs	$ 250,000

Amount Budgeted: $250,000
Account Number: 301-400-8203-8705
106-400-8203-8606

Additional Appropriation: None

BACKGROUND:

On May 7, 2019, Council directed staff to develop a policy to identify missing sections of residential sidewalks in the City and develop a plan to construct sidewalks as needed. On September 25, 2019, the funding for this project was approved as part of the adoption of the FY 2019/2020 Capital Improvement Program (CIP) budget. The project proposes to construct new sidewalks for the missing segments on the following streets:

- The south side of W. Mariposa Avenue between Virginia Street and the west alley – construction of a new sidewalk, retaining wall, stairs, and handrail.

- The south side of W. Pine Avenue between Concord Street and Virginia Street – construction of new sidewalk. Any existing tree within the right-of-way which is removed will be replaced with two new trees.

The construction of these sidewalks will provide an uninterrupted pathway for pedestrian to utilize the sidewalks in this area.

DISCUSSION:

Staff sent out 175 mailings to adjacent property owners and residents within a 300-foot radius of the proposed new sidewalk construction, to inform them of the project. A copy of the mailing is attached as part of the Public Communication Regarding the Project. An overwhelming majority of the residents that were contacted and responded to City staff were in favor of the project. One resident in particular expressed a strong desire to be able to walk down the block without crossing the street back and forth to avoid areas without sidewalk.

Additionally, two virtual public outreach meetings were held to solicit feedback, on Tuesday, February 26, at 6:00 pm, and Wednesday, February 27, at 12:00 pm. A total of three residents participated in these meetings. The majority were in favor of the project with one resident against it. Those in favor expressed the need for the sidewalk so that pedestrians, including children and people with strollers, could safely avoid walking in the street. Copies of all public communications are attached to the staff report as Attachment 3.

Staff recommends City Council approve the recommended actions as noted. Construction is expected to commence in July 2021 and be completed by October 2021.

CITY STRATEGIC PLAN COMPLIANCE:

Goal 1: Enhance Customer Service, Engagement, and Communication; Embrace Diversity, Equity, and Inclusion
Objective 1A: El Segundo Provides unparalleled service to internal and external customers.

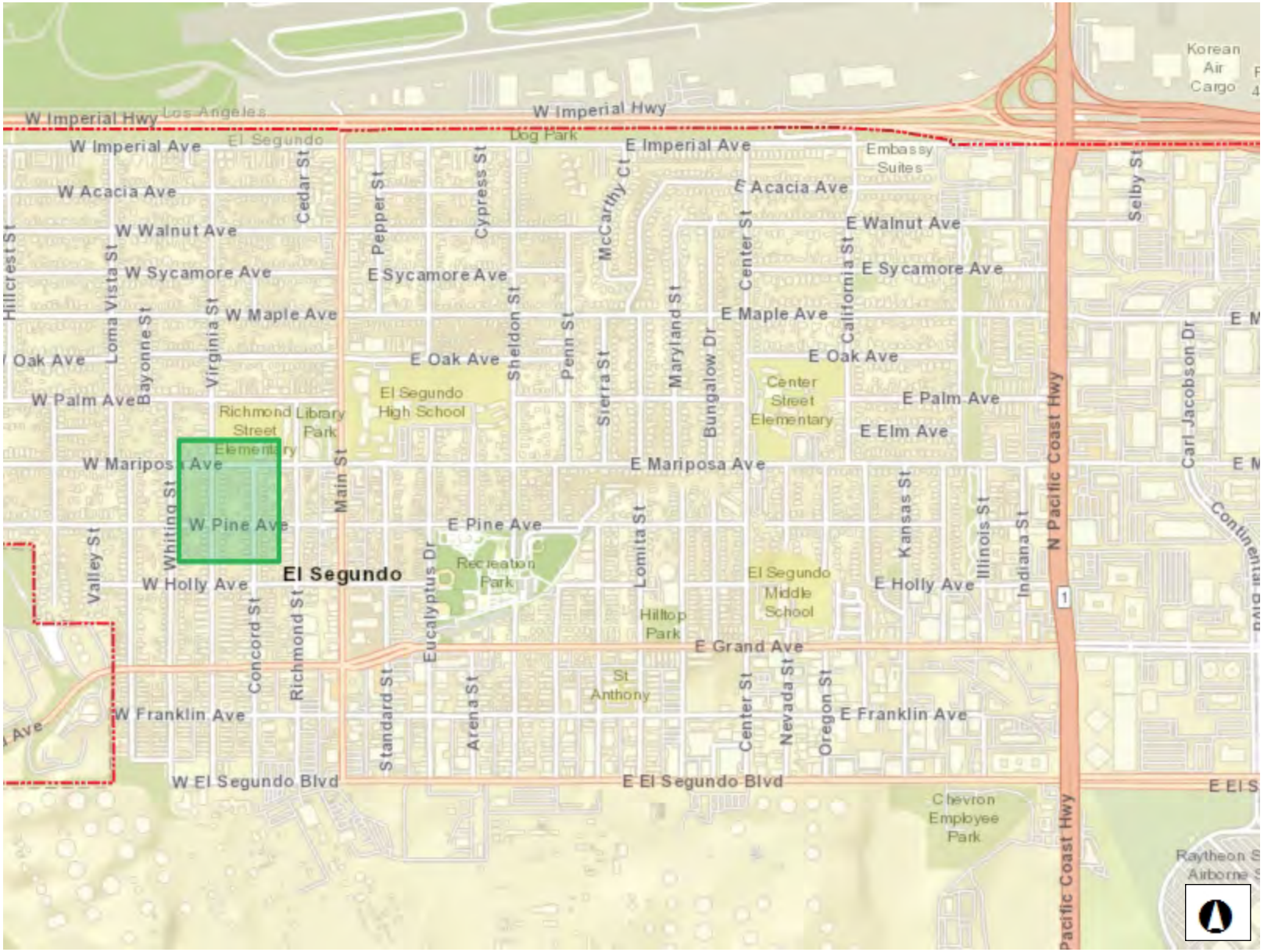
Goal 4: Develop and Maintain Quality Infrastructure and Technology
Objective 4A: El Segundo's physical infrastructure supports an appealing, safe and effective community.Goal 1: Enhance Customer Service, Engagement, and Communication; Embrace Diversity, Equity, and Inclusion.

PREPARED BY:
Floriza Rivera
REVIEWED BY:
Floriza Rivera
Lifan Xu
Joseph Lillio
David King
Elias Sassoon
Barbara Voss
APPROVED BY:
Barbara Voss

ATTACHED SUPPORTING DOCUMENTS:

1. Attachment 1 Vicinity Map
2. Attachment 2 Location Map
3. Attachment 3 Public Communication Regarding the Project
4. Attachment 4 Resolution for Sidewalk Construction plan adoption (PW 21-07)

Vicinity Map
W. Mariposa Ave. and W. Pine Ave. Sidewalk Installation Project



Legend

- City Boundary
- Project Region

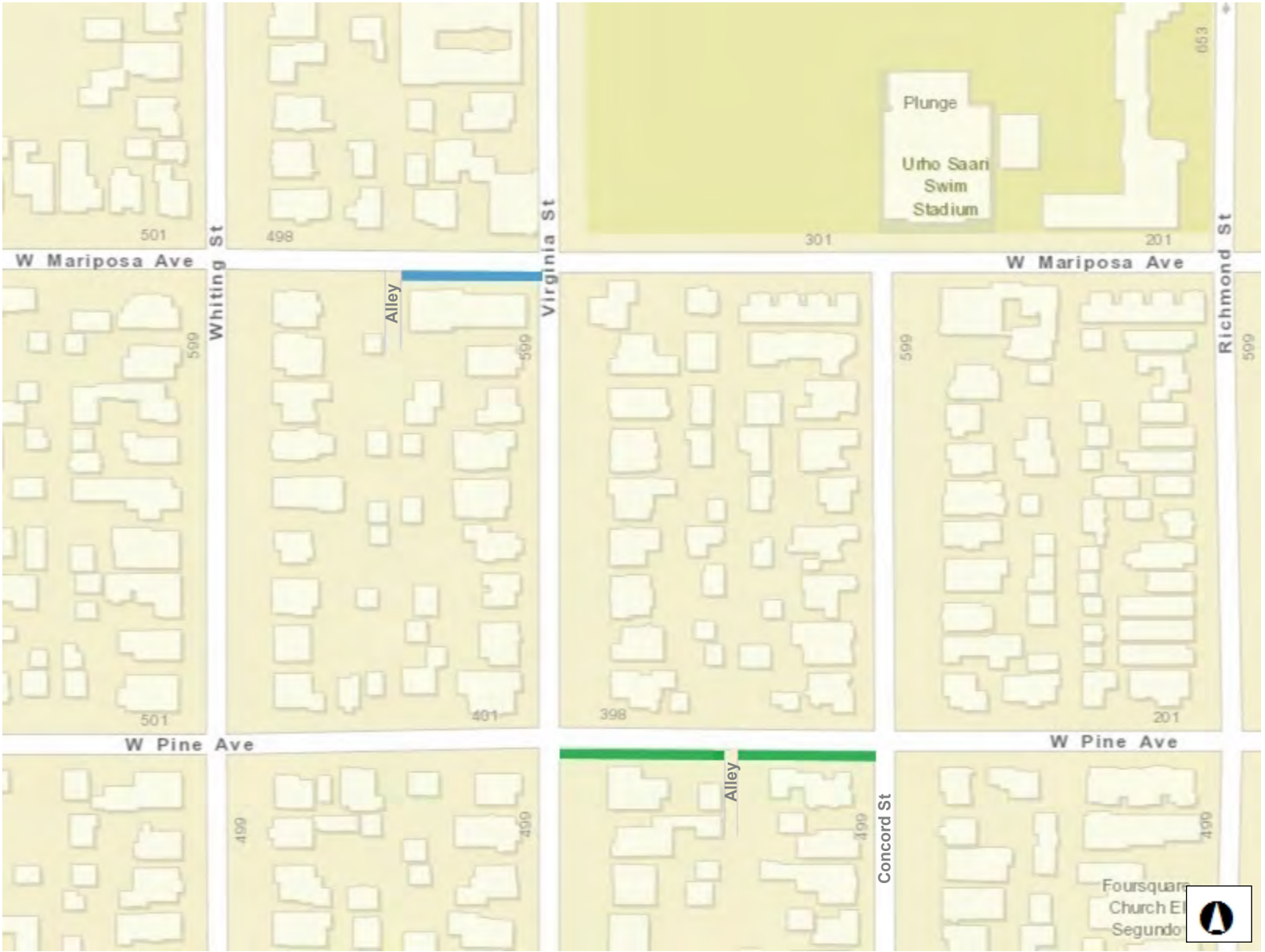
Notes

3,009.3 0 1,504.66 3,009.3 Feet

WGS_1984_Web_Mercator_Auxiliary_Sphere

DISCLAIMER: The information shown on this map was compiled from different GIS sources. The land base and facility information on this map is for display purposes only and should not be relied upon without independent verification as to its accuracy. The City of El Segundo will not be held responsible for any claims, losses or damages resulting from the use of this map.

Location Map
W. Mariposa Ave. and W. Pine Ave. Sidewalk Installation Project



Legend

- City Boundary
- 400 Block W. Mariposa Ave.
  1. New sidewalk and curb
  2. New retaining wall
  3. New stairs and handrails
- 300 Block W. Pine Ave.
  1. New sidewalk and curb
  2. New parkway
  3. Replacement City trees

Notes

376.2 0 188.08 376.2 Feet

WGS_1984_Web_Mercator_Auxiliary_Sphere

DISCLAIMER: The information shown on this map was compiled from different GIS sources. The land base and facility information on this map is for display purposes only and should not be relied upon without independent verification as to its accuracy. The City of El Segundo will not be held responsible for any claims, losses or damages resulting from the use of this map.

ATTACHMENT 3

OWNER AND RESIDENT FEEDBACK -
PROPOSED 400 BLOCK W. MARIPOSA AVE. AND 300 BLOCK W. PINE AVE SIDEWALK INSTALLATION

175 mailings sent.

Comments	Received Via
Homeowner. Would like to preserve trees and lawn. Against the construction on his corner. In favor of the construction at the other two addresses. Parks sent tree replacement list 2/4/21. See Exhibit B.	In-person meeting 2/4/21, 10:00 am; Email; public outreach meeting
Resident. "Please note I am NOT in favor of the new sidewalk construction on the 400 block of W Mariposa and I am NOT in favor of the new sidewalk construction on the 300 Block of W Pine. I am pretty sure you can build a sidewalk around the trees if so needed. Thanks"	Email
Homeowner. "Can you also please fix the high curb in front of 409 Virginia? Thank you."	Mail
Homeowner: Favorable	Phone call
Homeowner. Approves of Pine Ave sidewalk, no changes, would like to keep the large tree if any way to but will accept new trees. Wants: 1. contractor to work with him for irrigation installation. 2. contractor to allow space for drainage pipe installation for sidewalk and curb installed. 3. trees installed afterwards. Parks sent tree replacement list 2/4/21	In-person meeting 2/4/21, 8:30 am
Homeowner. "I walk my dog on these 2 streets all the time. It's inconvenient not to have sidewalks, especially with COVID and having to cross the street back and forth to minimize contact with others.	Mail
Homeowner. "I fully support the public works projects on the 400 block of W Mariposa and 300 block of West Pine. Sidewalks that connect to other existing sidewalks are a much needed addition to those sections of the neighborhood."	Email 2/23/21
Homeowner. Approves of Mariposa sidewalk and wall with trees removed and not replaced, no changes asked for.	In-person meeting 2/4/21, 1:30 pm
Homeowner: Favorable	Mail
Homeowner. "Would have liked the sidewalk to have been built already."	Phone call, 2/8/21; mail
Homeowner: Favorable	Mail
Homeowner: Favorable	Mail
Homeowner. "Are you going to put a new sidewalk on Loma Vista south of Pine, north of Grand?"	Mail

From: Ed Jaeger <edj@fluidlogic.com>
Sent: Tuesday, February 16, 2021 9:37 PM
To: Rivera, Floriza <frivera@elsegundo.org>
Cc: Orlando Cabanday <orlando@cabandaylawgroup.com>
Subject: Re: PW 20-02 Current mailing

Floriza,

Are you telling me that both the Public Works Director and the City Engineer know that we are very much against the project and the negative effect it will have on our property value compared to the other more obvious sidewalk developments, and that we have asked the City to inform our neighbors to know where we stand, and they completely refuse to publish this information?

To repeat my concerns, your letter reads very one sided, stating that the expense to the City will be a welcomed improvement for all.

We are not in favor of the sidewalk and the removal of the heritage trees that have enhanced our property for nearly 50 years.

Our property is flat and completely open for families to walk and appreciate the shade of the two willow trees and the picture window of our original Spanish Style Home.

We are the second owners of our home, which is nearing 100 years old, and we have purposely kept the property in the original condition in memory of our small town and the charm of our neighborhood.

The other two projects on your list have no comparison to our property, they are on slopes with exposed dirt and are in serious need of the City's efforts to make the improvements.

Your petition asked for the neighbors to cast their vote without knowing both sides of the argument, this is completely unprofessional and I have made it clear that my voice is to be heard prior to the mailing and social media blitz.

Please supply me the names and contact information for these two individuals that have refused my request, you can forward them this email.

I'm strongly recommend that you reconsider your stance and promptly inform your superiors of this alarming situation.

I have copied my counsel on this email, he is now very well informed of these accounts dating back to our meeting here at my property and my calls with Elias early today and how your actions have left us no time to prepare for this unfair one sided mailing.

Respectfully

Ed Jaeger
310 591-9856
443 Concord Street
El Segundo, Ca 90245

RESOLUTION NO. _____

A RESOLUTION APPROVING THE DESIGN AND PLANS FOR THE CONSTRUCTION OF 400 BLOCK OF W. MARIPOSA AVE. AND 300 BLOCK OF W. PINE AVE. SIDEWALK CONSTRUCTION PROJECT PURSUANT TO GOVERNMENT CODE SECTION 830.6 AND ESTABLISHING A PROJECT PAYMENT ACCOUNT.

The City Council of the City of El Segundo does resolve as follows:

SECTION 1: The City Council finds and declares as follows:

A. The City Engineer prepared specifications and plans requesting Construction of 400 block of W. Mariposa Ave. and 300 block of W. Pine Ave. Sidewalk Construction Project (the "Project"). These plans are complete. Bidding for construction of the Project may begin;

B. The City Council wishes to obtain the immunities set forth in Government Code § 830.6 with regard to the plans and construction of the Project.

SECTION 2: Design Immunity; Authorization.

A. The design and plans for the Project are determined to be consistent with the City's standards and are approved.

B. The design approval set forth in this Resolution occurred before actual work on the Project construction commenced.

C. The approval granted by this Resolution conforms with the City's General Plan.

D. The City Engineer, or designee, is authorized to act on the City's behalf in approving any alterations or modifications of the design and plans approved by this Resolution.

E. The approval and authorization granted by this Resolution is intended to avail the City of the immunities set forth in Government Code § 830.6.

SECTION 3: Project Payment Account. For purposes of the Contract Documents administering the Project, the City Council directs the City Manager, or designee, to establish a fund containing sufficient monies from the current fiscal year budget to pay for the Project ("Project Payment Account") following receipt of construction bids. The Project Payment Account will be the sole source of funds available for the Contract Sum, as defined in the Contract Document administering the Project.

SECTION 4: The City Clerk is directed to certify the adoption of this Resolution.

Sec. 6.150.020. This Resolution will become effective immediately upon adoption.

PASSED AND ADOPTED this ___ day of _____, 20___.

_____
Drew Boyles, Mayor

ATTEST:

_____
Tracy Weaver, City Clerk

APPROVED AS TO FORM:
MARK D. HENSLEY, City Attorney

By: _____
David H. King, Assistant City Attorney

City Council Agenda Statement

Meeting Date: April 20, 2021
Agenda Heading: CONSENT

TITLE:

Agreement with J.P. Morgan and Stifel, Nicolaus, & Company, Inc.

RECOMMENDATION:

Authorize the City Manager to sign a professional services agreement for an amount not to exceed $325,000 with J.P. Morgan as the Manager and Stifel, Nicolaus, & Company, Inc. as the co-manager for professional underwriter services for the City's Pension Obligation Bonds.

FISCAL IMPACT:

Amount Budgeted: $0
Additional Appropriation: None. The underwriter fees will be incorporated into the bond issuance costs and will be considered paid at financial close.
Account Number(s): The transactional costs associated with the Pension Obligation Bonds (POBs), including the underwriter fees, will be recorded in the POB Debt Service Fund (Fund 203)

BACKGROUND:

POBs are used to reduce budgetary impacts from rising UAL contributions. A POB is a taxable debt issuance used to pay some or all of a public agency's UAL. The bond proceeds are deposited with CalPERS to reduce an agency's UAL. Debt service payments for the bond issuance will then replace the agency's UAL payments that would have been owed to CalPERS for the UAL amount that was paid off.

Issuing POBs removes an unknown, fluctuating variable cost and replaces it with a stable, fixed payment amount. POBs should only be issued when the all-in interest rate of the bond issue is significantly below the actuarial rate of interest factored into the calculation of the UAL.

At the September 21, 2020 ad-hoc Pension Committee (Committee) meeting, staff was directed to research the process and pros and cons of issuing Pension Obligation Bonds (POBs). At the October 14, 2020 Committee meeting, staff and the City's

Municipal Advisor presented POB options to the Committee involving the issuance of POB funding in the range of 90%-95% of the City's Unfunded Actuarial Liability (UAL). At the November 16, 2020 Committee meeting, there was further discussion on POBs. At this meeting, staff was directed to bring forward to City Council the consideration of POBs with the best financing option available.

At its December 1, 2020 meeting, City Council directed staff to begin the process to issue Pension Obligation Bonds (POBs) at 95%-100% of the CalPERS UAL at time of issuance, in order to maximize the present value (PV) savings to take advantage of historically low interest rates. This will pay down the current UAL with CalPERS and save the City approximately $61 million (present value) in pension amortization cash payments over the next 20 years, with an average recurring annual savings of $3.25 million (PV).

At its January 19, 2021 meeting, City Council adopted a resolution providing for the issuance and sale of Taxable Pension Obligation Bonds (POBs) in order to refund certain pension obligations of the City of El Segundo and authorized the execution of a Trust Agreement that approved staff to begin the judicial validation proceedings.

DISCUSSION:

One of the steps in the implementation process is to retain professional underwriter services to help develop a marketing plan for rating agencies and investors, and to bring the POBs to market for investors to purchase. An underwriting arrangement is created in the issuance of municipal debt securities in a public offering. The institution that agrees to sell a minimum number of securities of the municipality for commission is called the Underwriter.

In December, a request for proposals (RFP) for professional underwriter services was sent out to professional underwriting firms. Responses from eleven firms were received. KNN Public Finance (City's Municipal Advisor) and City staff reviewed each RFP response and rated each firm on their experience underwriting municipal bonds in California, based on their experience issuing pension obligation bonds and other taxable municipal bonds, the marketing plan to issue pension obligation bonds, the debt structuring recommendations, and the price for the engagement. J.P. Morgan (underwriter manager) and Stifel (underwriter co-manager) were rated the two highest by all the raters. J.P. Morgan will have 60% of the total POB issuance assigned and Stifel will have 40% of the total POB issuance. The combined cost for the underwriter fees is not to exceed $325,000. The prices submitted by the other firms for the engagement ranged from $305,350 to $450,697.

CITY STRATEGIC PLAN COMPLIANCE:

Goal 5: Champion Economic Development and Fiscal Sustainability
Objective 5B: El Segundo approaches its work in a financially strategic and responsible

way.

PREPARED BY:
Joseph Lillio
REVIEWED BY:
Joseph Lillio
Joseph Lillio
David King
Barbara Voss
APPROVED BY:
Barbara Voss

ATTACHED SUPPORTING DOCUMENTS:

None

City Council Agenda Statement

Meeting Date: April 20, 2021
Agenda Heading: CONSENT

TITLE:

Amend the Minimum Qualifications and Adopt Revised Class Specification and Examination Plan for the Technical Services Analyst Position

RECOMMENDATION:

1. Approve the amended minimum qualifications for the Technical Services Analyst position.
2. Adopt the revised class specification for the Technical Services Analyst position.
3. Approve and adopt the proposed examination plan for the Technical Services Analyst position.

FISCAL IMPACT:

Sufficient funding for the current fiscal year is available in the adopted budget. No change to the salary range is required.

BACKGROUND:

The Information Technology Services (ITS) Department currently has a vacancy at the Technical Services Analyst level and have requested Human Resources to conduct a recruitment to fill the position. In preparing to post the recruitment announcement, a review of the class specification was conducted.

DISCUSSION:

In alignment with the City's Strategic Plan Goal 3, Develop as a Choice Employer and Workforce, the Human Resources Department is committed to creating a culture of consistently hiring for the future, with a workplace that is inspired, world-class, engaged and demonstrating increasing stability and innovation. As such, it was determined that the Microsoft Certified Solutions Expert (MCSE) certification requirement would limit the number of qualified candidates with a combination of other desired certifications and

technical experience. To provide more flexibility in evaluating applicants for the position, we are recommending that the class specification be revised from requiring this highly specialized certification to making it a “desirable” qualification.

CITY STRATEGIC PLAN COMPLIANCE:

Goal 3: Develop as a Choice Employer and Workforce
Objective: El Segundo is city employer of choice and consistently hires for the future, with a workforce that is inspired, world-class and engaged, demonstrating increasing stability and innovation.

PREPARED BY:
Rebecca Redyk
REVIEWED BY:
Rebecca Redyk
Lauren Daniels
Charles Mallory
Rebecca Redyk
Barbara Voss
APPROVED BY:
Barbara Voss

ATTACHED SUPPORTING DOCUMENTS:

1. 21-0420-Technical_ Services_Analyst_Class_Specification_Redline
2. 21-0420-Technical_Services_Analyst_Examination_Plan

Technical Services Analyst

Class Code: 1260

Bargaining Unit: Supervisory & Professional Employees Association

CITY OF EL SEGUNDO
Established Date: Oct 1, 1999
Revision Date: April 20, ~~Jan 17,~~ 2021

SALARY RANGE

$4,083.50 - $4,963.52 Biweekly
$8,847.59 - $10,754.30 Monthly
$106,171.08 - $129,051.60 Annually

DEFINITION:

Under general supervision, develops strategies, implements and manages operations of all Citywide computer systems, networks and network infrastructures.

ESSENTIAL JOB FUNCTIONS:

Essential functions, as defined under the Americans with Disabilities Act, may include the following duties and responsibilities, knowledge, skills and other characteristics. This list of duties and responsibilities is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and tasks performed by positions in this class.

Characteristic Duties and Responsibilities:

Manages operations of Citywide computer systems, networks and infrastructures; resolves operational problems related to meeting the needs of multiples users and competing demands; manages computer technologies that support major City programs.

Provides technical support and guidance to City departments and staff in the development, installation and maintenance of automated information systems; advises and confers with departments to determine automated information requirements and recommends acquisition of defined software, local area networks, hardware and peripheral equipment.

Provides leadership and technical direction to departments in the development and implementation of automated information systems for short- and long-term needs; implements and manages City information systems strategic plans, including review,

evaluation, maintenance and coordination; participates on committees and review groups and develops worksheets, policy and procedures for technological projects.

Develops strategies for implementation of new computer technologies Citywide; performs appropriate monitoring, testing and evaluation of computer technologies; develops strategies for implementing fixes or contingency plans based on differing and emerging conditions.

Ensures professional and timely response to departments' concerns and complaints; coordinates with directors, managers, City employees and vendors to address operational issues.

Provides formal and informal technical training to City staff in the operations of computers, networks, Internet and peripheral equipment.

QUALIFICATIONS:

Knowledge, Skills and Other Characteristics:

Knowledge of:

~~Knowledge of v~~Various computer networking technologies and their interrelationships.

~~Knowledge of t~~Technological trends and developments.

~~Knowledge of m~~Modern electronic processing theory, principles and practices.

~~Knowledge of t~~Technical support requirements for microcomputer workstations, file servers, routers, telephone systems, video systems and related networks.

~~Knowledge of m~~Municipal organization, programs, operations and services.

~~Knowledge of d~~Design and operation of computer hardware and software systems and networked computing environments.

Skill in:

~~Skill p~~Providing leadership and technical direction in the development and implementation of automated information systems.

~~Skill d~~Developing strategic plans for computing and network environments.

~~Skill p~~Providing operational and technical support to complex networks and related infrastructure.

~~Skill p~~Providing formal and informal training and support to system users.

~~Skill i~~Interpreting and applying complex manuals and documents related to computer hardware and software.

~~Skill r~~Responding to all levels of City staff, including providing immediate or emergency technical assistance.

~~Skill e~~Establishing and maintaining effective working relationships with other department staff, other City employees and the public.

Working Conditions:

Occasionally required to lift 40 pounds and carry 25 pounds.

Occasionally required to work in confined spaces.

Licensing/Certification Requirements:

~~Current~~ MCSE Certification is desirable.

A valid California driver's license is required.

Minimum Qualifications:

A Bachelor's degree in Information Systems, Computer Science, Data Processing or a closely related field; and five (5) years increasingly responsible experience in the analysis, design and implementation of data processing or management information systems and procedures, or an equivalent combination of education and experience.

Examination Plan

Technical Services Analyst

Open-Competitive and/or Closed Promotional

Structured Technical and Career Preparation Interview Weighted 100%

May include a structured writing/analysis skills test; and/or other professional skills examination included within the overall applicant testing process, as may be deemed appropriate.

City Council Agenda Statement

Meeting Date: April 20, 2021
Agenda Heading: CONSENT

TITLE:

Agreement with EcoTierra Consulting to Provide Environmental Review Services Related to the Housing Element Update

RECOMMENDATION:

1. Authorize the City Manager to execute a Professional Services Agreement with EcoTierra for $156,900; and
2. Appropriate $156,900 from the General Plan Maintenance Fund.

FISCAL IMPACT:

The proposed agreement will be funded by the General Plan Maintenance Fund. This Fund was established for activities related to updating the City's General Plan. The proposed environmental review services for the Housing Element update are a qualifying activity, because the Housing Element is a part of the City's General Plan.

Amount Budgeted: $0
Additional Appropriation: $156,900
Account Number(s): Transfer $156,900 from 708-278-0000-1278 (General Plan Maintenance) to 708-400-2402-6214 (Professional & Tech. Services)

BACKGROUND:

Last year, the City entered into an agreement with Veronica Tam and Associates (VTA) to assist the City with the preparation of the Housing Element update for 2021-2029. That process is ongoing and the first public outreach event was held on April 13, 2021. This first community meeting was well attended and staff received valuable input from residents and other stakeholders. Staff will now also initiate the required environmental review process for the Housing Element update. Based on the analysis performed to date on the Housing Element, preparation of an environmental document is required.

DISCUSSION:

The City requested proposals for the preparation of an environmental document related to the Housing Element update and received three proposals from the following firms:

1. EcoTierra Consulting
2. Dudek
3. Rincon Consultants, Inc.

Staff seeks to hire EcoTierra to provide the above-described services. EcoTierra submitted the most cost advantageous proposal. It has extensive experience in preparing environmental documents, including documents related to Housing Element updates, and it has worked on previous projects for the City where it has delivered its work product within budget and under tight timelines.

CITY STRATEGIC PLAN COMPLIANCE:

Goal 5: Champion Economic Development and Fiscal Sustainability
Objective 5A: El Segundo promotes economic growth and vitality for business and the community.
Objective 5B: El Segundo approaches its work in a financially strategic and responsible way.

PREPARED BY:
Paul Samaras
REVIEWED BY:
Paul Samaras
Charles Mallory
Joseph Lillio
David King
Sam Lee
Barbara Voss
APPROVED BY:
Barbara Voss

ATTACHED SUPPORTING DOCUMENTS:

1. EcoTierra Housing Element Update - EIR Proposal

SENT VIA EMAIL

March 2, 2021

Paul Samaras, AICP, Principal Planner
City of El Segundo
350 Main Street
El Segundo, CA 90245
PSamaras@elsegundo.org

RE: Cost Proposal and Scope of Services for the Preparation of Environmental Documentation for a Housing Element Update

Dear Mr. Samaras:

EcoTierra Consulting, Inc. (EcoTierra) is pleased to present this proposal to provide environmental consulting services for the City's Housing Element Update ("Project"). As detailed further below, EcoTierra's services would include preparing a Program Environmental Impact Report (EIR), pursuant to the California Environmental Quality Act (CEQA) Guidelines. It is assumed that the City of El Segundo (the "City") will assume the role of Lead Agency for the Housing Element Update Project. Our services include preparing environmental analysis and documentation pursuant to the California Environmental Quality Act (CEQA) Guidelines and the City of El Segundo environmental review procedures. EcoTierra's objective is to assist the City in obtaining the appropriate environmental clearance for the Project, in compliance with CEQA. Our understanding of the Project and scope of services is discussed below.

2. FIRM OVERVIEW

EcoTierra, founded in 2010, is an environmental consulting firm that assists public and private entities with implementation of CEQA and NEPA; our practice and area of expertise is solely in the preparation of CEQA and NEPA documents. Craig Fajnor and Curtis Zacuto, the founding Principals of **EcoTierra**, have a total of over 60 years of experience in CEQA and NEPA report preparation. Being a small firm, **EcoTierra** provides hands-on personalized service to our clients. Our staff is always accessible and responsive to our client's needs.

Founded in 2010 by long-time environmental planners Craig Fajnor and Curtis Zacuto, **EcoTierra** is an environmental consulting firm that assists public and private entities with implementation of CEQA and NEPA; our practice and area of expertise is solely in the preparation of CEQA- and NEPA-compliant documentation. **EcoTierra** is comprised of only high-level CEQA/NEPA professionals with a collective 100+ years of experience.

We are a small, nimble, efficient, and highly cost-effective firm that can handle projects of any size, land use, and complexity as demonstrated in our firm's project experience and relationships with various agencies in the region. As a team of professionals who have collectively provided consulting services on hundreds of projects in California, successfully and efficiently guiding projects from the largest environmental impact report to the most straightforward negative declaration through the environmental clearance process, **EcoTierra** staff have earned a reputation for providing the highest quality work at a reasonable cost.

3. PROJECT UNDERSTANDING

The City of El Segundo is located approximately 20 miles west of downtown Los Angeles and has a residential population of 17,000, which soars to over 75,000 during the day. Residential population is situated west of Pacific Coast Highway on approximately 533 acres of land and industrial and commercial land is situated east of Pacific Coast Highway. The City is required every five years to update the Housing Element of the City's General Plan. The City is seeking a consultant to update the current Housing Element for the Sixth Cycle. The City has divided the task into two Projects: Project 1, Housing Element (update); and Project 2, CEQA Analysis and Documentation.

The City has employed Veronica Tam and Associates, Inc. to prepare the Housing Element. Based on our understanding and communication with Veronica, in order for the City to meet its RHNA number, the City will need to rezone to accommodate at least an additional 500 housing units. The impacts of rezoning will require an Environmental Impact Report (EIR). To allow the City maximum future project environmental review flexibility, we assume that a Program EIR (PEIR) is the most appropriate environmental document for this project.

A PEIR is intended to streamline the later environmental review of projects or approval included within the project, plan or program analyzed in the EIR. Accordingly, the EIR will, to the greatest extent feasible, evaluate the cumulative impacts, growth inducing impacts, and irreversible significant effects on the environment of subsequent projects. Once a Program EIR has been certified, subsequent activities within the program (in this case, the by-right zoning of RHNA sites) may be evaluated to determine what, if any, additional CEQA documentation needs to be prepared. If the EIR addresses the program's effects specifically and comprehensively, many subsequent activities may be found to be consistent with the EIR mitigation parameters and additional environmental documentation may not be required (CEQA Guidelines Section 15177). In this case, the EIR will serve a valuable purpose as the first-tier environmental analysis that will assist in streamlining and possibly exempting future projects from CEQA with the idea that the EIR can be used for such exemptions when projects are consistent with the Housing Element.

Our scope of work for this service is provided below.

2. SCOPE OF WORK

Task 1: Project Initiation/Scoping

This task will include a project kick-off meeting with City staff, preparing an Initial Study (IS) and Notice of Preparation (NOP), attending a public scoping meeting, and AB 52 Scoping.

EcoTierra's project manager will attend a kickoff meeting with City staff. The purpose of this meeting is to review and discuss the project details; collect all relevant reports and drawings (or identify relevant documents needed); discuss the desired environmental document approach and format; resolve issues

regarding overall assumptions; identify other key contacts at the City; and discuss communications protocols. The meeting will include a visit to the project site.

We will prepare an administrative draft IS and NOP. We assume that due to the nature and location of the project that the following topics will be scoped out from detailed analysis in the IS: agricultural and forestry resources, biological resources, geology and soils, hydrology and water quality, mineral resources, and wildfire.

We will submit the IS and NOP to the City for review and comment, address the City's comments, and prepare the final version for publication. We will prepare the Notice of Completion (NOC) and submit the NOP/IS package to the State Clearinghouse. We will also submit the NOP to the Los Angeles County Clerk for a 30-day posting. We assume the City will distribute the NOP/IS to responsible or trustee agencies, neighboring jurisdictions, and interested parties. At the City's request, we can provide a budget for publication of the NOP in area newspapers.

EcoTierra staff will attend the public scoping meeting and present the CEQA process and take notes on the proceedings. Following the meeting, we will review comments received in response to the NOP and prepare a summary of comments from the scoping meeting.

We will assist the City with meeting the requirements of Assembly Bill 52 (AB 52) Native American consultation requirements. These consultations will be used to inform the Tribal Cultural Resources sections of the PEIR. **EcoTierra** will draft consultation invitation letters on behalf of the City and documenting these letters for inclusion in the environmental document. Because the consultation is government to government, we assume the City will provide notes documenting the consultation in the PEIR. We assume that the City will have contact information for tribes that have requested consultation for projects in the City. Should that not be the case, we will contact the Native American Heritage Commission for a list of tribes applicable to the project area.

Deliverables: Administrative draft NOP/IS (Word and PDF copy), Final draft NOP/IS (PDF copy); Environmental Document Summary Form, Final draft NOP/IS, and NOC (State Clearinghouse); NOP (2 copies to Los Angeles County Clerk); project scoping meeting notes (Word and PDF copies)

Preparation of the Initial Study will rely upon City's current General Plan and recently prepared environmental documents for other projects in the City. The Draft IS/NOP will be released for a 30-day review period once the City has determined the draft updated Housing Element is complete.

Task 2: Administrative Draft Program EIR

We will prepare an Administrative Draft PEIR for review by City staff. The following identifies the major sections that will be included in the Administrative Draft PEIR.

Introduction and Summary

An Introduction and Summary will be included as the first section of the PEIR. The Introduction and Summary section of the PEIR will include a narrative on the background of the PEIR process, development of the project and alternatives, a short summation of the environmental review and project approval process, and a summary of expected environmental effects and mitigation measures.

We will list topics focused out from detailed environmental review and the reader will be referred to the IS for more information on why these topics are focused out. The IS/NOP will be included in the Appendix.

Overview of Environmental Setting

The environmental setting will provide a physical description of the entire City and, in particular, additional housing opportunity sites, (the project). A discussion of related projects/cumulative development will be described. Existing improvements and land uses will be described.

Project Description

The project description will provide a detailed narrative and graphical presentation of the components of the project, including project timeline and schedule. The project description will include a qualitative and graphical description of the project location and boundaries, including regional and vicinity maps and aerial photos.

Environmental Impacts and Mitigation

As an introduction to this section of the PEIR, each environmental impact area determined not to have a potentially significant impact on the environment will be listed with an accompanying discussion of the reasons for the determination.

As previously mentioned, due to the nature of the policy document as the project (Housing Element Update) and potential opportunity sites (it is unknow when future development may be proposed), we assume that several Appendix G topics can be scoped out from detailed environmental review in the IS. The IS will be referenced and included as an appendix to the PEIR. We assume that the following sections will require environmental review in the PEIR given their importance with this type of project. The scope of analysis for aesthetics, air quality/GHG/energy, cultural resources, geology and soils (paleontology only), land use and planning, noise, population and housing, public services/recreation, transportation, tribal cultural resources, utilities/service systems and wildland fire are provided below.

Aesthetics

EcoTierra will generally describe aesthetic resources in the City and, in particular, opportunity sites area, including the overall visual character of the City and opportunity sties, scenic vistas, and areas surrounding the City and opportunity sites. We will describe how the proposed Housing Element Update project has the potential to alter the existing visual character of the City, and in particular, opportunity sites and their surrounding area. We will describe the types and relative amounts of light and glare that could be associated with increased housing, in particular, the opportunity sites locations and describe how these

sources might affect the surrounding area. Based on this discussion, determine whether the proposed project would result in significant aesthetic, light, and/or glare impacts.

Air Quality/GHG/Energy

The project proposes General Plan Amendments and zoning changes that would increase residential development; thereby, generating air emissions and greenhouse gases, and requiring the use of energy. The following tasks are proposed for the air quality, greenhouse gas, and energy impact analysis.

Existing Conditions. We will prepare an existing setting section that describes the existing air quality setting in the area and identifies applicable international, federal, state, SCAQMD's, and local rules and regulations that apply to the project including the State greenhouse gas (GHG) regulations Assembly Bills (AB) 32 and 1493, Senate Bills (SB) 32, 97, 107, 375, 527, 1368, and 1771, and Executive Orders S-3-05 and S-14-08. **EcoTierra** will obtain existing air quality data from air quality monitoring stations within the study area utilizing California Air Resources Board (CARB) data sources for air pollutants, including ozone, carbon monoxide (CO), nitrogen dioxide (NO2), $PM_{10,}$ and $PM_{2.5.}$ Lastly, we will identify greenhouse gases and their associated impacts to global climate change and thresholds of significance for the criteria pollutants and greenhouse gases.

Air Quality and Greenhouse Gas Emissions Analyses. **EcoTierra** will qualitatively discuss, evaluate and quantify (to the extent feasible based on available traffic data) regional criteria pollutant and greenhouse gas emissions associated with potential construction and operation of the proposed housing sites based on the housing element scenario the VMT data from the traffic study. Emissions will be estimated using the most recent CalEEMod Model (as applicable/required). The project's GHG emissions will be compared to the SCAQMD's greenhouse gas Year 2035 emissions threshold of 4.1 MTCO2e/SP/year (as applicable). The project will also be compared to goals of the City's Climate Action Plan (as applicable).

Odor Analysis. **EcoTierra** will provide a qualitative odor analysis from the construction and operation of housing on the proposed project sites.

Energy Analysis. We will Identify the existing energy use conditions and the applicable federal, state, and local rules and regulations pertaining to Energy use. The energy analysis will provide a CalEEMod-based quantitative analysis and discussion of project-related energy use during construction and operation. **EcoTierra** will provide an analysis of the project's consistency with renewable energy and energy efficiency plans.

Cultural Resources

EcoTierra will request an archaeological records search from the South Central Coastal Information Center at Cal State Fullerton to determine if there are any recorded archaeological resources in the project area. We will include mitigation measures to avoid impacts to archaeological resources. In addition, the

California Register of Historical Resources (CRHR) will be identified, as will any local landmarks or areas of known archaeological resource sensitivity.

Geology and Soils

EcoTierra will contact Dr. Samuel McLeod at the Vertebrate Paleontology Division of the Natural History Museum of Los Angeles County for a paleontological resource assessment of the opportunity sites area. We will include mitigation measures to avoid impacts to paleontological resources. We assume that due to the nature of the project being a policy document, that any individual projects would require standalone geological technical reports and that information would be premature and not feasible to include. Therefore, the other geology and soils threshold questions will be responded to and scoped out in the IS/NOP.

Hazards and Hazardous Materials

This section will discuss the potential for impacts relating to hazardous materials transport, storage, and use. The analysis will be based on searches of online databases and in consideration of federal, state, and local regulations pertaining to hazardous materials. The PEIR will include mitigation measures for future development, including the need for hazardous materials reports for individual projects proposed in particular on future housing opportunity sites.

Land Use and Planning

This section of the EIR will examine land use policy issues, including an objective discussion of whether and how the proposed General Plan is consistent with existing City policy documents and regional plans and policies, such as the Southern California Association of Governments' Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS).

Noise

The project proposes General Plan Amendments and zoning changes that would increase residential development; thereby, increasing construction-related and traffic-related noise.

Background Review. **EcoTierra** will review relevant project and site background information, base graphics showing the site vicinity and proposed sites, and adjacent land uses.

Existing Noise Setting. **EcoTierra** will provide definitions for commonly used noise descriptors, identify applicable local, state and federal noise standards, identify sensitive receptors in the project area, and identify potential project generated noise sources. Noise data from the General Plan DEIR will be utilized as appropriate to establish existing noise levels.

Noise and Vibration Impact Analysis. We will provide a qualitative discussion of noise based on the noise analysis in the General Plan DEIR, considering the mitigation measures included in that document and recommending additional mitigation measures to reduce noise and vibration impacts sensitive receptors, if necessary. We will describe that all future development would require project-specific environmental

evaluation to determine the noise impacts and that site-specific analysis is beyond the scope of this analysis.

This scope of work and budget does not include a quantitative noise analysis. Should the City desire a quantitative noise analysis, we will require a budget augment, an estimate of existing and proposed ADT for the project sites, and existing and proposed traffic volumes for appropriate project area streets

Population and Housing

It is not anticipated that the proposed General Plan would directly displace people or housing. Therefore, this section will focus on a comparison of potential population and housing growth to SCAG regional growth forecasts for the City.

Public Services/Recreation

The project would increase housing development and population increase in the City, requiring police, fire, and emergency services. The additional housing will be within the El Segundo Unified School District boundaries and would generate students who would attend the schools in this district. We will contact the school district for current enrollment and capacity information. We will contact the El Segundo Police Department and the El Segundo Fire Department to confirm service ratios and existing capacity to serve additional housing, in particular the opportunity sites, once developed. Mitigation measures will be recommended, if required.

Regarding recreational impacts, EcoTierra will analyze impacts to existing and proposed recreational facilities, from the increase in population and the potential increase in use for community and regional facilities from increased population.

Transportation

The project proposes land use changes with the potential to generate vehicle trips. The following tasks are proposed for the transportation impact analysis.

Traffic Impact Study. The City of El Segundo has recently embarked on an update to their transportation impact analysis guidelines as required under Senate Bill 743. While the City has not yet adopted new transportation impact metrics, Fehr & Peers' understanding is that the metrics will likely be similar to the recommended methodologies and impact thresholds as published in the Governor's Office of Planning Research (OPR)'s technical guidance on implementation of SB 743. The following scope of work is prepared with this assumption.

Task 1: CEQA Impact Analysis: The existing transportation system in the City of El Segundo will be described and the following CEQA transportation impact questions will be addressed in the transportation study:

1. Would the project conflict with a program, plan, ordinance, or policy addressing the circulation system, including transit, roadway, bicycle, and pedestrian facilities?

Under this criteria, the Housing Element would have a significant impact if it conflicts with a standard, action, or policy of a program, plan, or ordinance such that the conflict would hinder or impair the City's ability to support multimodal (non-single occupancy vehicle) mobility options. In assessing impacts relative to Impact Question 1, the project will be reviewed against the City's adopted programs, plans, ordinances, and policies that address the circulation system.

2. Would the project conflict or be inconsistent with CEQA Guidelines Section 15064.3 subdivision (b)?

   Section 15064.3(b) of the CEQA Guidelines states that generally VMT is the most appropriate measure of transportation impacts. As stated in OPR's Technical Guidance, the VMT metric can support three statutory goals of the State: "the reduction of greenhouse gas emission, development of multimodal transportation networks, and a diversity of uses." The regional Southern California Association of Governments (SCAG) model will be used to forecast VMT with the growth and land use changes proposed in the Housing Element. The current version of the SCAG Model has a future year of 2040 and was developed for the 2016 SCAG *RTP/SCS*. The current 2016 SCAG Model will be updated to reflect the Housing Element based on the amount and location of new housing units throughout the City. The sites will be analyzed as a group, consistent with the programmatic EIR approach The SCAG Model will be used to estimate VMT for the baseline (i.e., uses under existing General Plan and Zoning) and cumulative scenarios (i.e., with the Housing Element update).

   This task also includes a review of the 2016 SCAG Model land use assumptions within the El Segundo area in the vicinity of the Housing Element Sites, and adjusted if appropriate to better-represent current development expectations per current zoning and the General Plan. We will also check key model outputs such as trip lengths for reasonableness. Note that the project budget does not include a sub-area validation for the City of El Segundo. If, in the course of this work, model performance issues are identified, we will prepare a separate proposal to address those issues.

   We will assess the VMT impacts using the thresholds of significance developed in the City's draft updated Transportation Guidelines, which for residential projects means meeting a threshold of 15% below existing SCAG regional VMT per capita.

   Fehr & Peers will determine which of the Housing Element sites may be presumed to have a less-than-significant impact to Transportation on the basis of the City's draft VMT guidance. If significant impacts are identified, we will develop mitigation measures including travel demand management measures, urban design measures, infrastructure improvements to support more bicycling and walking, transit service subsidies, and others as appropriate. We

will assess the potential VMT reductions which could be achieved with the measures based on literature and determine the final impact significance with mitigation.

3. Would the project substantially increase hazards due to a geometric design feature or incompatible use?

   It is anticipated that this impact area will be screened out from further consideration for the Housing Element since the programmatic nature of the project means that sufficient details would not be known at this point in time regarding the geometrics of individual housing projects' driveway access and project elements. Individual projects would go through City review of design plans at the time they are proposed.

4. Would the project result in inadequate emergency access?

   Given the programmatic nature of the Housing Element, this evaluation will be qualitative in nature.

Task 2: Transportation Impact Report: Fehr & Peers will prepare a transportation impact report documenting the results of the CEQA impact analyses. A draft of the report will be prepared and submitted to the City for review. Up to two rounds of revision in response to consolidated City staff comments are anticipated. The report will be suitable for attachment to the Housing Element EIR.

Task 3: Response to Comments on Draft EIR: Fehr & Peers will assist the environmental team with the preparation of responses to transportation-related comments received on the Draft EIR. Fehr & Peers is allocating 16 staff hours to respond to comments in the study budget. If additional time is needed, due to the magnitude or complexity of the transportation-related comments, an additional scope and fee will be developed.

Task 4: Meetings: Fehr & Peers will attend up to four public meetings as part of this study, potentially consisting of any combination of kick-off meeting, NOP scoping meeting, City Council hearings, and other public meetings. Fehr & Peers will also participate in coordination calls with the EIR team and City staff.

Optional Task – Level of Service: The current draft of the City's updated transportation assessment guidelines do not include a requirement to evaluate circulation and access issues at specific intersections using LOS. However, if the City requests this analysis, the Housing Element EIR can include an evaluation of intersection LOS to determine if LOS degrades as a result of the update. We will use historic counts available at study locations or collect new counts, pending discussions with the City. Due to the COVID-19 pandemic, estimated turning movement counts using Street Light data for 2019 could also be used. We will forecast volumes and complete operations assessment at the study intersections for the following scenarios: Existing Conditions, Cumulative No Project Conditions, and Cumulative Plus Project Conditions, consistent with the City of El Segundo's past practices for intersection analysis.

Optional Task – Caltrans LD-IGR Safety Analysis: Caltrans recently released interim guidance for addressing transportation safety as part of their local development – intergovernmental review process. Should the EIR team determine that this guidance should be addressed as part of the EIR, Fehr & Peers will work with the City of El Segundo and Caltrans to determine the level of analysis needed, and modify the scope to address the recommendations outlined in the interim guidance.

Tribal Cultural Resources

This analysis will identify any potential tribal resources in El Segundo and whether those resources would be impacted as a result of Native American Consultation. We will describe the consultation process undertaken by the City as part of Task 1. We will document the results of the City's consultation with Native American tribes. We will incorporate mitigation measures as agreed to by the City during the consultation process.

Utilities/Service Systems

The project would result in an increase in land use development, which could increase population and employment in the City. We will consult with the City's Public Works Department and utility providers, and review the City's Urban Water Management Plan, to determine the potential for impacts from increased water usage. We will analyze the impacts of providing water supply and compliance with solid waste regulations the project site. We will discuss the projects compliance with federal, state, and local management and reduction statutes and regulations related to solid waste. Due to the unknown extent of proposed land use changes, this scope of work does not include a Water Supply Assessment (WSA).

Wildland Fire

This section will address potential impacts related to wildland fire. State fire hazard maps will be consulted and areas potentially subject to significant wildland fire risk will be identified. As appropriate, measures related to the creation of defensible space will be developed.

Alternatives

EcoTierra will analyze up to two alternatives to the project, including a No Project alternative and one other alternative that reduces significant impacts of the project. The analysis of alternatives is subject to a rule of reason, as with the range of alternatives that must be discussed. Per CEQA Guidelines Section 15126.6(d), the significant adverse environmental effects of each alternative must be discussed, but in less detail than is required for the project's effects. The alternatives will be chosen for their potential to reduce the project's potentially significant impacts, while achieving most of the project objectives. The analysis of alternatives will be qualitative in nature and will not include quantified traffic, air quality, GHG, energy, or noise. The details of the specific alternatives and analysis will be determined in consultation with the City.

Other CEQA Required Sections

We will analyze cumulative impacts from development of the project and other projects in the vicinity. The discussion of cumulative impacts will include a cumulative list of projects approved and/or

underway in El Segundo and in the vicinity. This list will be provided by the City. The cumulative impact analysis will discuss the potential for the project, in conjunction with other projects in the City, to result in cumulative impacts and the project's contribution to any cumulative impacts.

We will also address growth-inducing effects, significant irreversible effects, and significant and unavoidable impacts as required by CEQA, as well as identify report preparer.

Deliverables: Administrative DEIR (Microsoft Word format, PDF).

Task 3: Draft Program EIR

Upon receiving the City's comments on the Administrative Draft PEIR, we will discuss the City's comments and resolve any outstanding issues with City staff. This scope assumes that the City will provide a single consolidated set of comments on the Administrative Draft PEIR. EcoTierra will revise the Administrative Draft PEIR in response to City administrative comments. We will submit a screencheck track changes version of the PEIR clearly showing all revisions. Upon approval by the City, we will prepare and submit an electronic print-ready PEIR for City approval. Once approved, we will provide the City with 5 printed copies of the PEIR for City distribution and 15 CD-ROMs. EcoTierra typically includes all technical appendices, as well as a PDF of the document, on a CD included with each printed copy. All documents will be formatted so they are suitable for posting on the City's website. We will provide 2 printed copies of the PEIR Appendices. Additional printed copies of the PEIR and appendices can be provided at cost.

Notice of Availability/Notice of Completion: We will prepare a Notice of Availability (NOA) for the Draft PEIR. We will submit the Draft PEIR, Electronic Document Summary Submittal form, and NOC to the State Clearinghouse to begin the 45-day public review period. Additionally, we will submit the NOA to the Los Angeles County Clerk. We assume the City will distribute the NOA and Draft PEIR to responsible or trustee agencies, neighboring jurisdictions, and interested parties. At the City's request, we can provide a budget for publication of the NOA in area newspapers and distribution via certified mail to a City-provided list of recipients.

Deliverables: Screencheck (Microsoft Word format, PDF), printcheck DEIR (PDF), and public review Draft PEIR (5 hardcopies of the DEIR, 2 hardcopies of Appendices, 15 CD-ROMs, 1 PDF copy of the DEIR and Appendices), NOA (PDF for the City and 2 hardcopies for Los Angeles County Clerk). Electronic Document Submittal Form, NOC, and Draft PEIR for distribution to the State Clearinghouse.

Task 4: Final PEIR/Response to Comments and Mitigation Monitoring and Reporting

At the conclusion of the public review period, we will scan each comment letter and number comments appropriately. EcoTierra staff will coordinate with City staff and EIR technical staff on the approach to crafting responses to comments. If many comments share similar concerns, we may recommend master responses for those groups of comments. This scope of work assumes a small number of comments of

moderate complexity that will require up to 80 hours of EcoTierra staff time. Once comments are received, we will discuss the scope and budget with the City to confirm the adequacy of the budget.

We will prepare Response to Comments as part of the Final PEIR. The Final PEIR will include a summary table identifying persons, groups, and agencies that commented; a copy of each comment letter with a code assigned to each comment; a response to each comment; and an errata section containing any text revisions. We will provide an administrative draft Final PEIR for City review, incorporate City comments, and prepare a screencheck draft of the Final PEIR and submit it to the City for final review.

Upon receiving the City's comments on the administrative draft Final PEIR, we will discuss comments and resolve any outstanding issues with City staff. This scope assumes that the City will provide a single, consolidated set of comments. We will prepare a screencheck Final PEIR and submit it to the City for final review. Upon approval by the City, we will prepare a Final PEIR for distribution prior to project hearings. We will submit the Final PEIR to the State Clearinghouse for distribution to state agencies. We assume the City will distribute the Final PEIR to responsible or trustee agencies, neighboring jurisdictions, and interested parties that have commented on the Draft EIR. Upon certification of the Final PEIR, we will prepare a Notice of Determination (NOD) for the project. Upon PEIR certification, we will file the NOD with the Los Angeles County Clerk. The budget does not include the required California Department of Fish and Wildlife fee or any other additional fees required at that time.

Mitigation Monitoring and Reporting Program: As a related task, the Final PEIR will include the Mitigation Monitoring and Reporting Program (MMRP), pursuant to Public Resources Code Section 21971.6, as a separate chapter. The MMRP will identify all reporting and monitoring responsibilities.

Notice of Determination: EcoTierra will assist in the preparation and filing of the Notice of Determination. The City will pay the applicable filing fees. Within one day of Final EIR certification and approval of the General Plan, EcoTierra will submit the draft Notice of Determination (NOD) to City staff for delivery to the County Clerk and/or State Clearinghouse.

Deliverables: Administrative and screencheck Final PEIR (Microsoft Word forma, PDF), printcheck Final PEIR (PDF), and public review Final PEIR (5 hardcopies, 15 CDs, 1 PDF copy of the PEIR and Appendices), Electronic Document Submittal Form and Final EIR for distribution to the State Clearinghouse; Five (5) hard copies of the NOD for posting with the Los Angeles County Clerk.

Task 5: Meeting Coordination and Attendance

EcoTierra staff will attend up to two (2) City hearings to present the Draft PEIR, respond to questions, and receive public and City comments on the PEIR. This scope also includes three (3) other meetings, as needed, with City staff. Additional meetings can be attended on a time and materials basis

3. TENTATIVE SCHEDULE/TIME OF DELIVERABLES

EcoTierra tentatively anticipates the first Screencheck IS/MND document can be completed and submitted to the City within eight to ten weeks after receipt of all pertinent materials, notably the Housing Element Update. We anticipate approximately one week for each review cycle.

4. COST ESTIMATE

The cost to prepare a Program EIR on the Housing Element Update, in accordance with the scope of work described herein, would be **$156,900**. Table 1, Cost Estimate for El Segundo Housing Element Update Program EIR, provides a breakdown by task and cost. This scope of work includes traffic analysis to be conducted by Fehr & Peers. This also includes direct costs, which include printing costs that would be approximately $1,000 but is an estimate (and could be higher) and will be reimbursable upon provision of proper documentation.

The fixed fee covers all services required to complete the Draft IS/MND for public review, including meetings and conference calls as required during the preparation of the document. This cost will not change unless the project description changes after preparation of the Draft IS/MND has commenced. Direct costs shall be reimbursable upon provision of proper documentation.

Invoices will be submitted monthly in accordance with the schedule outlined above for Tasks 1 through 5.

Should the scope of work increase or change, the City understands that the consultant fee could exceed the total cost estimate amount. Such changes include, but are not limited to, the following:

- Any changes to assumptions and/or understandings contained herein regarding preparation of the Draft and Final Housing Element.
- Additional analysis required as a result of project modifications or delays in receiving project materials.
- Changes and/or modifications in State CEQA Guidelines or legislation for preparation of the environmental document.
- Additional hours required to complete the environmental document or attend project meetings, public hearings or community meetings beyond that described in this proposal.
- The cost estimate for preparation of the response to public comments is our best estimate at this time. The cost estimate is based on a reasonable range of comments. If additional hours are required beyond the cost estimate to respond to comments raised, then **EcoTierra** will consult with City staff.

Such authorized additional services would be billed on a time and materials basis.

Table 1
Cost Estimate for El Segundo Housing Element Update Program EIR

	Curtis Zacuto	Katrina Hardt-Holoch	Marisa Wyse	Katie Wilson	Admin/ Graphics	Total Hours	Total Budget
Tasks	$200	$180	$150	$150	$90		
Task 1: Project Initiation/Scoping	16	30	40		8	**94**	**$15,320**
Task 2: Administrative Draft PEIR	24	80	140	120	12	**376**	**$59,280**
Task 3: Draft PEIR	12	25	30	8	4	**79**	**$12,960**
Task 4: Final PEIR	20	20	24	12	4	**80**	**$13,360**
Task 5: Meeting Coordination and Attendance	20	6				**26**	**$5,080**
Subtotal	**92**	**161**	**234**	**140**	**28**	**655**	**$106,000**
Subconsultants							
Fehr & Peers (includes F & P Tasks 1 through 4)							**$49,900**
Fehr & Peers (Optional Task: Level of Service Analysis)							**TBD[1]**
Fehr & Peers (Caltrans LD-IGR Safety Analysis)							**TBD[2]**
Direct costs (printing, postage, mileage, etc.)							**$1,000**
Total without Optional Tasks							**$156,900**

NOTES:

1 *Fehr & Peers Level of Service Analysis Optional Task can be performed for $2,500 per intersection, inclusive of counts. The total for this Optional Task will determine the number of intersections analyzed.*

2 *Fehr & Peers Caltrans LD-IGR Safety Analysis Optional Task scope and cost to be determined on level of analysis needed based on guidance from City of El Segundo and Caltrans; scope and cost to be determined and provided.*

5. RELATED PROJECT EXPERIENCE

As you know, EcoTierra has prepared numerous environmental documents with the City with the most recent Beach Cities Media Center EIR. In addition to the project related environmental documents, Craig Fajnor prepared an EIR in the early 2000s on the General Plan's Circulation Element Update and Curtis Zacuto recently prepared an Initial Study/Negative Declaration (IS/ND) for the City of San Bernardino's Development Code Update. Currently he is preparing Program EIRs on Housing Element Updates for the Cities of Sierra Madre and Agoura Hills and recently prepared IS/ND on Housing Element Updates for the Cities of La Mesa and Imperial Beach with others under preparation for the Cities of Bell Gardens, Bradbury, and Glendora.

City of El Segundo Circulation Element EIR

Craig Fajnor prepared the EIR for the 2004 update to the Circulation Element of the El Segundo General Plan. The revision was initiated in 2002 to update the Circulation Element and to revisit the matter of FARs in the Urban Mixed-Use North (MU-N) and the Corporate Office (CO) areas of the City. The proposed Circulation Element Update encompassed proposed changes to the City's planned roadway system designed to meet the transportation needs of the City and to accommodate expected future growth in vehicle traffic in the City. The proposed Circulation Element Update also included the policy decision of the City not to change General Plan land use designations or change allowable FARs under the MU-N and CO zones. The environmental analysis of the proposed Circulation Element Update addressed: (1) the operation of the proposed City roadway network under conditions of future traffic growth; (2) noise and air quality effects that could result from the operation of the planned roadway network; and (3) other environmental effects that could result from activities associated with implementing the planned roadway network and improvements to intersections identified in the proposed Circulation Element Update.

Program Environmental Documentation Projects

Curtis Zacuto and staff have prepared a number of programmatic environmental documents. A partial list includes the following:

- Sierra Madre Housing Element, Land Use Element, Circulation Element, Safety Element and Environmental Justice Updates plus Program EIR (under preparation)
- Agoura Hills Housing Element, Land Use Element, Circulation Element, Safety Element and Environmental Justice Updates plus Program EIR (under preparation)
- Warner Bros. Studios Master Plan EIR
- NBC Studios Master Plan EIR
- USC+LAC Medical Center EIR
- California Lutheran University Master Plan EIR
- Antelope Valley Enterprise Zone EIR
- Santa Clarita General Plan EIR
- Maywood General Plan EIR
- Duarte General Plan EIR

El Segundo Environmental Projects

In addition to the recently prepared Beach Cities Media Center EIR, the following includes a list of environmental documents that Craig Fajnor and staff have prepared for the City of El Segundo:

- El Segundo 400 Duley Road IS/MND (73,000 SF office development)
- El Segundo 400 Duley Road Addendum (adding medical use and parking)
- El Segundo Boeing 550 IS/MND (office development)
- El Segundo Boeing 550 Expansion IS/MND (office development)

- El Segundo Corporate Campus EIR (2.1 mil SF mixed use, hotel, fire station, soccer fields, research and development, retail, restaurant, health club, medical/office space)
- El Segundo Corporate Campus Addendum (625,000 SF retail/office/restaurant)
- El Segundo LA Lakers Addendum to Corporate Campus EIR (214,000 SF office use)
- Plaza El Segundo EIR (rezoning to allow office, retail, restaurant uses)
- Plaza El Segundo Addendum (revising permitted uses and adding 18,850 SF of dev.)
- El Segundo Power Plant IS/MND (Modifications to existing Power Plant)

5. PROPOSED STAFF

Curtis Zacuto will take the general lead of preparing the environmental documentation with assistance from Katrina Hardt-Holoch. Mr. Zacuto and Ms. Hardt-Holoch both have extensive experience working on General Plan and Zoning Update documents, some of which are listed above. With our staff and project experience, we believe EcoTierra will provide the best environmental consulting services for this project.

We appreciate the opportunity to submit this proposal and look forward to working with you on this assignment. Please feel free to contact me at (805) 907-2342 (cell – best number during Covid-19) if you require any additional information regarding this proposal.

EcoTierra Consulting, Inc.



Curtis Zacuto
Principal
curtis@ecotierraconsulting.com

ECOTIERRA CONSULTING, INC., 2021 BILLING RATES	
Principal	$200.00/hour
Project Manager	$180.00/hour
Senior Environmental Planner	$160.00/hour
Environmental Planner	$150.00/hour
Assistant Planner	$140.00/hour
Graphics	$90.00/hour
Word Processing	$90.00/hour
Administrative Assistance	$80.00/hour
Direct expenses, including but not limited to those items presented below, will be reimbursable upon provision of proper documentation: ▪ Purchase of project materials ▪ Reproduction, printing and photographic costs ▪ Postage, messenger and overnight mailing ▪ Other miscellaneous costs directly related to the project	

City Council Agenda Statement

Meeting Date: April 20, 2021
Agenda Heading: PUBLIC HEARINGS

TITLE:

Ordinance Amending the El Segundo Municipal Code to Allow Noncommercial Backyard Beekeeping in the Single-Family Residential (R-1) Zone District.

RECOMMENDATION:

1. Open the Public Hearing and solicit public testimony;
2. Waive first reading and introduce an ordinance amending Titles 6, 7 and 15 of the El Segundo Municipal Code to allow backyard beekeeping on single-family residential zoned properties; and
3. Schedule second reading for the May 4, 2021 City Council meeting.

FISCAL IMPACT:

There are no direct fiscal impacts associated with amending the Municipal Code. Indirect cost of staff time will be absorbed via City's adopted FY 2020-2021 Annual Budget.

BACKGROUND:

In July 2020, an El Segundo resident approached the Environmental Committee with a request to allow Residential Beekeeping. The current El Segundo Municipal Code lists the keeping or maintenance of bees for any purpose as a public nuisance. Moreover, because the City's Zoning Code is a permissive ordinance – meaning that only those uses or facilities are allowed – unless beekeeping is allowed under the Zoning Code, it is prohibited (ESMC § 15-1-3).

On October 6, 2020, the Environmental Committee and resident presented the request to Council. Subsequently, Council passed a motion authorizing staff to research considering a Residential Bee Keeping program in the City.

After studying what other cities do and researching options, staff (Public Works and Development Services Departments) recommends the proposed ordinance allowing

beekeeping as a permitted accessory use in the City's single-family residential zone, provided the beekeeper and beehive meet all State laws. No City permit or license would be required for beekeeping.

On February 25, 2021, City staff presented the request to Planning Commission with the resident and Environmental Committee on hand to answer questions. The members of the Planning Commission voted 4-0 to amend City of El Segundo Ordinance and allow beekeeping as a permitted accessory use in the City's R-1 Zone District, provided the beekeeper and the beehive meet all State laws.

DISCUSSION:

The proposed ordinance does the following:

- Makes beekeeping a permitted accessory use in the R-1 Zone District, meaning it is "by right" provided such use complies with the other requirements specified in the Municipal Code;
- Allows beehives only in rear yard areas;
- Limits the number of beehives to a maximum of three;
- Restricts beehives to noncommercial purposes only;
- Requires that beekeepers comply with the State's registration requirements; and,
- Prohibits beekeeping that violates any of the above requirements and bees exhibiting defensive or objectionable behavior or interfering with the normal use of neighboring property.

Although State law requires that a beekeeper register their apiaries with the County Agricultural Commissioner, staff has been unable to find any other regulations of beekeeping or beekeepers at the County level. A previous version of the ordinance required compliance with County of L.A. laws; however, since there appear to not be any applicable County of L.A. laws, that language has since been removed from the ordinance.

CITY STRATEGIC PLAN COMPLIANCE:

Goal 2: Support Community Safety and Preparedness
Objective: El Segundo is a safe and prepared city.

Goal 4: Develop and Maintain Quality Infrastructure and Technology
Objective 4A: El Segundo's physical infrastructure supports an appealing, safe and effective community.

PREPARED BY:
Jasmine Allen
REVIEWED BY:

Jasmine Allen
Lifan Xu
David King
Elias Sassoon
Barbara Voss

APPROVED BY:
Barbara Voss

ATTACHED SUPPORTING DOCUMENTS:

1. Bee Keeping Planning Commission Resolution - 2.9.21 Final
2. Bee Keeping Ordinance

RESOLUTION NO. tbd

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF EL SEGUNDO RECOMMENDING THAT THE CITY COUNCIL ADOPT AN ORDINANCE AMENDING TITLES 6, 7, AND 15 OF THE EL SEGUNDO MUNICIPAL CODE TO ALLOW BEEKEEPING ON SINGLE-FAMILY RESIDENTIAL ZONED PROPERTIES.

(Environmental Assessment No. 1301 and Zone Text Amendment No. 21-01)

The Planning Commission of the City of El Segundo does resolve as follows:

SECTION 1. The City Council finds and determines as follows:

A. Currently, noncommercial beekeeping is not expressly allowed in the City of El Segundo;

B. The City Council desires to amend the City's Code to allow noncommercial, backyard beekeeping on single-family residential zoned properties, subject to certain requirements.

SECTION 2: *General Plan Findings*. As required under Government Code Section 65860, the ESMC amendments proposed by the Ordinance are consistent with the El Segundo General Plan and the Ordinance is not anticipated to adversely impact the General Plan goals, objectives and policies.

SECTION 3: *Zone Text Amendment Findings*. In accordance with ESMC Chapter 15-26 and based on the findings set forth in Section 2, the proposed zone text amendment is consistent with and necessary to carry out the general purpose of ESMC Tile 15 as follows:

A. It is consistent with the purpose of the ESMC, which is to serve the public health, safety, and general welfare and to provide the economic and social advantages resulting from an orderly planned use of land resources; and

B. It is necessary to facilitate the development process and ensure the orderly location of uses within the City.

SECTION 5: *Environmental Assessment.* Based on the facts set forth in Section 2, the Planning Commission finds that the zone text amendment is exempt from further review under the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines § 15061(b)(3)), because it consists only of minor revisions to existing zoning regulations and related procedures and does not have the potential for causing a significant effect on the environment.

SECTION 6: *Recommendation*. The Planning Commission recommends that the City Council adopt the ordinance set forth in attached Exhibit A, which is incorporated into this resolution by reference.

SECTION 7: *Reliance on Record.* Each and every one of the findings and determination in this Resolution are based on the competent and substantial evidence, both oral and written, contained in the entire record relating to the project. The findings and determinations constitute the independent findings and determinations of the Planning Commission in all respects; and

SECTION 8: *Limitations*. The Planning Commission's analysis and evaluation of the project is based on information available at the time of the decision. It is inevitable that in evaluating a project that absolute and perfect knowledge of all possible aspects of the project will not exist. In all instances, best efforts have been made to form accurate assumptions.

SECTION 9: The Commission secretary is directed to mail a copy of this Resolution to any person requesting a copy.
SECTION 12: This Resolution will become effective immediately upon adoption and will remain effective unless repealed or superseded.

PASSED, APPROVED AND ADOPTED this 25th day of February, 2021.

_____
Ryan Baldino, Chairperson
City of El Segundo Planning Commission

ATTEST:

_____
Sam Lee, Secretary

Baldino	-
Newman	-
Hoeschler	-
Keldorf	-

APPROVED AS TO FORM:
Mark D. Hensley, City Attorney

By: _____
David King, Assistant City Attorney

EXHIBIT "A"

DRAFT ORDINANCE NO. ____

AN ORDINANCE AMENDING TITLES 6, 7 AND 15 OF THE EL SEGUNDO MUNICIPAL CODE TO ALLOW NONCOMMERIAL, BACKYARD BEEKEEPING ON SINGLE-FAMILY RESIDENTIAL ZONED PROPERTIES.

The City Council of the City of El Segundo does ordain as follows:

SECTION 1. The City Council finds and determines as follows:

C. Currently, noncommercial beekeeping is not expressly allowed in the City of El Segundo;

D. The City Council desires to amend the City's Code to allow noncommercial, backyard beekeeping on single-family residential zoned properties, subject to certain requirements.

SECTION 2: *General Plan Findings*. As required under Government Code Section 65860, the ESMC amendments proposed by the Ordinance are consistent with the El Segundo General Plan and the Ordinance is not anticipated to adversely impact the General Plan goals, objectives and policies.

SECTION 3: *Zone Text Amendment Findings*. In accordance with ESMC Chapter 15-26 and based on the findings set forth in Section 2, the proposed zone text amendment is consistent with and necessary to carry out the general purpose of ESMC Tile 15 as follows:

A. It is consistent with the purpose of the ESMC, which is to serve the public health, safety, and general welfare and to provide the economic and social advantages resulting from an orderly planned use of land resources; and

B. It is necessary to facilitate the development process and ensure the orderly location of uses within the City.

SECTION 4: *Environmental Review.* Pursuant to the authority and criteria of the California Environmental Quality Act (CEQA), it has been determined that the proposed ordinance does not have the potential to cause significant effects to the environment and, therefore, the project is exempt from CEQA pursuant to 14 Cal. Code Regs. § 15061(b)(3). This proposed ordinance would not result in any development or changes to the physical environment.

SECTION 5. El Segundo Municipal Code ("ESMC") § 7-1-4 is amended as follows:

7-1-4: NUISANCES; DESIGNATED:

It is unlawful and it is declared to be a public nuisance for any person owning, leasing, occupying, or having charge or possession of any property within the city to maintain such property in such a manner that any of the conditions listed below are found to exist. This section is not the exclusive definition or designation of what constitutes a nuisance within this city. It supplements and is in addition to other regulatory codes, statutes, and ordinances enacted by the city, state, or any other legal entity or agency having jurisdiction. Designated public nuisances include the following:

A. A violation of any provision of applicable law including, without limitation, the El Segundo municipal code;

B. Any land, the topography, geology, or configuration of which, whether in a natural state or as a result of grading operations, excavations, fill, or other alteration, interferes with the established drainage pattern over the property or from adjoining or other properties which does or may result in erosion, subsidence, or surface water drainage problems of such magnitude as to be injurious to public health, safety and welfare or to neighboring properties;

C. Any building or structure which is partially destroyed, damaged, abandoned, boarded up, dilapidated, or permitted to remain in a state of partial construction;

D. The failure to secure and maintain against public access all doorways, windows, and other openings into vacant or abandoned buildings or structures;

E. Painted buildings and walls, retaining walls, fences or structures that require repainting, or buildings, walls, fences, or structures upon which the condition of the paint has become so deteriorated as to permit decay, excessive checking, cracking, peeling, chalking, dry rot, warping or termite infestation;

F. Any premises, building or structure, wall, fence, pavement, or walkway which is painted in a garish manner or is out of harmony or conformity with the standards of adjacent properties;

G. Any building or structure, wall, fence, pavement, or walkway upon which any graffiti, including paint, ink, chalk, dye, or other similar marking substances, is allowed to remain for more than twenty four (24) consecutive hours;

H. Any wall, fence, gate, or hedge that is damaged, broken, or a hazard or is maintained in violation of this code;

I. Broken windows;

J. Any overgrown, dead, decayed, diseased or hazardous tree, weeds, vegetation, or debris, which:

1. May harbor rats, vermin, or other disease carriers;
2. Is maintained so as to cause an obstruction to the vision of motorists or a hazardous condition to pedestrians or vehicle traffic;
3. Creates a danger or attractive nuisance to the public;
4. Detrimentally affects neighboring properties or property values; or
5. Constitutes a fire hazard;

K. Building exteriors, roofs, landscaping, grounds, walls, retaining and crib walls, fences, driveways, parking lots, planters, sidewalks, or walkways which are maintained in such condition so as to become defective, unsightly, cracked or no longer viable;

L. The accumulation of dirt, litter, trash, junk, feces, or debris in doorways, adjoining sidewalks, walkways, courtyards, patios, parking lots, planters, landscaped or other areas;

M. Any premises upon which there is or is permitted to be,

1. Lumber, building materials, rubble, broken asphalt or concrete, containers, or other similar materials, except where construction is occurring under a valid permit;
2. Junk, solid waste, vegetation, salvage materials, scrap metals, hazardous waste, broken or neglected machinery, dirt or fill material deposited or stored contrary to any law, automobile parts, except within a commercial business lawfully engaged in retail sales;
3. Sinks, fixtures or equipment, appliances or furniture, except lawn furniture in residential yards and new or used furniture lawfully stored or displayed in connection with a valid business engaged in the sale or purchase of the same;
4. Inoperative vehicles, except where permitted by the zoning code;
5. Deteriorated driveways and parking lots, including those containing potholes, or cracks;
6. Abandoned, broken, unused, neglected or unprotected equipment and machinery, ponds, reservoirs and pools, whether or not the same contains any water or liquid, excavations, abandoned wells, shafts, basements, foundations, or other holes, abandoned refrigerators or other appliances, abandoned motor vehicles, any unsound structure, skateboard ramps, or accumulated lumber, solid waste, junk, or vegetation which may reasonably attract children to such abandoned or neglected conditions;
7. Temporary service bins or construction debris storage bins stored on a public street or on private property, except where permitted by this code;

8. Any garbage can, solid waste container, solid waste, packing box or junk placed or maintained so as to be visible from neighboring properties or the public right of way, except for those times scheduled for collection, in accordance with this code;

9. Any property with accumulations of grease, oil, or other hazardous material on paved or unpaved surfaces, driveways, buildings, walls, or fences, or from which any such material flows or seeps onto any public street or other public or private property, or which is likely to seep or migrate into the underground water table;

10. Any front yard, parkway, or landscaped setback area which lacks turf, other planted material, decorative rock, bark, or planted ground cover or covering, so as to cause excessive dust or allow the accumulation of debris;

11. Any condition of vegetation overgrowth which encroaches into, over, or upon any public right of way including, without limitation, streets, alleys, or sidewalks, so as to constitute either a danger to the public safety or property or any impediment to public travel;

12. Animals, livestock, poultry~~, or bees~~ kept, bred, or maintained for any purpose and in violation of this code;

13. The keeping of bees in violation of State or County of Los Angeles law; or colonies of bees exhibiting defensive or objectionable behavior or interfering with the normal use of neighboring properties;

~~13.~~ **14.** Any property, or any building or structure thereon, maintained in such condition so that it is defective, unsightly or in such condition of deterioration or disrepair that it causes or will cause an ascertainable diminution of the property values of surrounding properties or be otherwise materially detrimental to adjacent and nearby properties and improvements;

~~14.~~ **15.** Any building or portion thereof maintained in a manner which constitutes a substandard building pursuant to Health and Safety Code section 17920.3.

SECTION 6. Section 6-2-2 of the ESMC is amended to add the following definitions in proper alphabetical order:

"Bee" means any stage of the common domestic honey bee, Apis Mellifera species.

"Bee hive" means an enclosure or structure used for the housing of a Bee colony.

SECTION 7. Title 6 of the ESMC is amended to add a new chapter as follows:

"Chapter 5. Beekeeping.

Section 6-5-1. General Requirements.

A. Bee hives may only be maintained in the rear yard on a single-family residential property. For purposes of this Chapter, the term “rear yard” has the same meaning as defined in Section 15-1-6 of this Code.

B. A maximum of three bee hives may be maintained for noncommercial purposes.

C. Any person intending to place and maintain any bee hive on a single-family residential property within the City must comply with all State and County of Los Angeles laws, including, but not limited to, registration of both the beekeeper and the apiary.”

SECTION 8. Section 15-4A-3 of the ESMC is amended as follows:

15-4A-3: PERMITTED ACCESSORY USES:

A. Any use customarily incidental to a permitted use.

B. Accessory dwelling unit, pursuant to article E, "Accessory Dwelling Units," of this chapter.

C. Detached accessory buildings and structures, including private garages.

D. Play structures.

E. Beekeeping, provided such accessory use complies with chapter 5 of title 6 of this code.

~~E~~**F**. Other similar uses approved by the Director, as provided by chapter 22 of this title.

SECTION 9. *Validity of Previous Code Sections.* If the entire Ordinance or its application is deemed invalid by a court of competent jurisdiction, any repeal of the ESMC or other regulation by this Ordinance will be rendered void and cause such ESMC provision or other regulation to remain in full force and effect for all purposes.

SECTION 10. *Enforceability.* Repeal or amendment of any previous Code Sections does not affect any penalty, forfeiture, or liability incurred before, or preclude prosecution and imposition of penalties for any violation occurring before this Ordinance’s effective date. Any such repealed part will remain in full force and effect for sustaining action or prosecuting violations occurring before the effective date of this Ordinance.

SECTION 11. *Severability.* If any part of this Ordinance or its application is deemed invalid by a court of competent jurisdiction, the City Council intends that such invalidity will not affect the effectiveness of the remaining provision or application and, to this end, the provisions of this Ordinance are severable.

SECTION 12. The City Clerk, or her duly appointed deputy, is directed to certify the passage and adoption of this Ordinance; cause it to be entered into the City of El Segundo's book of original ordinances; make a note of the passage and adoption in the records of this meeting; and, within fifteen (15) days after the passage and adoption of this Ordinance, cause it to be published or posted in accordance with California law.

SECTION 13. *Effective Date.* This Ordinance will become effective on the 31st day following its passage and adoption.

PASSED AND ADOPTED this _____ day of _____, 2021.

_____
Drew Boyles, Mayor

ATTEST:

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) SS
CITY OF EL SEGUNDO)

I, Tracy Weaver, City Clerk of the City of El Segundo, California, do hereby certify that the whole number of members of the City Council of said City is five; that the foregoing Ordinance No. ____ was duly introduced by said City Council at a regular meeting held on the ____ day of _____, 2021, and was duly passed and adopted by said City Council, approved and signed by the Mayor, and attested to by the City Clerk, all at a regular meeting of said Council held on the ____ day of _____, 2021, and the same was so passed and adopted by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

_____
Tracy Weaver, City Clerk

APPROVED AS TO FORM:

_____
Mark D. Hensley, City Attorney

ORDINANCE NO. ____

AN ORDINANCE AMENDING TITLES 6, 7 AND 15 OF THE EL SEGUNDO MUNICIPAL CODE TO ALLOW NONCOMMERIAL, BACKYARD BEEKEEPING IN THE SINGLE-FAMILY RESIDENTIAL (R-1) ZONE DISTRICT.

The City Council of the City of El Segundo does ordain as follows:

SECTION 1. The City Council finds and determines as follows:

A. Currently, noncommercial beekeeping is not expressly allowed in the City of El Segundo;

B. The City Council desires to amend the City's Code to allow noncommercial, backyard beekeeping on single-family residential zoned properties, subject to certain requirements.

SECTION 2: *General Plan Findings*. As required under Government Code Section 65860, the ESMC amendments proposed by the Ordinance are consistent with the El Segundo General Plan and the Ordinance is not anticipated to adversely impact the General Plan goals, objectives and policies.

SECTION 3: *Zone Text Amendment Findings*. In accordance with ESMC Chapter 15-26 and based on the findings set forth in Section 2, the proposed zone text amendment is consistent with and necessary to carry out the general purpose of ESMC Tile 15 as follows:

A. It is consistent with the purpose of the ESMC, which is to serve the public health, safety, and general welfare and to provide the economic and social advantages resulting from an orderly planned use of land resources; and

B. It is necessary to facilitate the development process and ensure the orderly location of uses within the City.

SECTION 4: *Environmental Review.* Pursuant to the authority and criteria of the California Environmental Quality Act (CEQA), it has been determined that the proposed ordinance does not have the potential to cause significant effects to the environment and, therefore, the project is exempt from CEQA pursuant to 14 Cal. Code Regs. § 15061(b)(3). This proposed ordinance would not result in any development or changes to the physical environment.

SECTION 5. El Segundo Municipal Code ("ESMC") § 7-1-4 is amended as follows:

7-1-4: NUISANCES; DESIGNATED:

It is unlawful and it is declared to be a public nuisance for any person owning, leasing, occupying, or having charge or possession of any property

within the city to maintain such property in such a manner that any of the conditions listed below are found to exist. This section is not the exclusive definition or designation of what constitutes a nuisance within this city. It supplements and is in addition to other regulatory codes, statutes, and ordinances enacted by the city, state, or any other legal entity or agency having jurisdiction. Designated public nuisances include the following:

A. A violation of any provision of applicable law including, without limitation, the El Segundo municipal code;

B. Any land, the topography, geology, or configuration of which, whether in a natural state or as a result of grading operations, excavations, fill, or other alteration, interferes with the established drainage pattern over the property or from adjoining or other properties which does or may result in erosion, subsidence, or surface water drainage problems of such magnitude as to be injurious to public health, safety and welfare or to neighboring properties;

C. Any building or structure which is partially destroyed, damaged, abandoned, boarded up, dilapidated, or permitted to remain in a state of partial construction;

D. The failure to secure and maintain against public access all doorways, windows, and other openings into vacant or abandoned buildings or structures;

E. Painted buildings and walls, retaining walls, fences or structures that require repainting, or buildings, walls, fences, or structures upon which the condition of the paint has become so deteriorated as to permit decay, excessive checking, cracking, peeling, chalking, dry rot, warping or termite infestation;

F. Any premises, building or structure, wall, fence, pavement, or walkway which is painted in a garish manner or is out of harmony or conformity with the standards of adjacent properties;

G. Any building or structure, wall, fence, pavement, or walkway upon which any graffiti, including paint, ink, chalk, dye, or other similar marking substances, is allowed to remain for more than twenty four (24) consecutive hours;

H. Any wall, fence, gate, or hedge that is damaged, broken, or a hazard or is maintained in violation of this code;

I. Broken windows;

J. Any overgrown, dead, decayed, diseased or hazardous tree, weeds, vegetation, or debris, which:

1. May harbor rats, vermin, or other disease carriers;
2. Is maintained so as to cause an obstruction to the vision of motorists or a hazardous condition to pedestrians or vehicle traffic;
3. Creates a danger or attractive nuisance to the public;
4. Detrimentally affects neighboring properties or property values; or
5. Constitutes a fire hazard;

K. Building exteriors, roofs, landscaping, grounds, walls, retaining and crib walls, fences, driveways, parking lots, planters, sidewalks, or walkways which are maintained in such condition so as to become defective, unsightly, cracked or no longer viable;

L. The accumulation of dirt, litter, trash, junk, feces, or debris in doorways, adjoining sidewalks, walkways, courtyards, patios, parking lots, planters, landscaped or other areas;

M. Any premises upon which there is or is permitted to be,

1. Lumber, building materials, rubble, broken asphalt or concrete, containers, or other similar materials, except where construction is occurring under a valid permit;
2. Junk, solid waste, vegetation, salvage materials, scrap metals, hazardous waste, broken or neglected machinery, dirt or fill material deposited or stored contrary to any law, automobile parts, except within a commercial business lawfully engaged in retail sales;
3. Sinks, fixtures or equipment, appliances or furniture, except lawn furniture in residential yards and new or used furniture lawfully stored or displayed in connection with a valid business engaged in the sale or purchase of the same;
4. Inoperative vehicles, except where permitted by the zoning code;
5. Deteriorated driveways and parking lots, including those containing potholes, or cracks;
6. Abandoned, broken, unused, neglected or unprotected equipment and machinery, ponds, reservoirs and pools, whether or not the same contains any water or liquid, excavations, abandoned wells, shafts, basements, foundations, or other holes, abandoned refrigerators or other appliances, abandoned motor vehicles, any unsound structure, skateboard ramps, or accumulated lumber, solid waste, junk, or vegetation which may reasonably attract children to such abandoned or neglected conditions;
7. Temporary service bins or construction debris storage bins stored on a public street or on private property, except where permitted by this code;
8. Any garbage can, solid waste container, solid waste, packing box or junk placed or maintained so as to be visible from neighboring properties or

the public right of way, except for those times scheduled for collection, in accordance with this code;

9. Any property with accumulations of grease, oil, or other hazardous material on paved or unpaved surfaces, driveways, buildings, walls, or fences, or from which any such material flows or seeps onto any public street or other public or private property, or which is likely to seep or migrate into the underground water table;

10. Any front yard, parkway, or landscaped setback area which lacks turf, other planted material, decorative rock, bark, or planted ground cover or covering, so as to cause excessive dust or allow the accumulation of debris;

11. Any condition of vegetation overgrowth which encroaches into, over, or upon any public right of way including, without limitation, streets, alleys, or sidewalks, so as to constitute either a danger to the public safety or property or any impediment to public travel;

12. Animals, livestock, poultry~~, or bees~~ kept, bred, or maintained for any purpose and in violation of this code;

13. The keeping of bees in violation of State or local law; or colonies of bees exhibiting defensive or objectionable behavior or interfering with the normal use of neighboring property;

~~13.~~ **14.** Any property, or any building or structure thereon, maintained in such condition so that it is defective, unsightly or in such condition of deterioration or disrepair that it causes or will cause an ascertainable diminution of the property values of surrounding properties or be otherwise materially detrimental to adjacent and nearby properties and improvements;

~~14.~~ **15.** Any building or portion thereof maintained in a manner which constitutes a substandard building pursuant to Health and Safety Code section 17920.3.

SECTION 6. Section 6-2-2 of the ESMC is amended to add the following definitions in proper alphabetical order:

"Bee" means any stage of the common domestic honey bee, Apis Mellifera species.

"Bee hive" means an enclosure or structure used for the housing of a Bee colony.

SECTION 7. Title 6 of the ESMC is amended to add a new chapter as follows:

"Chapter 5. Beekeeping.

Section 6-5-1. General Requirements.

A. Bee hives may only be maintained in the rear yard on a single-family residential property. For purposes of this Chapter, the term "rear yard" has the same meaning as defined in Section 15-1-6 of this Code.

B. A maximum of three bee hives may be maintained for noncommercial purposes.

C. Any person intending to place and maintain any bee hive on a single-family residential property within the City must comply with all State and local laws, including, but not limited to, registration of both the beekeeper and the apiary pursuant to Division 13, Chapter 1 of the California Food and Agricultural Code."

SECTION 8. Section 15-4A-3 of the ESMC is amended as follows:

15-4A-3: PERMITTED ACCESSORY USES:

A. Any use customarily incidental to a permitted use.

B. Accessory dwelling unit, pursuant to article E, "Accessory Dwelling Units," of this chapter.

C. Detached accessory buildings and structures, including private garages.

D. Play structures.

E. Beekeeping, provided such accessory use complies with chapter 5 of title 6 of this code.

~~E~~**F**. Other similar uses approved by the Director, as provided by chapter 22 of this title.

SECTION 9. *Validity of Previous Code Sections.* If the entire Ordinance or its application is deemed invalid by a court of competent jurisdiction, any repeal of the ESMC or other regulation by this Ordinance will be rendered void and cause such ESMC provision or other regulation to remain in full force and effect for all purposes.

SECTION 10. *Enforceability.* Repeal or amendment of any previous Code Sections does not affect any penalty, forfeiture, or liability incurred before, or preclude prosecution and imposition of penalties for any violation occurring before this Ordinance's effective date. Any such repealed part will remain in full force and effect for sustaining action or prosecuting violations occurring before the effective date of this Ordinance.

SECTION 11. *Severability.* If any part of this Ordinance or its application is deemed invalid by a court of competent jurisdiction, the City Council intends that such invalidity will not affect the effectiveness of the remaining provision or application and, to this end, the provisions of this Ordinance are severable.

SECTION 12. The City Clerk, or her duly appointed deputy, is directed to certify the passage and adoption of this Ordinance; cause it to be entered into the City of El

Segundo's book of original ordinances; make a note of the passage and adoption in the records of this meeting; and, within fifteen (15) days after the passage and adoption of this Ordinance, cause it to be published or posted in accordance with California law.

SECTION 13. *Effective Date.* This Ordinance will become effective on the 31st day following its passage and adoption.

PASSED AND ADOPTED this _____ day of _____, 2021.

_____
Drew Boyles, Mayor

ATTEST:

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) SS
CITY OF EL SEGUNDO)

I, Tracy Weaver, City Clerk of the City of El Segundo, California, do hereby certify that the whole number of members of the City Council of said City is five; that the foregoing Ordinance No. ____ was duly introduced by said City Council at a regular meeting held on the ____ day of _____, 2021, and was duly passed and adopted by said City Council, approved and signed by the Mayor, and attested to by the City Clerk, all at a regular meeting of said Council held on the ____ day of _____, 2021, and the same was so passed and adopted by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

_____
Tracy Weaver, City Clerk

APPROVED AS TO FORM:

_____
Mark D. Hensley, City Attorney

City Council Agenda Statement

Meeting Date: April 20, 2021
Agenda Heading: STAFF PRESENTATIONS

TITLE:

Contract with RRM Design Group for Consulting Services to Update the Downtown Specific Plan

RECOMMENDATION:

Authorize City Manager to execute a Professional Services Agreement with RRM Design Group for $444,377 to prepare Downtown Specific Plan Update.

(This action is exempt from CEQA pursuant to CEQA Guidelines §15061(b)(3) which is the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment and CEQA does not apply where it can be seen with certainty that there is no possibility that the activity may have a significant effect on the environment.)

FISCAL IMPACT:

The agreement with RRM Design Group for $444,377 will be funded by the General Plan Maintenance Fund (not the General Fund). This fund receives revenue from a dedicated permit fee that is collected from land use developments to be used to update the City's General Plan and applicable Specific Plans. The proposed Downtown Specific Plan Update is a qualifying activity. There is a sufficient balance in the General Plan Maintenance Fund ($850,000) to pay for this project.

BACKGROUND:

The Downtown Specific Plan was adopted in 2000 as a ten-year vision for the future of Downtown El Segundo with a series of stated objectives. Over the last two decades, progress was made toward realizing this vision. Today the downtown area is experiencing new life in some areas; however, not in all areas. At this time, it is appropriate to revisit the Downtown Specific Plan to update the 21 year-old vision in order to ensure long-term sustainability. There are also related issues that this update

will need to be coordinated with. For example, there is the concurrent process of reviewing firms that submitted qualifications to work on redeveloping the Civic Center complex. This project will involve possible residential and commercial development on this critical 3.8-acre site. Another example is the City consultant that is working on updating the Housing Element to incorporate State mandates for more housing. The downtown area may have some candidate sites for additional housing. The selected planning firm to work on the Downtown Specific Plan will need to coordinate with these activities.

Downtown Specific Plan Update Request for Proposals (RFP)

On August 18, 2020, City Council authorized staff to issue a RFP for consultants to assist the City in updating the Downtown Specific Plan and to prepare the necessary Environmental Impact Report (EIR). On October 14, 2020, City released the attached RFP with a deadline to submit responses by December 1, 2020. The goals of the Downtown Specific Plan update were listed in the RFP as follows:

- Maintain the general “feel” of Downtown, often described as Midwestern. This is essential because it is the most distinguishing feature of Downtown. There is no dominant architectural form, and building materials are varied. Emphasis should be on form and quality of appearance.

- Historically significant structures were carefully identified in the DSP. This work should be expanded and enhanced.

- Be able to accommodate medium to high density mixed use or other higher intensity projects. Several sites within Downtown can be identified as more likely to be developed at a greater density, higher floor area ratio, or greater height than the majority of Downtown sites. The City desires to have multiple development tiers with the top tier available for large projects, but subject to higher levels of scrutiny and public hearings.

- Provide for stronger and safe connections to surrounding neighborhoods with emphasis on walkability and bicycle friendly accommodations.

- Allow the City and businesses more flexibility to adapt to economic disruptions, both sudden (COVID-19) and long-term (transition to Internet shopping).

- Parking management solutions that address parking as a community issue.

- Downtown must be part of the housing plan. El Segundo’s need to supply senior housing, workforce housing, affordable family housing, to name a few badly needed housing types, could be greatly assisted if more units were developed in Downtown. This would relieve the burden to add units in other areas of the city and benefit businesses as well.

Selection Criteria

The RFP stated that the City was interested in firms with a proven track record of work on downtown specific plans and EIRs. The following factors were among those evaluated by the City during the selection process for the specific plan consultant:

- Qualifications
- Robustness and efficacy of proposed community and stakeholder engagement
- Appropriateness of approach to meet City's objectives
- Team composition, in-house and subs
- Cost
- References

DISCUSSION:

12 Planning and Environmental Consultant Responses

A total of 12 responses to the RFP were received from the following firms (listed in alphabetical order with each firm's headquarters location):
1. Callison RTKL (Los Angeles, California)

2. Dudek (Pasadena, California)

3. EPD Solutions (Irvine, California)

4. ESA (Los Angeles, California)

5. Gensler (Los Angeles, California)

6. Infrastructure Engineers (Brea, California)

7. KTGY (Irvine, California)

8. PlaceWorks (Los Angeles, California)

9. Rincon (Los Angeles, California)

10. RRM Design Group (San Juan Capistrano, California)

11. Torti Gallas + Partners (Los Angeles, California)

12. WHA (Newport Beach, California)

Consultant Review Process

The review and selection process consisted of three phases. The first phase identified a short list of four respondents rated highest based on the criteria listed above. The second phase consisted of interviews of the top four respondents with the City's evaluation committee, which consisted of the following individuals: Deputy City Manager, City Development Services Director, City Principal Planner, and City Land Use Planning Consultant. The third phase consisted of interviews of the top three respondents. In this phase, the City's evaluation committee was supplemented by representatives from the City's real estate and financial consultant, Kosmont Companies. During the first and second week of March 2021, the second round of interviews was conducted with representatives of the top three firms (RRM Design Group, Torti Gallas + Partners, and Dudek). Each firm demonstrated experience in conducting public outreach efforts, developing specific plans, and preparing environmental impact reports. All three firms are well-qualified with proven track records.

CONCLUSION:

The evaluation committee determined that RRM Design Group is the best suited firm to assist the City with this project. RRM Design Group is headquartered in San Juan Capistrano and has an established field office in El Segundo. This firm stood out and most closely aligned with each of the City's stated Downtown Specific Plan goals and objectives. This firm ranked highest overall in both the interview and written responses to the RFP. It has extensive experience in developing plans for downtowns and neighborhoods, including leading community outreach processes. Further, the proposed budget for this project submitted by RRM Design was within the parameters anticipated by the City and spelled out in the public RFP staff report. Some of the other firm proposals contained budgets that were considerably more expensive. RRM Design Group's proposal is attached.

NEXT STEPS:

Work on this project will commence immediately after an agreement is in place. Some of the key highlights include:

- Staff will hold a kick-off meeting with RRM Design Group in May 2021
- Public outreach process will start in summer 2021
    - Consultation with applicable stakeholders will take place before developing a strategy to move forward with necessary planning

environmental documents.

- Preparation of the Program EIR will take up to 14 months to complete
    - To be prepared in tandem with the work that a yet to be selected developer will be doing in planning for the future of the civic center property.
- Planning Commission Public Hearing – July 2022
- City Council Public Hearing – August 2022
- New Downtown Zoning Adoption – August 2022
- New Downtown Zoning Implementation – September 2022

CITY STRATEGIC PLAN COMPLIANCE:

Goal 1: Enhance Customer Service, Engagement, and Communication; Embrace Diversity, Equity, and Inclusion
Objective 1A: El Segundo provides unparalleled service to internal and external customers.

Goal 4: Develop and Maintain Quality Infrastructure and Technology
Objective 4A: El Segundo's physical infrastructure supports an appealing, safe and effective community.

PREPARED BY:
Paul Samaras
REVIEWED BY:
Paul Samaras
David King
Sam Lee
Barbara Voss
Joseph Lillio
Barbara Voss
APPROVED BY:
Barbara Voss

ATTACHED SUPPORTING DOCUMENTS:

1. Exhibit 1 - Downtown Vicinity Map
2. Exhibit 2 - Downtown Area Map
3. Exhibit 3 - Downtown Specific Plan RFP
4. Exhibit 4 - RRM Design Group RFP Response
5. Exhibit 5 - City Council report dated August 18, 2020
6. Exhibit 6 - Initial Consultant Evaluation Matrix

Exhibit 1 - Downtown Vicinity Map

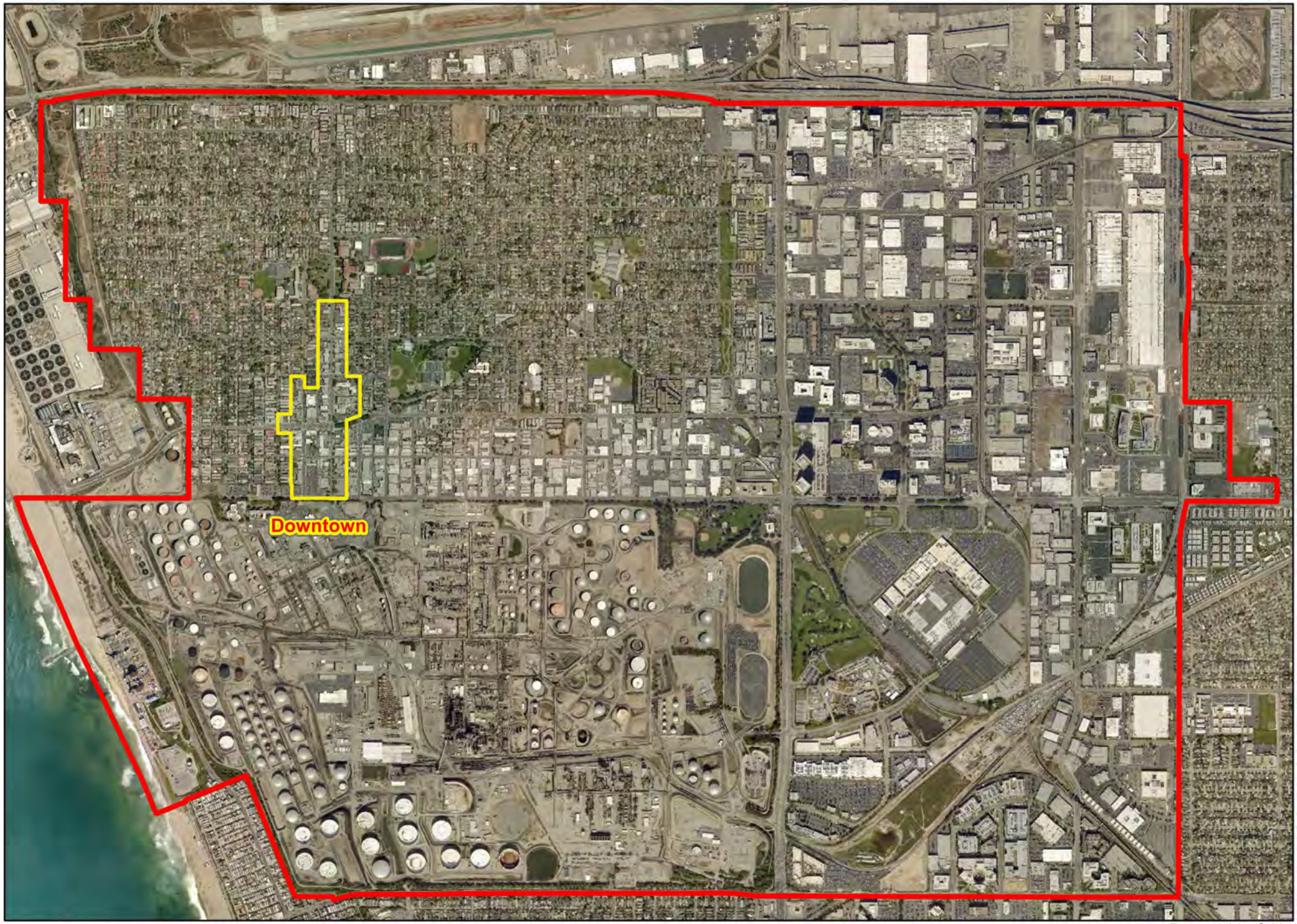
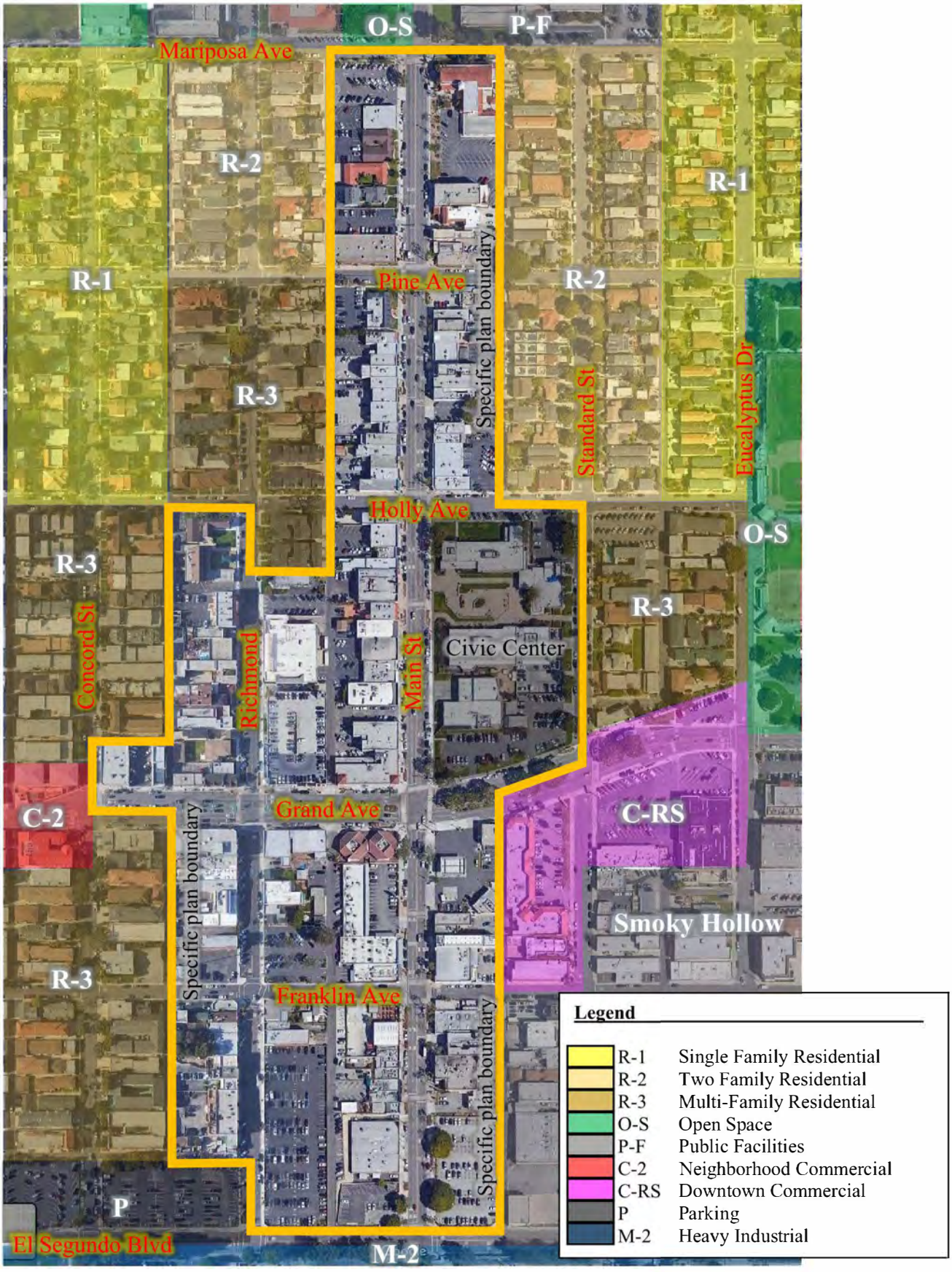


Exhibit 2 — Downtown Area Map (with zones)



EL SEGUNDO
DEVELOPMENT SERVICES DEPARTMENT
REQUEST FOR PROPOSALS

UPDATE OF THE
DOWNTOWN SPECIFIC PLAN

and/or

CEQA ANALYSIS & DOCUMENTATION

(EIR)

October 14, 2020

Inquiries regarding these projects should be directed to:
Paul Samaras, Principal Planner
Psamaras@elsegundo.org

Deadline: Tuesday, December 1, 2020 at 4:00 pm

This is a Request for Proposals (RFP) with two primary components: 1. Assist the City to identify, evaluate and ultimately adopt the most appropriate planning tools to achieve the City's objectives for re-imagining Downtown; and 2. Prepare an Environmental Impact Report (EIR) or Mitigated Negative Declaration if appropriate for project implementation as well as likely future build-out that is anticipated.

The City is seeking experienced yet innovative consulting firms or teams to perform one or both projects. Interested parties are encouraged to respond to the zoning part, the CEQA part, or both.

Background on Downtown El Segundo

The City of El Segundo was incorporated in 1917. El Segundo is considered part of the South Bay sub-region in the southwestern edge of the Los Angeles Coastal Basin. Downtown Los Angeles is about 20 freeway miles from El Segundo. The City has 5.46 square miles with a resident population of about 17,000. The daytime population is over 75,000. The residential population is located west of Pacific Coast Highway on approximately 533 acres of land. The industrial and commercial area east of Pacific Coast Highway represents Fortune 500 companies and a range of businesses including aerospace, biotech, and travel related companies. Commercial development in the City continues to far outstrip the region's ability to provide affordable housing for those employed in El Segundo.

The original city center was built at the north entrance to the Standard Oil refinery, now Chevron refinery. This is where El Segundo's downtown was established. Nearly all of the tremendous industrial and commercial growth of the city described in the paragraph above occurred after the Second World War and one to two miles east of downtown on the other side of Sepulveda Boulevard, now called Pacific Coast Highway. Except for a narrow strip of small industrial support businesses that sprouted up along the northern edge of the refinery in an area called Smoky Hollow, the area surrounding downtown became essentially all residential and institutional uses. Downtown became hemmed in by residential and never grew larger than about eight commercial blocks, just large enough to serve the city's small population.

Background on the Downtown Specific Plan

Downtown thrived at times, but in the 1990s, there was a sense that Downtown needed a boost to reverse a slow economic decline. In 1998 the City Council created the Downtown Task Force to study the issues and make recommendations. Two years later the result was the Downtown Specific Plan (DSP). The Plan's 10-year vision was to:

- Provide a better balance of uses within Downtown;
- Create a more thoughtful and creative use of public space, especially at City Hall;
- Organize creative and consistent programming of events and public activities;
- Create a consistent public-private partnership to market El Segundo's assets to investors and customers;
- Strengthen commitment to the strategic use of key parcels in the Downtown;
- Create more attractive landscaping and street furnishings;
- Improve signage.

Vision and Goals for Downtown

The first and most vital step of reimagining Downtown is community and stakeholder outreach and input gathering. From this exercise a true community vision can be discovered. It is critical to reach voices not often heard because Downtown plays a role in the lives of many people. The community's expectations of Downtown have evolved over 20 years as have the city's demographics and composition of its workforce. Still, today's city leaders have a similar strategic vision for Downtown's prosperity and growth as those in 2000, but they recognize the need to adapt to changing expectations and shifting needs. The DSP no longer serves the needs of a city actively planning its own future rather than just reacting to events of the present.

In the City's 2020-2022 Strategic Plan there are five goals that address the needs of Downtown. These are:

- A continued focus on Main Street infrastructure improvements;
- Repurposing the Civic Center site, which is a prominent part of downtown;
- Reimagining the downtown area;
- Attract senior living facilities to the City; and
- Identify areas within the community that are appropriate for housing.

Based on these strategic goals, the staff sought direction from the City Council on August 18, 2020, to prepare this RFP and to also prepare an RFQ to specifically address the Civic Center site. Based on the City Council's consent, this RFP will focus primarily on Re-imagining Downtown.

Downtown in 2020

In recent years, downtown is exhibiting some signs of renewed investment along with diversification of tenants. The City wants to encourage private investment and enhanced public amenities on a consistent basis. Absent a cohesive strategic approach to land use and development combined with an infusion of significant private investment, Downtown may not reach its optimal potential to serve the City and its residents.

The DSP does not adequately address and approach to Downtown that would enable it to revitalize potential. Following are some examples of problems identified within downtown and the role the DSP plays in slowing the process to finding solutions:

- Downtown businesses lack customers.

  The Downtown businesses that cater to the tens of thousands of workers coming to El Segundo every weekday are typically prosperous. After working hours and on weekends, however, many of these Downtown businesses struggle.

  The lack of a stable base of customers centered on Downtown limits its economic vitality. The DSP's limit of one residential unit per 3,500 square feet of lot area, coupled with other development standards, has resulted in less than ten new units being built downtown since 2000.

- Private lots and old buildings with minimal or no historic significance are not being built on or replaced.

  The DSP's development standards make development of most empty lots or ageing structures challenging. In addition, many of the DSP standards applied to commercial lots are not appropriate to Downtown's historic setting.

  - Parking standards are particularly onerous. The oldest buildings in Downtown were built with little room for parking, but the DSP deals with parking at the lot level instead of as a collective problem that should be addressed at the Plan-level. Even with nonconforming consideration and an in-lieu parking program, new construction is not occurring.

Outcomes and Timing

The City anticipates some basic outcomes from what eventually replaces the DSP. Some of these are carryovers and some are driven by new realities. The following Outcomes are to be considered as the minimum expectations that all proposals must address.

The new planning regime for Downtown must do the following:

- Maintain the general "feel" of Downtown, often described as Midwestern. This is essential because it is the most distinguishing feature of Downtown. There is no dominant architectural form, and building materials are varied. Emphasis should be on form and quality of appearance.
- Historically significant structures were carefully identified in the DSP. This work should be expanded and enhanced.
- Be able to accommodate medium to high density mixed use or other higher intensity projects. Several sites within Downtown can be identified as more likely to be developed at a greater density, higher floor area ratio, or greater height than the majority of Downtown sites. The City desires to have multiple development tiers with the top tier available for large projects, but subject to higher levels of scrutiny and public hearings.
- Provide for stronger and safe connections to surrounding neighborhoods with emphasis on walkability and bicycle friendly accommodations.
- Allow the City and businesses more flexibility to adapt to economic disruptions, both sudden (COVID-19) and long-term (transition to Internet shopping).
- Parking management solutions that address parking as a community issue.
- Downtown must be part of the housing plan. El Segundo's need to supply senior housing, workforce housing, affordable family housing, to name a few badly needed housing types, could be greatly assisted if more units were developed in Downtown. This would relieve the burden to add units in other areas of the city and benefit businesses as well.

The City is open to considering a comprehensive overhaul of the Downtown Specific Plan, the replacement of the Plan altogether, as well as any other zoning tools, such as form-based regulations, that might best meet the City's goals and achieve the intended outcomes. It is expected that various recommended approaches may be significantly more costly than others, therefore total cost will not be a key selection factor if costs are not unreasonable and are offset by efficiency meeting the City's objectives.

Time is especially important for this project due to interconnected ongoing and soon-to-start projects. Most time sensitive among these is the Housing Element update. Housing is already permitted in the Downtown Specific Plan, but for numerous reasons is largely undeveloped. Downtown will play an important role in fulfilling the City's housing goals.

Another critical timing consideration is the anticipated redevelopment of City-owned property, including parking lots, fire and police stations, and City Hall (collectively the Civic Center Site). Released shortly after this RFP will be an RFQ to launch a process to find a developer-partner to explore repurposing the Civic Center site, in whole or partially. Downtown zoning regulation developed in response to this RFP must be capable of allowing and controlling the mass and form of the Civic Center Site Project no later than end of summer 2022.

CEQA

The City anticipates that a Program EIR will be required for this project but is open to other possible approaches in compliance with the applicable CEQA regulatory and statutory framework. A budget for the zoning part should be separate from the CEQA budget if a proposal covers both. The scope of work must provide for a legally defensible EIR that meets all requirements of applicable laws in a timely manner, and include all necessary activities, documents, and billable expenses necessary to achieve that outcome, based on the project described in this RFP.

If the Civic Center Site project is at a state of sufficient readiness when this PEIR is being certified, the Scope of Work may be expanded upon mutual agreement, to include the CEQA process and documentation to tier off of this EIR. This would be an amendment to the contract and is not to be included in the proposal bid at this time.



Requirements to respond to this Request for Proposals
(Applicable to Both Planning and CEQA Parts except where Indicated)

Proposals should include at a minimum, the following information:

- Name, address, telephone number, and e-mail address of the primary contact.
- Consultant's qualifications and prior relevant experience.
- Resumes of consultant project team, including sub-consultants, if any.
- (Planning Part responders only) Community and stakeholder outreach proposal: Consultant's understanding of the need for community and stakeholder outreach and how to obtain meaningful and useful input. Who, both generally and somewhat specifically, are stakeholders and what type of input will be sought from each?
- (Planning Part responders only) Consultant's understanding of the project and a description of how they will approach the project, including discussion of recommended course of action to achieve objectives in timely fashion.
- Scope of work: Narrative scope of services with a breakdown by tasks, including a description of the methods of information gathering and analysis to be used in preparing the deliverables for the project.
- Timeline: Proposed time frame to provide the services starting from the date of receipt of a Notice to Proceed from the City.
- Budget: Consultant's estimated fee for the project. The cost estimates provided by the consultant shall reflect detailed projected hours per the scope of services to be provided, including the cost for attendance at meetings, mileage, and other projected costs. This should be accompanied by a list of the hourly rates for each member of the project team, and expected subcontractor rates, if any.
- Statement that consultant is agreeable to execute the attached City Professional Services Agreement and to provide proof of insurance as noted in the agreement. Minor points of difference can be negotiated and will not be considered in selecting a consultant.
- List of References where the consultant prepared (or is in the process of preparing) similar documents. A minimum of three references are required.

Selection Process and Criteria

The following factors (not necessarily listed in order of priority) will be among those evaluated by the City during the selection process for the zoning consultant:

1. Qualifications
2. Robustness and efficacy of community and stakeholder engagement proposal
3. Appropriateness of approach to meeting City's objectives
4. Costs relative to approach recommended
5. References

The following factors (not necessarily listed in order of priority) will be among those evaluated by the City during the selection process for the CEQA consultant:

1. Qualifications
2. Completeness of scope of work
3. Team composition, in-house and subs
4. Costs
5. References

After evaluation of proposals, the top consultants may be invited to an interview with City staff. Proposals and interviews will be the basis for Staff's recommendation to the City Manager.

Submittal Deadline

Electronic submittal in PDF format only. Submit documents by email to psamaras@elsegundo.org or on a USB thumb drive to the Department of Planning and Building Safety by 4:00 pm, December 1, 2020. The proposal should be addressed to Paul Samaras, Principal Planner.

Questions

All questions about this RFP should be directed to Paul Samaras, Principal Planner, via email to Psamaras@elsegundo.org.

By submitting a response to this RFP, prospective consultant waives all rights to protest or seek any legal remedies whatsoever regarding any aspect of this RFP. The City reserves the right to issue written notice to all participating firms of any changes in the proposal submission schedule, should the City determine in its sole and absolute direction that such changes are necessary. Acceptance of any proposal submitted pursuant to this RFP shall not constitute any implied intent to enter into a contract for consulting services. The City reserves the right to reject any and all proposals.

Attachments

- Vicinity Map
- DSP Areas with Surrounding Zones
- Table of Select El Segundo Demographics, 2000 and 2019
- Downtown Specific Plan
- Sample El Segundo Professional Services Agreement

Vicinity Map



DSP Area with Surrounding Zones

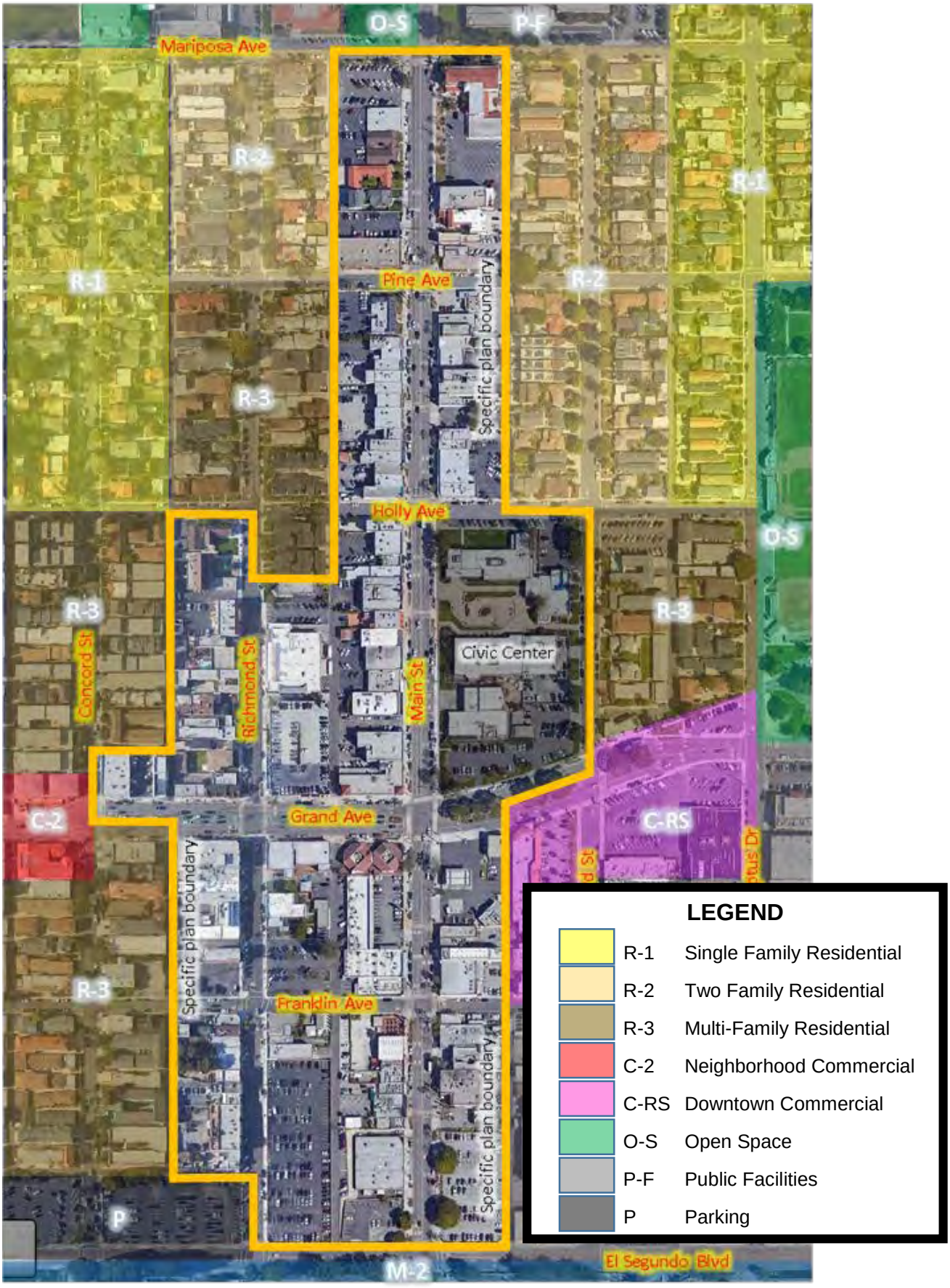


Table of Select El Segundo Demographics
2000 and 2019

	2000	**2019** (estimate)
POPULATION		
Total Population	16,033	16,610
Under 18 (%)	23.7	23.3
65 & over (%)	9.54	11.6
HOUSING		
Owner (%)	41.9	44.3
Median gross rent	$882	$1,785
Persons per household	2.27	2.53
EDUCATION		
High school diploma (%)	92.8	96.3
B.A. or higher (%)	40.8	52.8
INCOMES (not adjusted)		
Median household income	$61,341	$98,813

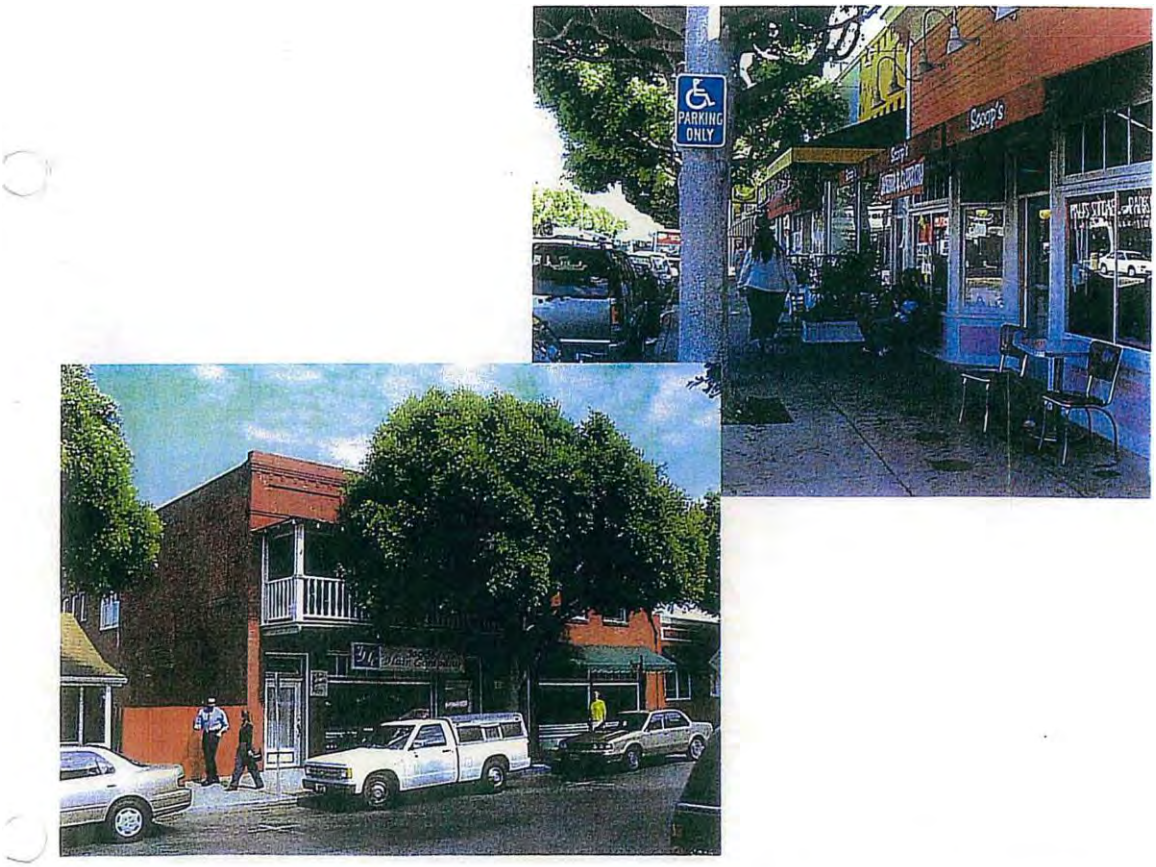
Sources: El Segundo Housing Elements, 4th and 5th Cycles; U. S. Census

Downtown Specific Plan

Adopted August 1, 2000

CITY OF EL SEGUNDO

DOWNTOWN SPECIFIC PLAN



DEPARTMENT OF COMMUNITY, ECONOMIC AND DEVELOPMENT SERVICES

DOWNTOWN SPECIFIC PLAN

ENVIRONMENTAL ASSESSMENT EA NO. 474
GENERAL PLAN AMENDMENT GPA NO. 99-2
ZONE CHANGE NO. 99-2
ZONE TEXT AMENDMENT NO. 99-5

PREPARED BY:
CITY OF El SEGUNDO

DEPARTMENT OF COMMUNITY, ECONOMIC
AND DEVELOPMENT SERVICES

WITH ASSISTANCE FROM:
E.I.P. ASSOCIATES
URBAN DIMENSIONS
MEYER, MOHADDES ASSOCIATES, INC
KEYSER MARSTON ASSOCIATES, INC.

ADOPTED: August 1, 2000 | ORDINANCE NO. 1319
AMENDED BY:
ORDINANCE NO. 1336
RESOLUTION NO. 4339
ORDINANCE NO. 1368
RESOLUTION NO. 4347
RESOLUTION NO. 4382
ORDINANCE NO. 1387
ORDINANCE NO. 1400
RESOLUTION NO. 4599
ORDINANCE NO. 1429
ORDINANCE NO. 1447
ORDINANCE NO. 1421
ORDINANCE NO. 1549

Acknowledgements

CITY OF EL SEGUNDO -CITY COUNCIL

Mike Gordon - Mayor
Sandra Jacobs -Mayor Pro Tem
John G. Gaines - Councilmember
Kelly McDowell - Councilmember
Nancy Wernick - Councilmember

PLANNING COMMISSION

Brian Crowley -Chairman
Gary Wycoff -Vice-Chair
Jim Boulgarides -Commissioner
Philip Mahler - Commissioner
Michael J. Kretzmer -Commissioner

CITY STAFF

Mary Strenn -City Manager
James M. Hansen -Director of Community, Economic and Development Services
Chris Ketz - Planning Manager
Laurie B. Jester -Senior Planner and Project Manager

DOWNTOWN TASK FORCE

Bill Crigger -Co-Chair
Michael J. Kretzmer -Co-Chair
Joanne Edelfson
Dennis Estill
Frank Glynn
Pat Hart
Fred Hickey
Eric Johnson
Bert Jones
Brenda Newman
Brian Polkinghorne
Jack Pursell
Bill Ruane
Susan Truax
David Weherly
Nicky Wislocky

The City extends many thanks to the members of the Downtown Task Force. Without the tremendous time and energy contributed by this dedicated team of community leaders, this Plan would not be possible.

This Plan was prepared by City staff with assistance from a consultant team consisting of:

E.I.P. Associates
Urban Dimensions
Meyer, Mohaddes Associates, Inc.
Keyser Marston Associates, Inc.

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APPENDICES (SEPARATE DOCUMENT)

Appendix I: Downtown Specific Plan Concept Document -Approved by the Downtown Task Force, February 22, 2000.

Appendix II: Developing a Vision for Downtown El Segundo -Submitted to the El Segundo City Council, November 8, 1998 by the El Segundo Downtown Task Force.

Appendix III: Circulation Element Update Technical Report - Main Street/Downtown Commercial District Circulation Analysis - Prepared by Meyer, Mohaddes Associates, Inc. February, 2000.

Appendix IV: El Segundo Downtown Demographic Data - Prepared by Keyser Marston Associates, Inc. November 8, 1999.

Appendix V: Implementation Funding Options for Downtown Specific Plan - Prepared by Keyser Marston Associates, Inc. April/18 and 27, 2000.

Appendix VI: Initial Study - Environmental Checklist Form and Mitigated Negative Declaration Prepared by the City of El Segundo, Community, Economic and Development Services Department, April 21, 2000.

Appendix VII: City Council Ordinance No. Approving the Downtown Specific Plan, Adopted August 1, 2000.

I. INTRODUCTION

A. Specific Plan Project Description

The proposed project is a Specific Plan for the Downtown area of El Segundo. The Plan envisions a ten-year horizon for planning and development purposes. Although the Plan will not "expire" in ten-years, it is anticipated that the goals of the Plan will be achieved within the ten-year planning horizon, and that the Plan will be re-evaluated, updated and revised, if necessary, after ten years. The project includes a General Plan Amendment (GPA 99-2), a Zone Change (ZC 99-2) and a Zone Text Amendment (ZTA 99-5). The Downtown Specific Plan encompasses the majority of the Downtown Commercial (C-RS) Zone, as well as the Civic Center Complex, which is zoned Public Facilities (P-F). The Plan area is generally located west of Sepulveda Boulevard and north of El Segundo Boulevard (Exhibits 1-3). El Segundo's Downtown is the heart of the community. Due to its location within the community and distance from regional arterials, Downtown remains a small, distinct district approximately two blocks by five blocks in size.

The Plan area is currently developed with commercial, residential and public uses, and future development is anticipated to be similar in nature. The entire Specific Plan area is approximately 26.3 acres in size. The majority of the lots within the Specific Plan area are 25 feet wide by 140 feet deep, 3500 square feet in area, although many of the lots have been combined and developed under common ownership.

In general, the purpose of the Specific Plan is to provide the opportunity to implement the Vision of the community for the Downtown; to enhance the quality small town environment that the residents currently enjoy. The Plan provides this opportunity by the adoption of new development standards, design regulations, and other criteria. The City Council initiated the preparation of a Specific Plan in response to concerns and requests from the community to enhance the Downtown environment that the residents value so highly.

The Specific Plan will provide land use and development standards for the area including, but not limited to, standards for heights, setbacks, density, lot area, outdoor uses, landscaping, parking, loading, circulation and signage. Design standards will also be included within the Specific Plan to regulate site development, street configurations, streetscape (sidewalks, street furniture, bus stops, bicycles), landscaping, lighting (street and pedestrian, decorative and security), architecture and signage. The Specific Plan is divided into six Districts, each having distinct characteristics and standards. Two related projects, which are currently separately underway, are the update of the City's Circulation and Housing Elements.

The current and proposed development standards allow a commercial density or floor area ratio (FAR) of 1.0:1. An example of a FAR or density of 1.0:1 is a 3,500 square foot lot would allow a 3,500 square foot building. One strategic site, the City parking lot (17,500 square feet in area) on the northeast comer of Richmond Street and Franklin Avenue, in the 200 block of Richmond Street, is proposed to allow a 1.5:1 FAR. The Specific Plan area currently has approximately 560,000 square feet of commercial uses. For this evaluation, a ten-year horizon was used with an addition of 271,814 square feet of new commercial uses. This is 24% of the maximum 1,123,848 square feet of total build-out allowed by the current zoning and General Plan.

The current zoning allows a maximum of 276 dwelling units within the Plan area. This equates to one unit per 25 foot wide lot (12.5 dwelling units per acre), not including the Civic Center site. Currently there are approximately 87 residential units in the Plan area.

Two locations for plazas have been identified. One is the existing plaza fronting Main Street at the Civic Center and the other is located to the rear of the Pursell Building, (on the northwest comer of Main Street and Grand Avenue), across the alley from the Grand Avenue District (on the northeast comer of Richmond Street and Grand Avenue). Plazas are intensively used gathering places and serve as the hub for neighborhood activity. They are designed to accommodate resting, eating, strolling and people watching. Plazas are typically ringed by restaurants, galleries and other retail uses. Food service and goods from portable retail carts or wagons are often available within plazas.

As part of a zone change adopted in September 2005, the western boundary of the Downtown Specific Plan was expanded to include several properties on the north and south sides of West Grand Avenue between the alley west of Richmond Street and Concord Street to establish the new “West Grand Avenue Transitional District.” The West Grand Avenue Transitional District is added to encompass several properties that are similar in nature to those within the Plan Area by moving the western boundary of the Plan Area to Concord Street. (Ord. 1387, November 15, 2005)

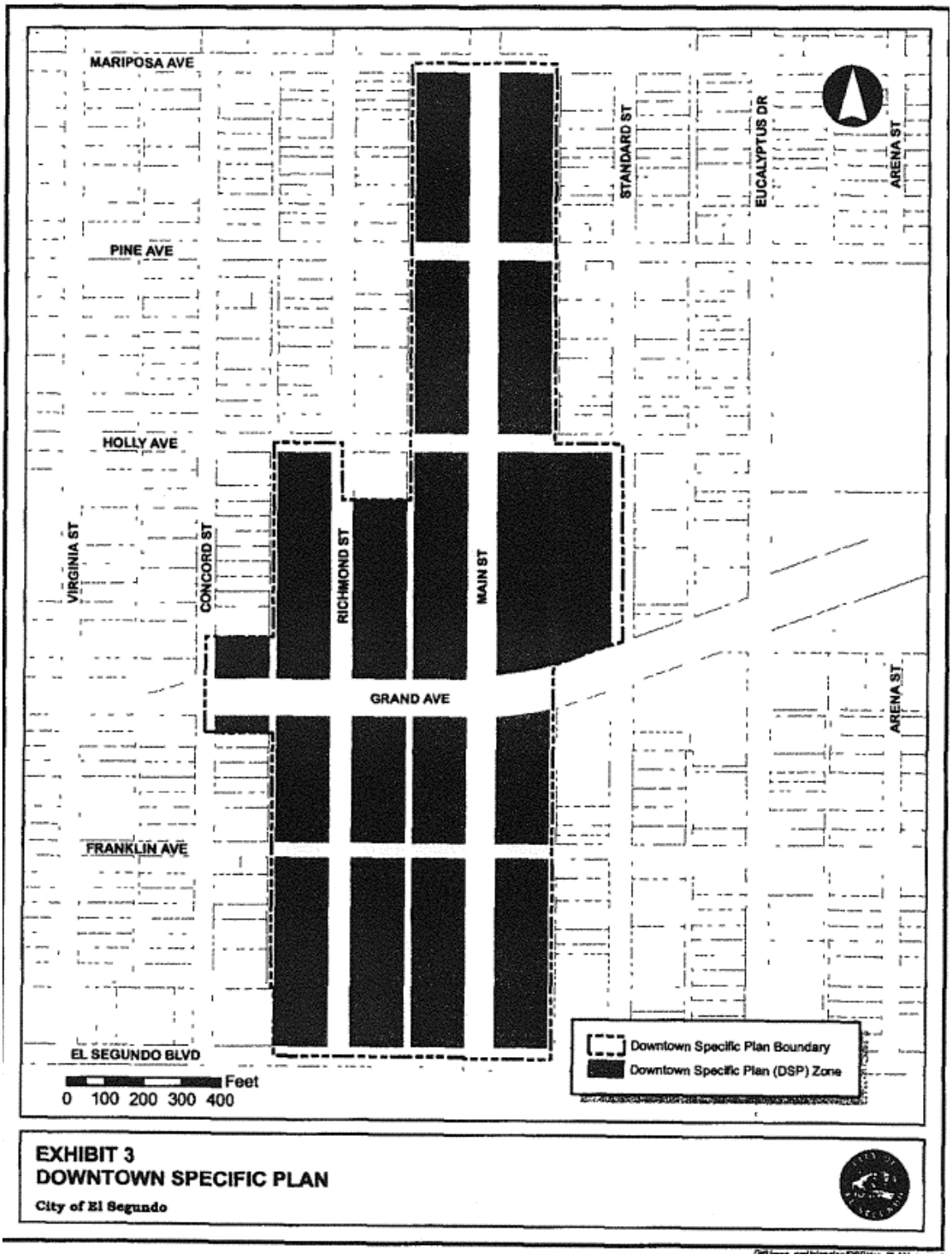
EXHIBIT 1
REGIONAL LOCATION



EXHIBIT 2
LOCAL VICINITY



EXHIBIT 3
DOWNTOWN SPECIFIC PLAN



(Ord. 1387, November 15, 2005)

B. Specific Plan Boundary

The Plan area includes the 100-500 blocks of Main Street, the 100-300 blocks of Richmond Street and the abutting property along Grand Avenue. The 200 block of West Grand Avenue between Concord Street and the alley west of Richmond Street was incorporated into the Specific Plan area in September 2005. The alleys to the east and west of Main and Richmond Street form the perimeter boundaries of the Plan area, with the exception of the 300 block east side of Main Street as the Civic Center Complex extends east to Standard Street. (Ord. 1387, November 15, 2005)

The Downtown is divided by three principal streets -Main Street, Grand Avenue, and El Segundo Boulevard. Additionally, three smaller streets-Franklin, Holly and Pine Avenues cross the Plan area, running in an east-west direction. Each of the three principal streets connects to major, region-serving arterials or freeways. El Segundo Boulevard, on the southern boundary of the Plan area, runs in an east-west direction and connects to the I-405 Freeway and to Sepulveda Boulevard. Grand Avenue, an east-west street, connects to Sepulveda Boulevard on the east and the beach to the west. Main Street runs north and south between El Segundo Boulevard and Imperial Highway, which borders Los Angeles International Airport (LAX). Main Street has an 80-foot right-of-way with 12-foot sidewalks and 56 feet of paving, curb to curb. Richmond Street, which runs in a north-south direction and is one block west of Main Street, has a 60-foot right-of-way, with 10-foot sidewalks and 40 feet of street, curb to curb. The I-105 Freeway is north of the Plan area, immediately north of Imperial Highway.

Grand Avenue is one of only two City streets that connects to the beach. It is the principal east-west street in Downtown El Segundo and crosses both Main and Richmond Streets. The portion of Grand Avenue addressed in the Downtown Specific Plan is between Main and Concord Streets. Beyond Concord Street, Grand Avenue crests the hill of an ancient sand dune and disappears from view toward the ocean. Grand Avenue to the west of Concord Street has recently been planted with Cajeput trees to provide a visual welcome to El Segundo.

Grand Avenue is one of the widest streets in the City, having formerly been the early alignment of one of the trolley cars that criss-crossed the region before falling victim to the automobile. The right--of-way is 100 feet in width with 10-foot sidewalks on both sides and an 18-foot center median, including a 4-foot median and 7-foot wide parallel parking areas on each side of the center island. Parallel parking is also provided on both curb lanes.

C. Specific Plan Vision

In November of 1998, a Downtown Task Force of community and business leaders appointed by the City Council presented a 7 page summary report entitled "Developing a Vision for Downtown El Segundo". In July, 1999, the City Council re-formed the Downtown Task Force to develop a Specific Plan and Vision Statement for future development of the Downtown area. The Downtown Task Force conducted numerous meetings, and at its final meeting on February 22, 2000 adopted a Specific Plan Concept Document including the following Vision Statement. The Planning Commission reviewed the draft Specific Plan Document, developed from the Task Force concepts, and in May, 2000 recommended approval of the Specific Plan, including the following Vision Statement, to the City Council. The following is the Vision Statement for the Downtown Specific Plan adopted by the Task Force:

Downtown is the heart of El S*egundo. It is the focal point for the community and one of the cohesive elements that ties the community together. The Vision -for the Downtown is to:*

- *Provide* a *better balance of uses.*
- *Create* a *more thoughtful and creative use of public space.*
- *Organize creative and consistent programming of events and public activities.*
- *Create* a *consistent public-private partnership to market El Segundo's assets to investors and customers.*
- *Strengthen commitment to the strategic use of key parcels in the Downtown.*
- *Create more attractive landscaping and street furnishings.*
- *Improve signage.*

D. Downtown Philosophy and Concept

The Downtown Task Force also adopted the following Downtown philosophy and concept, as part of the Specific Plan Concept Document which was adopted on February 22, 2000:

- Service residents, local employees and visitors.
- Maintain a safe and secure environment.
- Maintain architectural and economic diversity with a mix of retail, office, service and residential.
- Maintain and enhance pedestrian friendly environment.
- Enhance the "village" character.
- Enhance the "Midwest-feel" and the "Gaslamp" (San Diego) character.
- Consolidate retail to encourage synergy between businesses and to facilitate pedestrian access.
- Shrink Downtown retail area if supported by market analysis, converting non-core areas to a mix of offices and multi-family residential, to avoid the blight of vacancies.
- Encourage a mixture of uses and "target' uses at strategic sites through financial incentives and pro-active marketing and advertising.
- Encourage preservation of historically significant buildings on Richmond Street.
- Enhance Civic Center Plaza, as the focal point of Downtown.
- Continue to support and expand the farmers market.
- Use design review process to achieve aesthetic goals.
- Establish a Business Improvement District (B.I.D.) -300, 400 & 500 blocks Main Street only.

E. Statutory Authority

California Government Code Sections 65450 through 65457 provide the necessary authorization for the City of El Segundo to prepare and adopt this Specific Plan. Hearings are required by both the Planning Commission and City Council, after which the Specific Plan can be adopted by the Council either by resolution (as policy) or by ordinance (as regulation). This document has been adopted by ordinance as a regulation. In addition to the Planning Commission and City Council public hearings, two Downtown Task Forces of community residential and business representatives held numerous public meetings and provided the groundwork for the Vision Statement and concepts of the Plan.

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

The Downtown Specific Plan supersedes other regulations and ordinances of the City for the control of land use and development within the Specific Plan boundaries. The Specific Plan may be amended to further the systematic implementation of the General Plan.

II. OVERVIEW OF THE SPECIFIC PLAN SURROUNDING AREA

A. The Community

1. Location Context

The Downtown Specific Plan area is located in the northwest-quadrant of the City of El Segundo. Surrounding land uses in the area are generally residential in nature, one to three stories in height. The surrounding area and project area is a fully developed urban environment.

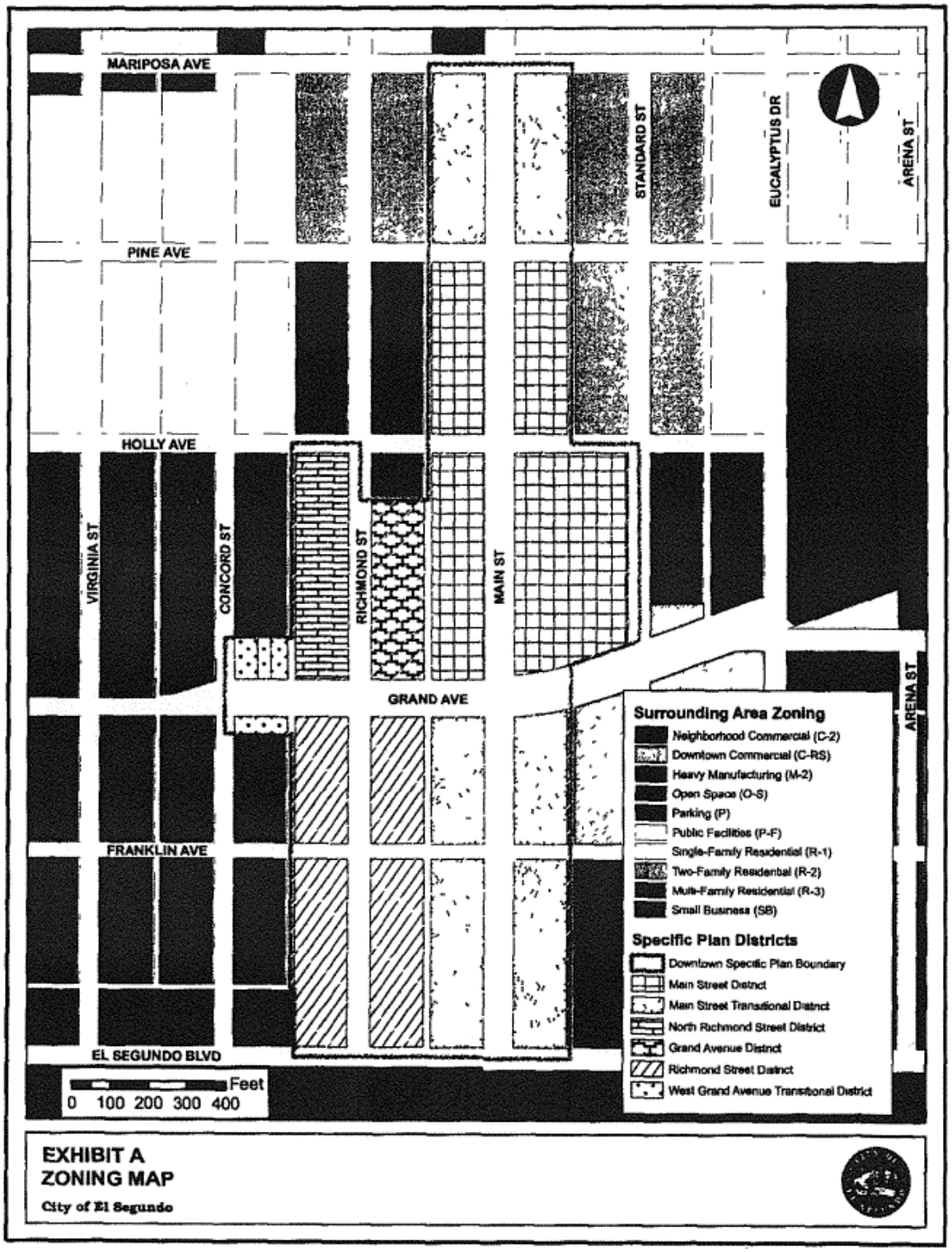
The El Segundo High School campus, the Library and Library Park are located north of the Specific Plan area on Main Street. To the east and west of the 500 block of Main Street is a Two-Family Residential (R-2) Zone, developed mainly with duplexes and two-family dwellings, on Richmond and Standard Streets. To the west of the balance of the Specific Plan boundary is mainly Multi-Family Residential (R-3) zoning, which is developed with small (3-12 unit) apartment and condominium complexes, on Richmond and Concord Streets. Further beyond the R-2 and R-3 Zones is Single-Family (R-1) Residential zoning and development, on Concord and Virginia Streets. (Exhibit 4)

To the west of the Specific Plan area there are a few parcels zoned Neighborhood Commercial on Grand Avenue and Parking (P) on El Segundo Boulevard. The development of these sites includes offices, apartments and a child day-care facility. To the east of the 400 block of Main Street is a Two-Family Residential (R-2) Zone on Standard Street, again developed consistent with the zoning designation. To the east of the 300 block of Main Street is largely Multi-Family Residential (R-3), developed similarly to the areas to the west of the Specific Plan boundary. Additionally, there are a few parcels zoned and developed as Parking (P), on Standard Street, and Downtown Commercial (C-RS), on Grand Avenue, similar to the west of the Plan area. To the east side of the 200 block of Main Street, on Standard Street, is an area that is also zoned and developed as Downtown Commercial (C-RS), again with similar commercial uses and densities. (Ord. 1387, November 15, 2005)

To the east of the 100 block of Main Street, on Standard Street, is a small industrial zone within the Smoky Hollow Specific Plan area with a zoning designation of Small Business (SB). The land uses in this area (light industrial, warehousing etc.) are consistent with the zoning. South of El Segundo Boulevard is the Chevron Refinery, which is zoned Heavy Industrial (M-2), consistent with the land use.

The majority of the 100 block of the east side of Richmond Street is a surface parking lot for the Chevron Refinery immediately to the south. Smaller Chevron parking lots also occupy the west side of Richmond and the 100 block of Main Street. There are four small City owned surface parking lots with a total of approximately 115 parking spaces, which are open and free to the public, within and immediately adjacent to the Plan area.

EXHIBIT 4
ZONING MAP



(Ord. 1387, November 15, 2005)

All of the Zoning designations on the surrounding properties are generally consistent with the General Plan land use designations. Residential and commercial construction dates from the early 1900's to the present day, offering a variety of architectural styles.

There are no known endangered plant species associated with the proposed Specific Plan area and none that are known to be associated with the immediate locale. Similarly, there are no known rare or endangered animal species associated with the area or its locale. No known animal life is located in the area. Further, there are no known agricultural, biological, or scenic resources of recognized value located within the Plan area nor in the immediate vicinity.

2. Demographics

The community served by the City of El Segundo's Downtown includes a very diverse population, representing the full spectrum of social, environmental and economic interests.

In 1998, El Segundo had an estimated population of 16,424 residents, a daytime population of approximately 75,000 and a total of 7,300 dwelling units. In 1999, the total residential population within a 1, 3, and 5-mile radius, using the Downtown Specific Plan area as a focal point, was 14,483, 70,647, and 400,618, respectively. The population within the 5-mile radius is projected to be 419,301 in the year 2004, with a growth rate of 4.66%.

During 1980 to 1995, El Segundo's population has increased by 11 %, while housing units have increased by 14%. In 1999, the number of households within the 1, 3, and 5-mile rings from the Specific Plan area, was 6,346, 30,311, and 154,392, respectively. From 1999 through 2004, the number of households is expected to grow by almost 5%. The average household income in 1999 within the same 1, 3, and 5-mile rings was $72,200, $99,000, and $71,500, respectively.

3. Economic Context

Over the past seventy-five years, the City of El Segundo has established itself as a major employment center for a variety of industrial, aerospace, high-tech and airport-related businesses. In 1998, El Segundo boasted a daytime working population in excess of 75,000 persons. El Segundo is home to many major corporations including Chevron, Computer Sciences, Hughes, TRW, Mattel, Raytheon, Xerox, Aerospace, and Northrop Grumman. The City also provides approximately 2,048 hotel rooms and Los Angeles International Airport is located immediately to the north of the City. These factors provide market opportunities for the Downtown.

The City is aggressively marketing itself as a favorable business environment using the concept of a "Small Town for Big Business." The Downtown District offers a variety of neighborhood serving commercial uses that support residents, businesses and visitors to the City. El Segundo's Downtown is known for its "small town" atmosphere.

B. Land Uses

The majority of the Specific Plan area is developed with neighborhood service commercial uses, including uses such as beauty shops, drug, jewelry, and antique stores, restaurants, medical, dental and general offices, banks and similar uses. The Plan area also includes approximately *B2* existing residential units, mainly small *(1-B* unit) apartments in mixed-use developments, with the primary use being commercial. The Civic Center, which includes the City Hall, and Police and Fire Stations, is also located in the Specific Plan area.

The existing development within the Plan area is largely 1 to 2 stories in .height, with a few 3 to 4 story buildings, which step with the rolling topography. The current development standards allow 45 feet in height for construction. The proposed standards allow 30 foot building heights abutting streets and 45 feet at the rear of lots. The total square footage of existing commercial development within the Plan area is approximately 560,000 square feet with an average floor area ratio (FAR) of approximately 0.5 and a range of approximately 0.2 to 1.5 FAR. The current and proposed standards allow an FAR of 1.0:1, with the exception of one site which allows an FAR of 1.5:1.

C. Existing Utilities and Infrastructure

1. Water Service

Water service is provided by the City of El Segundo. City owned 6 and 8 inch water mains are available beneath the north-south alleys in the Specific Plan area from which service connections may be made. There are no water mains within Main and Richmond Streets. There is a water main within the right-of-way along the south side of Grand Avenue; The nearest reclaimed water service is within the 300-500 blocks Eucalyptus Drive and within Mariposa Avenue between Eucalyptus Drive and Virginia" Street.

2. Fire Protection

Fire Station 1, located on the northeast comer of Main Street and Grand Avenue within the Civic Center Complex is within the Specific Plan area. The provision of water for fire suppression is provided from existing hydrants throughout the Plan area; with at least one on each block. Projected occupancy loads in the Specific Plan Area, the potential of life hazard and the degree of fire hazard are all consistent with current conditions.

3. Sewer Service

Sanitary sewage from this area is treated by the Hyperion Wastewater Treatment Facility owned by the City of Los Angeles. Sewer service is available through City of El Segundo owned B-inch sewer mains within the north-south alleys in the area. Sewer service is also available from sewer mains within City streets with the exception of 300-400 blocks of Main Street, and 100-200 blocks of Richmond Street which only have alley sewers.

4. Gas/Electric/Telephone Service

These utilities are currently existing within the Plan area. Since the project development levels are only slightly above those already approved in the existing General Plan, it is anticipated that adequate facilities are available. Future development and implementation of the Plan would not exceed any regional population or growth assumptions.

5. Solid Waste Disposal

Solid waste disposal is provided to commercial users by a variety of private haulers. The City of El Segundo provides residential solid waste disposal service. Commercial development within the Specific Plan area would contract with a provider. Landfill capacity for the planning term (10 years) is adequate for assumed population and commercial growth within Los Angeles County. Future development and implementation of the Plan would not exceed any assumptions for either population or commercial growth in the region.

6. Public and Private Transportation

Currently there are three Los Angeles County Metropolitan Transportation Authority (MTA) bus lines that service the Downtown; Lines 124, 125 and 439. Line 124 operates from Compton to El Segundo along El Segundo Boulevard, Line 125 operates from La Mirada to El Segundo along Rosecrans Avenue and Line 439 operates from Redondo Beach to Downtown Los Angeles via El Segundo. The City of El Segundo operates a Dial-A-Ride service throughout the City as well as a summer beach shuttle.

III. RELATIONSHIP OF THE SPECIFIC PLAN TO THE EXISTING GENERAL PLAN

The Specific Plan is based on a ten-year outlook for development and growth. The Specific Plan envisions the continuation and expansion of the existing neighborhood serving commercial and residential uses, in an enhanced environment, maintaining the "small town" atmosphere with moderate density. The development will continue to serve the residents, local employees and visitors to the City. The Specific Plan policies and regulations are supportive of the Plans goals and Vision by creating a pedestrian-oriented environment with enhanced streets, streetscapes and building facades.

The following details the existing General Plan goals, objectives, policies, and programs which are applicable to the Downtown Specific Plan.

A. Economic Development

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

Objective ED3-1
To create an economically viable and stable Downtown area that uniquely contributes to El Segundo's commercial options.

Policy ED3-1.1
Strive to present a clear and consistent image of what the Downtown area is and how it can serve El Segundo's residential and business communities.

Policy ED3-1.2
Preserving the Downtown area's economic viability should be a priority.

Policy ED3-1.3
Encourage revitalization efforts that improve the appearance of Downtown area businesses.

Policy ED3-1.4
Augment the Downtown area’s atmosphere and accessibility by addressing vehicle circulation, parking and streetscape issues.

Policy ED3-1.5
Encourage a mix of retail and commercial businesses that stimulate pedestrian traffic and meet the communities changing needs for goods and services.

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

B. Land Use

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

Objective LU1-4
Preserve and maintain the City's Downtown and historic areas as integral to the City's appearance and function.

Objective LU1-5
Recognize the City as a comprehensive whole and create policies, design standards, and monumentation that will help create a sense of place for the entire City.

Policy LU 1-5.1
Encourage active and continuous citizen participation in all phases of the planning program and activities.

Policy LU1-5.2
Adopt a comprehensive sign ordinance which will regulate the quantity, quality and location of signs.

Policy LU1-5.3
Preserve existing street trees and encourage new ones consistent with the City Street Tree Program.

Policy LU1-5.4
Adopt action programs which will provide for planting of trees in all the City streets, landscaping of median strips in major and secondary highways, improvement and beautification of parking lots, railroad rights-of-way, unsightly walls or fences and vacant lots.

Policy LU1·5.5
Develop an active program to beautify the major entrances to the City. Landscaping and an attractive monument with the City's name and other design features would heighten the City's identification.

Policy LU1·5.6
Require all projects to adhere to the processing and review requirements found in the City Zoning Ordinance and the guidelines for the implementation of the California Environmental Quality Act (CEQA).

Policy LU1·5.9
Develop standards to address the potential impacts of drive-thru restaurants on residential uses.

The Downtown Specific Plan is consistent with the above detailed General Plan Land Use Goal, Objectives and Policies in that on~ of the Plan's goals is to maintain the "small town" atmosphere. The Plan also strives to preserve the Downtown's historic areas, create a sense of place, provide for citizen input through the Downtown Task Force, and Planning Commission and City Council public hearings, provide sign regulations, encourage street trees, landscaping, and entry statements, provide CEQA review and prohibit drive-thru restaurants.

Goal LU2: Preservation and Enhancement of El Segundo's Cultural and Historic Resources

Preserve and enhance the City's cultural heritage and buildings or sites that are of cultural, historical, or architectural importance.

Objective LU2·1
Maintain the distinct character of the existing areas of the City.

Policy LU2·1.1
New development adjacent to a building of cultural, historical, or architectural significance shall be designed with a consistent scale and similar use of materials.

Objective LU2-2
Encourage the preservation of historical and cultural sites and monuments.

Policy LU2-2.1
Take an active role in documenting and preserving buildings of cultural, historical, and architectural significance. This should include residential, non-residential, and publicly-owned buildings.

Program LU2-2.1A
The City shall conduct a thorough survey of all buildings of cultural, historical, or architectural significance within the City.

Program LU2-2.1 B
The City shall investigate methods for preserving historical buildings, including overlay zoning districts, historical designations and national register listings.
The Downtown Specific Plan is also consistent with the Goals, Objectives and Policies which encourage preservation and enhancement of the Downtown's cultural and historical resources, in that the Implementation and Design Standards sections of the Plan propose the establishment of Historic Preservation criteria for the 100 and 200 blocks of Richmond Street with incentives and disincentives to encourage the preservation and enhancement of the historical buildings in this area.

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

Objective LU4·2
Create an integrated, complimentary, attractive multi-use Downtown to serve as the focal point for the civic, business, educational, and social environment of the community.

Policy LU4-2.1
Revitalize and upgrade commercial areas, making them a part of a viable, attractive and peopleoriented commercial district. Consideration should be given to aesthetic architectural improvements, zoning and shopper amenities.

Policy LU4·2.2
The City shall participate in Downtown revitalization efforts through a commitment of staff time and technical assistance.

Policy LU4-2.3
Utilize public spaces for Downtown activities and special events.

Policy LU4-2.4
The City shall commit to maintaining and upgrading where necessary the public areas Downtown.

Policy LU4·2.5
The Downtown area will provide adequate parking, through both public and private efforts, to meet demand.

Program LU4-2.5A
Develop an on-going program to analyze the peak hour parking needs of the Downtown area.

Policy LU4-2.6
The Downtown area shall maintain and encourage low-scale architectural profile and pedestrian oriented features, consistent with existing structures.

Policy LU4-2.7
Investigate development of shuttle service to provide public transportation access to Downtown, as well as future commercial areas.

Policy LU4·2.8
Limit number of "fast food" (lunchtime) restaurants in the Downtown area, to address parking concerns at peak hours.

Policy LU4-2.9
Within one year after adoption of the General Plan, the City shall initiate the development of a Downtown Traffic Mitigation Plan, designed to mitigate traffic impacts associated with development at FAR 1.0.

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

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

Objective LU7·1
Provide the highest and most efficient level of public services and public infrastructure financially possible.

Policy LU7·1.3 Develop, adopt, and implement a street lighting plan which provides a uniform and high quality of streetlights in all areas of the City.

Objective LU7·2
Promote City appearance and cultural heritage programs.

Policy LU7-2.5
All public facilities and utilities should be designed to enhance the appearance of the surrounding areas in which they are located.

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

C. Circulation

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

Objective C1-1
Provide a roadway system that accommodates the City's existing and projected land use and circulation needs.

Policy C1-1.6
Provide adequate intersection capacity to the extent possible on Major, Secondary and Collector Arterials to prevent diversion through traffic into local residential streets.

Policy C1·1.8
Provide a/l residential, commercial and industrial areas with efficient and safe access for emergency vehicles.

Policy C1-1.14
Within one year after adoption of the General Plan, the *City* shall initiate development of a Downtown traffic mitigation plan designed to mitigate impacts associated with development at FAR 1.0.

Objective C1-2
Provide a circulation system consistent with current and future engineering standards to ensure the safety of the residents, workers and visitors of El Segundo.

Policy C1-2.1
Develop and maintain a circulation system which shall include a functional hierarchy and classification system of arterial highways that will correlate capacity and service function to specific road design and land use requirements.
The Specific Plan is also consistent with the Circulation Element Goal, Policies, and Objectives detailed above in that the circulation system in the Downtown area is safe, convenient and cost effective. The three-lane proposal on Main Street has been evaluated and can accommodate the circulation needs with minor intersection improvements and the circulation system will continue to provide emergency vehicle access. Alternatively, a two-lane configuration with a left-turn pocket will also maintain an acceptable level of service.

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

Objective C2-1
Provide a pedestrian circulation system to support and encourage walking as a safe and convenient travel mode within the City's circulation system.

Policy C2-1.6
Encourage shopping areas to design their facilities for ease of pedestrian access.

Policy C2-1.7
Closely monitor design practices to ensure a clear pedestrian walking area by minimizing obstructions, especially in the vicinity of intersections.

Objective C2-2
Provide a bikeway system throughout the City to support and encourage the use of the bicycle as a safe and convenient travel mode within the City's circulation system.

Policy C2-2.1
Implement the recommendations on the Bicycle Master Plan contained in the Circulation Element, as the availability arises; i.e., through development, private grants, signing of shared route

Objective C2-3
Ensure the provision of a safe and efficient transit system that will offer the residents, workers and visitors of El Segundo a viable alternative to the automobile.

Policy C2-3.1
Work closely with the Southern California Rapid Transit District (SCRTD), the Los Angeles County Transportation Commission (LACTC), and the Rail Construction Corporation (RCC). Torrance Municipal Bus Lines, the El Segundo Employers Association (ESEA) and private businesses to expand and improve the public transit service within the adjacent to the City.
Policy C2-3.2 Ensure that transit planning is considered and integrated into all related elements of City planning.

Policy C2-3.4
Evaluate and implement feeder bus service through the City where appropriate. Feeder bus service could potentially take commuters from the fixed transit services (rail and bus) in the eastern portion of the City to the industrial and commercial areas to the west. In addition, midday shuttling of workers east of Sepulveda Boulevard to the Downtown retail area should also be considered.

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

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

Objective C3·1
Ensure that potential circulation system impacts are considered when the City's decision-makers and staff are evaluating land use changes.

Policy C3-1.1
Require all new development to mitigate project-related impacts on the existing and future circulation system such that all Master Plan roadways are upgraded and maintained at acceptable levels of service through implementation of all applicable Circulation Element policies. Mitigation measures shall be provided by or paid for by the project developer.

Policy C3-1.3
Ensure that transit planning is considered and integrated into a/l related elements of City planning.

Policy C3-1.7
Require the provision of adequate pedestrian and bicycle access for new development projects through the site plan review process.

Objective C3-2
Ensure the consideration of the impacts of land use decisions on the City's parking situation.

Policy C3-2.1
Ensure the provision of sufficient on-site parking in all new development.

Policy C3-2.2
Ensure that the City's parking codes and zoning ordinances are kept up-to-date.

Objective C4-3
Establish the City's short-term (5-year) Capital Improvement Program (CIP) consistent with the Circulation Element and the entire General Plan, and ensure that the CIP incorporates adequate funding for the City's circulation needs.

Policy C4-3.1
Identify and evaluate potential revenue sources for financing circulation system development and improvement projects.

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

D. Conservation

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

Policy CN5-1
Preserve the character and quality of existing neighborhood and civic landscapes.

Policy CN5-2
Identify the characteristics and qualities of the urban landscape that are valued by the community.

The Downtown Specific Plan is also consistent with the urban landscape provisions of the Conservation Element. The Plan protects and enhances the quality of the urban landscape of the Downtown, particularly the characteristics and qualities identified by the community, through the Task Force, as being valued.

E. Noise

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

Objective N1-2
It is the objective of the City of El Segundo to ensure that City residents are not exposed to stationary noise levels in excess of El Segundo's Noise Ordinance standards.

Policy N1-2.1
Require all new projects to meet the City's Noise Ordinance Standards as a condition of building permit approval.

Program N1-2.1A
Address noise impacts in all environmental documents for discretionary approval projects to insure that noise sources meet City Noise Ordinance standards. These sources may include: mechanical or electrical equipment, truck loading areas or outdoor speaker systems.
The Downtown Specific Plan is also consistent with the applicable Noise Element Goal, Objective, Policy, and Program in that the Plan requires that the current noise regulations of the Municipal Code be adhered to which address and mitigate any potential noise conflicts.

IV. SPECIFIC PLAN DISTRICTS

A. Main Street District (300-400 Blocks Main Street)

The Downtown Specific Plan area is divided into five districts (Exhibit 5). The Main Street District is the Downtown *core,* the heart of the Downtown, and runs north and south along Main between Grand and Pine Avenues (Main Street 300-400 blocks). The City Hall and Civic Center are located on the east side of Main Street, between Grand and Holly Avenues and face onto a wide variety of commercial uses, including retail, services, offices and restaurants. This area is bounded by, the alleys to the east and west of Main Street, by Pine Avenue on the north and Grand Avenue on the south. The majority of development is built along or near the front property line, at one to two-story heights.

B. Main Street Transitional District (100-200 & 500 Blocks Main Street)

The Main Street Transitional District is located adjacent to the north and south ends of the Main Street District described above. At the south end, the District begins at El Segundo Boulevard and ends at Grand Avenue (100-200 blocks); at the north end, it includes the one block area between Pine and Mariposa Avenues (500 block). This area is seen as an extension of and transition to the Main Street District, with less pedestrian orientated development and fewer pedestrian amenities. This area also has a wider variety of uses, including a church, lodge, single-family residential uses, surface parking lots and light industrial uses, as well as some commercial uses. This area does not have the feel and character of the core of Main Street and it serves as a visual transition into and out of the Downtown core.

C. Richmond Street District (100-200 Blocks Richmond Street)

The Richmond Street District is the "entertainment center" of El Segundo and is comprised of an eclectic mix of antique stores, bars, restaurants and the Old Town Music Hall (Richmond Street 100-200 blocks). This street has a separate and distinct identity from Main Street. The oldest commercial buildings in the City, developed in the early 1900's and 1920's, are located along this street. This District is located one block west of and parallel to Main Street, from El Segundo Boulevard (south) to Grand Avenue (north). Development along the street is located at or near the front property line and is one to two stories in height.

The Richmond Street District and the Main Street District are alike in many ways, however these two districts are also dissimilar. First, Richmond Street is the older of the two and is distinctive in that regard. The area contains a number of small brick and wooden structures, the historic old jail, and the Old Town Music Hall Secondly, Richmond Street is narrower than Main Street and traffic flow is considerably lighter. Not having a direct connection out of the City confines this street to local use. Thirdly, this street contains small restaurants and bars rather than the extensive retail uses of Main Street, so this district's peak periods of activity differ from those of Main Street.

D. North Richmond Street District (300 Block west side Richmond Street)

The North Richmond Street District is a mixture of retail, residential, church, offices and service uses (Richmond Street 300 block west side). Being north of Grand Avenue and physically separated from the 100 and 200 blocks of Richmond, the development is distinctly different.

Additionally, the majority of the development in this northern area occurred in the 50's and 60's. While this block differs from the 100 and 200 blocks in that it is not historic, it is seen as having potential for similar type of businesses such as antiques, furniture, books, and clothing stores. This District immediately abuts Multi-Family Residential (R-3) uses and zoning to the west, across the alley.

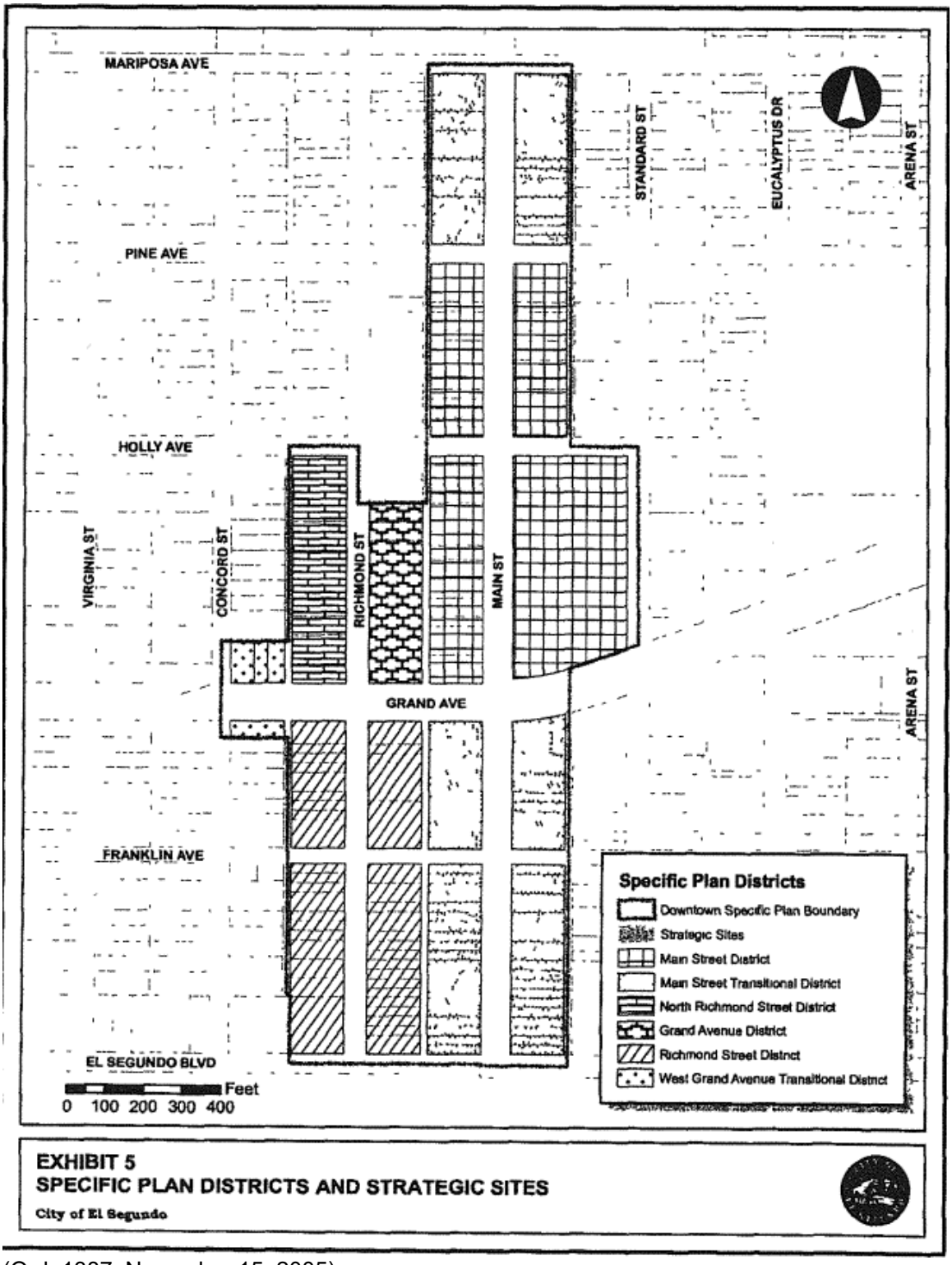
E. Grand Avenue District (300 Block east side Richmond Street -former Ralph's market and adjacent lots)

The Grand Avenue District is proposed for the east side of the 300 block of Richmond Street and is the site of a former "Ralph's Market'. It also includes the parking lot and apartment building north of the Ralph's site. This district, about one and a half acres in size, is the only large contiguous parcel in Downtown that is suitable for the creation of a "village" atmosphere within the Downtown. The District is envisioned as a pedestrian-oriented, mixed-use center of community-serving retail, office, and community gathering and open space. This District could accommodate a small specialty market such as a health food store or one that serves neighborhood needs.

F. West Grand Avenue Transitional District (200 Block of West Grand Avenue from Concord Street to the alley ½ block west of Richmond Street

The West Grand Avenue Transitional District encompasses the ½ block immediately east of Concord Street on Grand Avenue between Concord Street and the alley west of Richmond Street. This area is seen as a gateway from the west entry of the City of El Segundo to the Downtown core. This district is one half of an acre in size. The proposed West Grand Avenue Transitional District has neighborhood office, retail and service uses that complement the existing Downtown businesses in the area. The district is bounded by the Richmond Avenue District to the east, multi-family residential uses to the north and south and a mixture of commercial and multi-family residential uses to the west. The district adds variety to the mixed-use pedestrian-oriented character that is envisioned for the Downtown Specific Plan serving the neighborhood needs. (Ord. 1387, November 15, 2005)

EXHIBIT 5



(Ord. 1387, November 15, 2005)

V. ADMINISTRATION

A. Introduction

Sections 65450 through 65457 of the State Government Code define the criteria under which specific plans may be adopted. These sections require that a specific plan include land uses, infrastructure, development standards, implementation including financing, and a statement of the relationship of the specific plan to the general plan. The Downtown Specific Plan is administrated in accordance with the City Municipal Code, except as noted under Sections B and C below.

B. Specific Plan Administration

1. Administrative Determinations and Adjustments

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

   Adjustments must comply with Chapter 15-24 of the ESMC.

2. Development Standards Adjustments

   The Director of Planning and Building Safety may grant adjustments related to development and design standards, provided any administrative relief does not exceed 10% of any development or design standard.

3. Authority to Inspect

   Inspections must comply with ESMC Chapter 15-28.

4. Penalty

   Penalties must comply with ESMC Chapter 15-28.

5. Authority to promulgate rules and regulations

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

C. Design Review Process

1. Purpose

   The purpose of the design review process is to ensure that new development in the Downtown Specific Plan area complies with the Design Standards in Chapter VIII of the Specific Plan.

2. Levels of Review and Process

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

a) Ministerial. Ministerial review occurs during the building permit process. No discretionary permit and/or planning applications are required.

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

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

Review Authority. Planning and Building Safety Department staff.

b) Administrative. Administrative-level review requires submittal of a Downtown Design Review (DDR) application to the Planning and Building Safety Department.

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

i. Substantial exterior alterations. These include installation, replacement, modifications to multiple types of architectural building features, including, without limitation, windows, doors, awnings, lighting, siding material and colors, landscaping, and signs as determined by the Planning and Building Safety Director or his/her designee.
ii. Changes to the size or location of building openings, such as windows and doors.
iii. Outdoor retail uses and outdoor dining (including temporary dining).
iv. An addition to a building that is up to a maximum of 500 square feet (gross) in size.

Review Authority. Planning and Building Safety Director or his/her designee. No public hearing or notification is required before the Director or his/her designee issues a decision. The Director's decisions are appealable to the Planning Commission.

c) Planning Commission. Planning Commission-level review requires submittal of a Downtown Design Review (DDR) application to the Planning and Building Safety Department.

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

i. New buildings
ii. An addition to a building that is over 500 square feet (gross) in size.
iii. Substantial exterior alterations or other development projects referred to the Planning Commission by the Planning and Building Safety Director.

Review Authority. Planning Commission. A public hearing and notification is required before the Planning Commission issues a decision. The public hearing and notice must comply with ESMC Chapter 15-27. A decision of the Planning Commission may be appealed to the City Council pursuant to ESMC Chapter 15-25.

Table No. 1 – Downtown Design Review (DDR) Process.

Review Level	Applicability / thresholds	Review Authority	Application / Public hearing Required	Decision method
Ministerial	All projects that are not subject to Administrative or Planning Commission review and include, without limitation, the following: Installation, replacement, or modifications to individual architectural building features, including, without limitation, windows, doors, awnings, lighting, siding material and colors, landscaping, and signs.	Planning and Building Safety staff	No separate application. No public hearing	Building Permit
Administrative	Substantial exterior alterations. These include installation, replacement, or modifications to multiple architectural building features, including, without limitation, windows, doors, awnings, lighting, siding material and colors, landscaping, and signs as determined by the Planning and Building Safety Director or his/her designee. Changes to the size or location of building openings, such as windows and doors. Outdoor retail uses and outdoor dining (including temporary dining) Additions to buildings up to a maximum of 500 square feet (gross)	Planning and Building Safety Director or designee	DDR application required. No public hearing	Director Letter
Planning Commission	New buildings Additions to buildings over 500 square feet (gross) Substantial exterior alterations or other development projects referred to the Planning Commission by the Planning and Building Safety Director	Planning Commission	DDR application required. Public hearing required	Planning Commission Resolution

D. California Environmental Quality Act Compliance

The Specific Plan was approved in accordance with the California Environmental Quality Act (CEQA), the State CEQA Guidelines (Guidelines), and City policies adopted to implement CEQA and the Guidelines.

CEQA clearance has been granted by the City as follows:

CALIFORNIA ENVIRONMENTAL QUALITY ACT COMPLIANCE

Land Use	Maximum Allowable Development under CEQA Clearance
A mixture of commercial uses (See Section VI. -Development Standards)	271,814 square feet additional net floor area

VI. DEVELOPMENT STANDARDS

A. Main Street District (300-400 Blocks Main Street)

1. Purpose
   This district is the "core" of the Downtown. The area is intended to be resident serving, providing a pedestrian-oriented and pedestrian-friendly environment. Standards for the district are intended to maintain, enhance, and protect this character. Retail and service uses should serve the residents, local employees, and visitors to the City. A mixed-use environment is encouraged. Non-pedestrian oriented uses are limited to areas above and behind the street level, and off of alleys, with the exception that offices are allowed on the street-front.

2. Permitted Uses
   a. First floor street-front level, with a minimum building depth of 25 feet:
      i) Retail sales and services
      ii) Restaurants
      iii) Recreational uses
      iv) Governmental offices
      v) Banks, not to exceed 500 square feet
      vi) General offices
      vii) Medical-dental offices
      viii) Outdoor retail uses such as newsstands, coffee carts and flower stands, up to 200 square feet in area, subject to design review.
      ix) Other similar pedestrian oriented retail-service uses and offices approved by the Director of Planning and Building Safety, as provided by Section V., Administration
   b. Above and behind street-front level, and adjacent to alleys:
      i) All uses listed above in a.
      ii) Schools
      iii) Banks
      iv) Other similar uses approved by the Director of Community Economic and Development Services, as provided by Section V., Administration
   c. Above street-front level:
      i) All uses listed above in a. and b.
      ii) Residential units
      iii) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration (Ord. 1447, October 5 2010)

3. Permitted Accessory Uses
   a. Any use customarily incidental to a permitted use
   b. Outdoor storage, subject to conformance with El Segundo Municipal Code § 15-2-8, Screening
   c. Indoor entertainment, dancing, and amplified sound, subject to compliance with El Segundo Municipal Code Chapter 4-8, Entertainment Regulations, and Chapter 7.2, Noise and Vibration Regulations
   d. Temporary Outdoor Retail Sales Events
   e. Temporary Outdoor Dining and Outdoor Dining, subject to design review and compliance with El Segundo Municipal Code §15-2-16, Outdoor Dining Areas
   f. Other similar accessory uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration

4. Uses Subject to an Administrative Use Permit – (Chapter 15-22 of the El Segundo Municipal Code)
    a. On-site sale and consumption of alcohol at restaurants
    b. Off-site sale of alcohol at retail establishments
    c. Outdoor retail uses such as newsstands, coffee carts and flower stands, over 200 square feet in area, subject to design review
    d. Video arcades with three or fewer machines
    e. Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration (Ord. 1429, June 2 2009)

5. Uses Subject to a Conditional Use Permit - (El Segundo Municipal Code Chapter 15-23)
    a. First floor street front level, with a minimum building depth of 25 feet:
        i) Bars
        ii) Outdoor entertainment and dancing
        iii) Outdoor amplified sound, which exceeds more than four single events in one calendar year
        iv) Video arcades with four or more machines
        v) Other similar uses approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration
    b. Above and behind street-front level, and adjacent to alleys:
        i) All uses listed above in a.
        ii) Assembly halls

6. Prohibited Uses
   All other uses which are not Permitted Uses, Permitted Accessory Uses, Uses Subject to an Administrative Use Permit or Uses Subject to a Conditional Use Permit are prohibited. Prohibited uses include, without limitation:
        a. Drive-thru restaurants
        b. Service stations
        c. Tattoo parlors

(Ord. 1447, October 5 2010)

7. Site Development Standards
    a. General Provisions:
        i) All uses shall be conducted within a fully enclosed building, except the outdoor uses detailed under Permitted, Accessory, Administrative, and Conditional Uses, and Outdoor Recreational uses.
        ii) All provisions of Chapter 20.55, Developer Transportation Demand Management (TDM), of the El Segundo Municipal Code must be met.
        iii) All provisions of Chapter 20.56, Employer/Occupant Transportation Systems Management (TSM), of the El Segundo Municipal Code must be met.
        iv) All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
        v) All provisions of Section VIII, Design Standards must be met.
    b. Lot Area: A minimum of 3,500 square feet is required for new lots.
    c. Height: New structures may not exceed 30 feet (and two stories) in front. A 45-foot (and three-story) limit begins 25 feet from front property line. For ascending lots, height is measured from grade along front and street-side property lines; for descending lots, height is measured from existing grade directly below. Maximum height on corner lots shall be determined through the Downtown Design Review process.
    d. Setbacks:

i) Front and Streetside -There shall be no setback between a building and the front and streetside property lines on the street level, except pedestrian-oriented plazas or architectural features, up to 10 feet in depth, may be placed between the building and the street, subject to design review. Parking is not allowed between the street and the building, except for handicapped parking, subject to design review.

ii) Side and Rear -Zero setback allowed.

e. Lot Width: A minimum of 25 feet is required for new lots.

f. Building Area (Density): The total net floor area of all buildings shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.

i) Commercial. -The total net floor area of all buildings, excluding residential floor area, shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.

ii) Residential -The maximum residential density shall not exceed one dwelling unit per 3,500 square feet of lot area. If the lot is less than 3,500 square feet, one unit is allowed.

g. Walls and Fences: All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.

h. Access: Safe and convenient pedestrian access shall be provided between buildings and sidewalks, or modes of transportation, and between buildings for multi-building projects.

i. Landscaping: All provisions of Section 20.12.170, Landscaping, of the El Segundo Municipal Code and Section VIII, Design Standards, must be met.

j. Parking and Loading: All provisions of Section VII, Parking must be met.

k. Signs: All provisions of Section VIII, Design Standards must be met.

8. Non-conformities

a. All provisions of Chapter 20.70, Nonconforming Buildings and Uses, of the El Segundo Municipal Code, except Sections 20.70.060 B. and C. shall apply.

b. A non-conforming use in a conforming or non-conforming building may only be replaced with a conforming use, except a non-conforming commercial use may be replaced with a similar or less intense non-conforming use only if the building, or the portion of the building occupied by the non-conforming use, has not been vacant or closed for business for more than six months.

9. Strategic Sites

a. Pursell Building (Northwest corner of Main Street and Grand Avenue):

b. The northeast corner of Main Street and Holly Avenue, north to the City parking lot: New target destination uses, such as a market, restaurant or similar use, may be provided with financial incentives, as provided in Section IX G, Development Incentives, for both Strategic Sites.

B. Main Street Transitional District (100-200 & 500 Blocks Main Street)

1. Purpose
   This district serves as a transition and "gateway" to the Downtown Core, the Main Street District. This district is intended to link the retail Downtown Core with the Library, Park, High School and residential areas to the north, and the Chevron Refinery to the south, with common streetscape materials. Standards for this district allow for flexibility and a mixture of commercial uses serving the residents, local employees and visitors to the City.

2. Permitted Uses
   a. First floor street-front level, above and behind street front level and adjacent to alleys:
      i) Retail sales and services
      ii) Restaurants
      iii) Recreational uses
      iv) Governmental offices
      v) General offices
      vi) Medical-dental offices
      vii) Schools
      viii) Banks
      ix) Outdoor retail uses such as newsstands, coffee carts and flower stands, up to 200 square feet in area, subject to design review
      x) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration
   b. Above street-front level:
      i) All uses listed above in a
      ii) Residential units
      iii) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration
      (Ord. 1447, October 5 2010)

3. Permitted Accessory Uses
   a. Any use customarily incidental to a permitted use
   b. Outdoor storage, subject to conformance with El Segundo Municipal Code § 15-2-8, Screening
   c. Indoor entertainment, dancing and amplified sound, subject to compliance with El Segundo Municipal Code Chapter 4-8, Entertainment Regulations, and Chapter 7-2, Noise and Vibration Regulations
   d. Temporary Outdoor Retail Sales Events
   e. Temporary Outdoor Dining and Outdoor Dining, subject to design review and compliance with Section § 15-2-16, Outdoor Dining Areas, of the El Segundo Municipal Code
   f. Other similar accessory uses approved by the Director of Planning and Building Safety, as provided by Section V. Administration

4. Uses Subject to an Administrative Use Permit-(Chapter 15-22 of the El Segundo Municipal Code)
   a. On-site sale and consumption of alcohol at restaurants
   b. Off-site sale of alcohol at retail establishments
   c. Outdoor retail uses such as newsstands, coffee carts and flower stands, over 200 square feet in area, subject to design review
   d. Video arcades with three or fewer machines
   e. Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration

(Ord. 1429, June 2 2009)

5. Uses Subject to a Conditional Use Permit-(El Segundo Municipal Code Chapter 15-23)
    a. First floor street-front level, with a minimum building depth of 25 feet:
        i) Bars
        ii) Outdoor entertainment and dancing
        iii) Outdoor amplified sound, which exceeds more than four single events in one calendar year
        iv) Video arcades with four or more machines
        v) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration
    b. Above and behind street-front level, and adjacent to alleys:
        i) All uses listed above in a.
        ii) Assembly halls

6. Prohibited Uses
   All other uses which are not Permitted Uses, Permitted Accessory Uses, Uses Subject to an Administrative Use Permit or Uses Subject to a Conditional Use Permit are prohibited. Prohibited uses include, without limitation:
    a. Drive-thru restaurants
    b. Service stations
       (Ord. 1447, October 5 2010)

7. Site Development Standards
    a. General Provisions:
        i) All uses shall be conducted within a fully enclosed building, except the outdoor uses detailed under Permitted, Accessory, Administrative and Conditional Uses, and Outdoor Recreational uses
        ii) All provisions of Chapter 20.55, Developer Transportation Demand Management (TDM), of the El Segundo Municipal Code must be met.
        iii) All provisions of Chapter 20.56, Employer/Occupant Transportation Systems Management (TSM), of the El Segundo Municipal Code must be met.
        iv) All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
        v) All provisions of Section VIII, Design Standards must be met.
    b. Lot Area: A minimum of 3,500 square feet is required for new lots.
    c. Height: New structures may not exceed 30 feet (and two stories) or less in front. A 45-foot (and three-story) limit begins 25 feet from front property line. For ascending lots, height is measured from grade along front and street-side property lines; for descending lots, height is measured from existing grade directly below. Maximum height on corner lots shall be determined through the Downtown Design Review process.
    d. Setbacks:
        i) Front and Streetside -There shall be no setback between a building and the front and streetside property lines on the street level, except pedestrian-oriented plazas or architectural features, up to 10 feet in depth, may be placed between the building and the street, subject to design review: Parking is not allowed between the street and the building, except for handicapped parking subject to design review.
        ii) Side and Rear -Zero setback allowed
    e. Lot Width: A minimum of 25 feet is required for new lots.
    f. Building Area (Density): The total net floor area of all buildings, shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.
        i) Commercial: The total net floor area of all buildings, excluding residential floor area, shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.

ii) Residential: The maximum residential density shall not exceed one dwelling unit per 3,500 square feet of lot area. If the lot is less than 3,500 square feet, one unit is allowed.

g. Walls and Fences: All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
h. Access: Safe and convenient pedestrian access shall be provided between buildings and sidewalks, or modes of transportation, and between buildings for multi-building projects.
i. Landscaping: All provisions of Section 20.12.170, Landscaping, of the El Segundo Municipal Code and Section VIII, Design Standards, must be met.
j. Parking and Loading: All provisions of Section VII, Parking must be met.
k. Signs: All provisions of Section VIII, Design Standards must be met.

8. Non-conformities
   All provisions of Chapter 20.70, Nonconforming Buildings and Uses, of the El Segundo Municipal Code, shall apply.

9. Strategic Sites
   a. Strip Mall (Southwest corner of Main Street and Grand Avenue)
      New target destination uses provided through adaptive re-use of the existing development, such as a market, restaurant or similar use, may be provided with financial incentives, as provided in Section IX G, Development Incentives, subject to design review.

C. Richmond Street District (100-200 Blocks Richmond Street)

1. Purpose
   This district is the historic original Downtown. The area is intended to be resident serving, providing a pedestrian-oriented environment, while allowing for flexibility and a mixture of commercial and residential uses. Standards for the district are intended to maintain, enhance, and preserve the historical "Old Town" character of the area, and Historic Design Standards are also established to ensure this goal. Standards for this district also encourage and support filming and related uses, as well as uses which serve the residents, local employees, and visitors to the City, including antiques, arts and crafts, design and similar uses.

2. Permitted Uses
   a. First floor street-front level, above and behind street front level and adjacent to alleys:
      i) Retail sales and services
      ii) Restaurants
      iii) Recreational uses
      iv) Governmental offices
      v) General offices
      vi) Medical-dental offices
      vii) Schools
      viii) Banks
      ix) Outdoor retail uses such as newsstands, coffee carts and flower stands, up to 200 square feet in area, subject to design review
      x) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration
   b. Above street-front level:
      i) All uses listed above in a
      ii) Residential units
      iii) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration
      (Ord. 1447, October 5 2010)

3. Permitted Accessory Uses
   a. Any use customarily incidental to a permitted use
   b. Outdoor storage, subject to conformance with El Segundo Municipal Code § 15-2-8, Screening
   c. Indoor entertainment, dancing and amplified sound, subject to compliance with El Segundo Municipal Code Chapter 4-8, Entertainment Regulations, and Chapter 7-2, Noise and Vibration Regulations
   d. Temporary Outdoor Retail Sales Events
   e. Temporary Outdoor Dining and Outdoor Dining, subject to design review and compliance with Section § 15-2-16, Outdoor Dining Areas, of the El Segundo Municipal Code
   f. Other similar accessory uses approved by the Director of Planning and Building Safety, as provided by Section V. Administration

4. Uses Subject to an Administrative Use Permit-(Chapter 15-22 of the El Segundo Municipal Code)
   a. On-site sale and consumption of alcohol at restaurants
   b. Off-site sale of alcohol at retail establishments
   c. Outdoor retail uses such as newsstands, coffee carts and flower stands, over 200 square feet in area, subject to design review
   d. Video arcades with three or fewer machines
   e. Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration (Ord. 1429, June 2 2009)

5. Uses Subject to a Conditional Use Permit-(El Segundo Municipal Code Chapter 15-23)
    a. First floor street front level, with a minimum building depth of 25 feet:
        i) Bars
        ii) Outdoor entertainment and dancing
        iii) Outdoor amplified sound, which exceeds more than four single events in one calendar year
        iv) Video arcades with four or more machines
        v) Other similar uses approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration
    b. Above and behind street-front level, and adjacent to alleys:
        i) All uses listed above in a.
        ii) Assembly halls

6. Prohibited Uses
   All other uses which are not Permitted Uses, Permitted Accessory Uses, Uses Subject to an Administrative Use Permit or Uses Subject to a Conditional Use Permit are prohibited. Prohibited uses include, without limitation
    a. Drive-thru restaurants
    b. Service stations

(Ord. 1447, October 5 2010)

7. Site Development Standards
    a. General Provisions:
        i) All uses shall be conducted within a fully enclosed building, except the outdoor uses detailed under Permitted, Accessory, Administrative and Conditional Uses, and Outdoor Recreational uses.
        ii) All provisions of Chapter 20.55, Developer Transportation Demand Management (TDM), of the El Segundo Municipal Code must be met.
        iii) All provisions of Chapter 20.56, Employer/Occupant Transportation Systems Management (TSM), of the El Segundo Municipal Code must be met.
        iv) All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
        v) All provisions of Section VIII, Design Standards must be met.
    b. Lot Area: A minimum of 3,500 square feet is required for new lots.
    c. Height: New structures may not exceed 30 feet (and two stories) in front. A 45-foot (and three-story) limit begins 25 feet from front property line. For ascending lots, height is measured from grade along front and street-side property lines; for descending lots, height is measured from existing grade directly below. Maximum height on corner lots shall be determined through the Downtown Design Review process.
    d. Setbacks:
        i) Front and Streetside -There shall be no setback between a building and the front and streetside property lines on the street level, except pedestrian-oriented plazas or architectural features, up to 10 feet in depth, may be placed between the building and the street, subject to design review. Parking is not allowed between the street and the building, except for handicapped parking subject to design review.
        ii) Side and Rear - Zero setback allowed
    e. Lot Width: A minimum of 25 feet is required for new lots
    f. Building Area (Density): The total net floor area of all buildings, excluding residential floor area, shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1, except as provided in Section 9, Strategic Sites.
        i) Commercial -The total net floor area of all buildings, excluding residential floor area, shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.

ii) Residential -The maximum residential density shall not exceed one dwelling unit per 3,500 square feet of lot area. If the lot is less than 3,500 square feet, one unit is allowed.

g. Walls and Fences: All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
h. Access: Safe and convenient pedestrian access shall be provided between buildings and sidewalks, or modes of transportation, and between buildings for multi-building projects.
i. Landscaping: All provisions of Section 20.12.170, Landscaping, of the El Segundo Municipal Code and Section VIII, Design Standards, must be met.
j. Parking and Loading: All provisions of Section VII, Parking must be met.
k. Signs: All provisions of Section VIII, Design Standards must be met.

8. Non-conformities
   a. All provisions of Chapter 20.70, Nonconforming Buildings and Uses of the El Segundo Municipal Code, except Sections 20.70.060 B. and C. shall apply.
   b. A non-conforming use in a conforming or non-conforming building may only be replaced with a conforming use, except a non-conforming commercial use may be replaced with a similar or less intense non-conforming use only if the building or portion of the building occupied by the non-conforming use, has not been vacant or closed for business for more than six months.

9. Strategic Sites
   a. Anthony's Music Store (Northwest corner of Richmond Street and Franklin Avenue) and;
   b. The City parking lot (Northeast corner of Richmond Street and Franklin Avenue) – New target uses, such as antiques, bookstores, arts and crafts, a market, or similar uses at the street level, and professional offices or design uses behind or above street level, may be provided with financial incentives, as provided in Section IX G, Development Incentives. Additionally, the City parking lot site may be developed with a Floor Area Ratio (FAR) of 1.5:1.

10. Historic Preservation
    All provisions of Section VIII, Design Standards must be met.

D. North Richmond Street District (300 Block west side Richmond Street)

1. Purpose
   This district is an eclectic mixed-use environment of commercial and residential uses. The area is intended to be resident serving, providing a pedestrian-oriented environment, while allowing for flexibility and a mixture of commercial uses, while excluding new residential uses. Standards for this district encourage antiques, arts and crafts, and mixed-use, serving the residents, local employees, and visitors to the City.

2. Permitted Uses
   a. First floor street-front level, above and behind street front level and adjacent to alleys:
      i) Retail sales and services
      ii) Restaurants
      iii) Recreational uses
      iv) Governmental offices
      v) General offices
      vi) Medical-dental offices
      vii) Schools
      viii) Banks
      ix) Bed and Breakfast hotels
      x) Artist and design studios
      xi) Outdoor retail uses such as newsstands, coffee carts and flower stands, up to 200 square feet in area, subject to design review
      xii) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration
   b. Above street-front level:
      i) All uses listed above in a.
      ii) Residential units
      iii) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration

(Ord. 1447, October 5 2010)

3. Permitted Accessory Uses
   a. Any use customarily incidental to a permitted use
   b. Outdoor storage, subject to conformance with El Segundo Municipal code § 15-2-8, Screening
   c. Indoor entertainment, dancing and amplified sound, subject to compliance with El Segundo Municipal Code Chapter 4-8, Entertainment Regulations, and Chapter 7-2, Noise and Vibration Regulations
   d. Temporary Outdoor Retail Sales Events
   e. Temporary Outdoor Dining and Outdoor Dining, subject to design review and compliance with El Segundo Municipal Code § 15-2-16, Outdoor Dining Areas.
   f. Other similar accessory uses approved by the Director of Planning and Building Safety, as provided by Section V. Administration

4. Uses Subject to an Administrative Use Permit-(Chapter 15-22 of the El Segundo Municipal Code)
   a. On-site sale and consumption of alcohol at restaurants
   b. Off-site sale of alcohol at retail establishments
   c. Outdoor retail uses such as newsstands, coffee carts and flower stands, over 200 square feet in area, subject to design review
   d. Video arcades with three or fewer machines

e. Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration

(Ord. 1429, June 2 2009)

5. Uses Subject to a Conditional Use Permit-(El Segundo Municipal Code Chapter 15-23)
   a. First floor street-front level, with a minimum building depth of 25 feet:
      i) Bars
      ii) Outdoor entertainment and dancing
      iii) Outdoor amplified sound, which exceeds more than four single events in one calendar year
      iv) Video arcades with four or more machines
      v) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration
   b. Above and behind street-front level, and adjacent to alleys:
      i) All uses listed above in a.
      ii) Assembly halls.

6. Prohibited Uses
   All other uses which are not Permitted Uses, Permitted Accessory Uses, Uses Subject to an Administrative Use Permit or Uses Subject to a Conditional Use Permit are prohibited. Prohibited uses include, without limitation:
   a. Drive-thru restaurants
   b. Service stations

(Ord. 1447, October 5 2010)

7. Site Development Standards
   a. General Provisions:
      i) All uses shall be conducted within a fully enclosed building, except the outdoor uses detailed under Accessory and Administrative Uses,
      ii) All provisions of Chapter 20.55, Developer Transportation Demand Management (TDM), of the El Segundo Municipal Code must be met.
      iii) All provisions of Chapter 20.56, Employer/Occupant Transportation Systems Management (TSM), of the El Segundo Municipal Code must be met.
      iv) All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
      v) All provisions of Section VIII, Design Standards must be met.
   b. Lot Area: A minimum of 3,500 square feet is required for new lots.
   c. Height: New structures may not exceed 30 feet (and two stories) in front. A 45-foot (and three-story) limit begins 25 feet from front property line. For ascending lots, height is measured from grade along front and street-side property lines; for descending lots, height is measured from existing grade directly below. Maximum height on corner lots shall be determined through the Downtown Design Review process.
   d. Setbacks:
      i) Front and Streetside -There shall be no setback between a building and the front and streetside property lines on the street level, except pedestrian-oriented plazas or architectural features, up to 10 feet in depth, may be placed between the building and the street, subject to design review. Parking is not allowed between the street and the building, except for handicapped parking subject to design review.
      ii) Side and Rear - Zero setback allowed
   e. Lot Width: A minimum of 25 feet is required for new lots.
   f. Building Area (Density): The total net floor area of all buildings shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.
      i) Commercial: The total net floor area of all buildings, excluding residential floor area, shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.

ii) Residential: The maximum residential density shall not exceed one dwelling unit per 3,500 square feet of lot area. If the lot is less than 3,500 square feet, one unit is allowed.

g. Walls and Fences: All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
h. Access: Safe and convenient pedestrian access shall be provided between buildings and sidewalks, and modes of transportation, and between buildings for multi-building projects.
i. Landscaping: All provisions of Section 20.12.170, Landscaping, of the El Segundo Municipal Code and Section VIII, Design Standards, must be met.
j. Parking and Loading: All provisions of Section VII, Parking must be met.
k. Signs: All provisions of Section VIII, Design Standards must be met.

8. Non-conformities
   a. All provisions of Chapter 20.70, Nonconforming Buildings and Uses of the El Segundo Municipal Code, except Sections 20.70.060 B. and C. shall apply.
   b. A non-conforming use in a conforming or non-conforming building may only be replaced with a conforming use, except a non-conforming commercial use may be replaced with a similar or less intense non-conforming use only if the building, or portion of the building occupied by the non-conforming use, has not been vacant or closed for business for more than six months.

E. Grand Avenue District (300 Block east side Richmond Street-former Ralph's market and adjacent lots)

1. Purpose
   This district is a key block linking the Main Street District, the Downtown core, with the historic Richmond Street District. This area is intended to be created as a village atmosphere, being resident serving, providing a pedestrian-oriented and pedestrian friendly environment, preferably in a mixed-use development. Standards for the district are intended to maintain, enhance, and protect this character. Design review is required to ensure consistency with the goals of the district. Retail and service uses should serve the residents, local employees, and visitors to the City. Non-pedestrian oriented uses are limited to areas above and behind the street level, and off of the alley, with the exception that offices are allowed on the street-front.

2. Permitted Uses
   a. First floor street-front level and adjacent to pedestrian access ways, including internal access ways, with a minimum building depth of 25 feet:
      i) Retail sales and services
      ii) Restaurants
      iii) Recreational uses
      iv) Governmental offices
      v) Banks, not to exceed 500 square feet
      vi) General offices
      vii) Medical-dental offices
      viii) Bed and breakfast hotel
      ix) Outdoor retail uses such as newsstands, coffee carts and flower stands, up to
      200 square feet in area, subject to design review.
      x) Other similar pedestrian oriented retail-service uses and offices approved by the Director of Planning and Building Safety, as provided by Section V., Administration
   b. Above and behind street-front level, and adjacent to alleys:
      i) All uses listed above in a.
      ii) Schools and daycare
      iii) Banks
      iv) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration
   c. Above street-front level:
      i) All uses listed above in a.
      ii) Residential units
      iii) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration

(Ord. 1447, October 5 2010)

3. Permitted Accessory Uses
   a. Any use customarily incidental to a permitted use
   b. Outdoor storage, subject to conformance with El Segundo Municipal code § 15-2-8, Screening
   c. Indoor entertainment, dancing and amplified sound, subject to compliance with El Segundo Municipal Code Chapter 4-8, Entertainment Regulations, and Chapter 7-2, Noise and Vibration Regulations
   d. Temporary Outdoor Retail Sales Events
   e. Temporary Outdoor Dining and Outdoor Dining, subject to design review and compliance with El Segundo Municipal Code § 15-2-16, Outdoor Dining Areas
   f. Other similar accessory uses approved by the Director of Planning and Building Safety, as provided by Section V. Administration

4. Uses Subject to an Administrative Use Permit-(Chapter 15-22 of the El Segundo Municipal Code)
    a. On-site sale and consumption of alcohol at restaurants
    b. Off-site sale of alcohol at retail establishments
    c. Outdoor retail uses such as newsstands, coffee carts and flower stands, over 200 square feet in area, subject to design review
    d. Video arcades with three or fewer machines
    e. Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration

(Ord. 1429, June 2 2009)

5. Uses Subject to a Conditional Use Permit-(El Segundo Municipal Code Chapter 15-23)
    a. First floor street-front level, with a minimum building depth of 25 feet:
        i) Bars
        ii) Outdoor entertainment and dancing
        iii) Outdoor amplified sound, which exceeds more than four single events in one calendar year
        iv) Video arcades with four or more machines
        v) Other similar uses approved by the Director of Planning and Building Safety as provided by Section V., Administration
    b. Above and behind street-front level, and adjacent to alleys:
        i) All uses listed above in a.
        ii) Assembly halls

6. Prohibited Uses
    All other uses which are not Permitted Uses, Permitted Accessory Uses, Uses Subject to an Administrative Use Permit or Uses Subject to a Conditional Use Permit are prohibited. Prohibited uses include, without limitation:
    a. Drive-thru restaurants
    b. Service stations

(Ord. 1447, October 5 2010)

7. Site Development Standards
    a. General Provisions:
        i) All new development shall be subject to design review to ensure consistencies with the Specific Plan, as detailed in Section VIII, Design Standards.
        ii) All uses shall be conducted within a fully enclosed building, except the outdoor uses detailed under Permitted, Accessory, Administrative and Conditional uses, and Outdoor recreational uses.
        iii) All provisions of Chapter 20.55, Developer Transportation Demand Management (TDM), of the El Segundo Municipal Code must be met.
        iv) All provisions of Chapter 20.56, Employer/Occupant Transportation Systems Management (TSM), of the El Segundo Municipal Code must be met.
        v) All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
    b. Lot Area:
        Existing lots under common ownership should be developed under a common cohesive plan, as one parcel, not as each original 25-foot wide lot

c. Height: New structures may not exceed 30 feet (and two stories) in front. A 45-foot (and three-story) limit begins 25 feet from front property line. For ascending lots, height is measured from grade along front and street-side property lines; for descending lots, height is measured from existing grade directly below. A variety of building heights must be provided throughout the site. Towers or appendages may be located on the corner of Grand Avenue and the alley, and the northwest side of the property abutting Richmond Street, and may be 45 feet (and two stories) tall. Maximum height on corner lots shall be determined through the Downtown Design Review process.
d. Setbacks:
    i) Front and Streetside -There shall be no setback between a building and the front and streetside property lines on the street level, except pedestrian-oriented plazas or architectural features, up to 10 feet in depth, may be placed between the building and the street, subject to design review. Parking is not allowed between the street and the building.
    ii) Side and Rear -Zero setback allowed
e. Lot Width: Existing lots under common ownership should be developed under a common cohesive plan, as one parcel, not as each original 25-foot wide lot
f. Building Area (Density):
    i) Commercial -The total net floor area of all buildings, excluding residential floor area, shall not exceed the total net square footage of the property or a Floor Area Ratio, FAR, of 1.0:1.
    ii) Residential: The maximum residential density shall not exceed one dwelling unit per 3,500 square feet of lot area. If the lot is less than 3,500 square feet, one unit is allowed.
g. Walls and Fences: All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
h. Access: Safe and convenient pedestrian access shall be provided between buildings and sidewalks or modes of transportation, and between buildings ·for multi-building projects. Uses adjacent to pedestrian access ways, both internal and external, shall be pedestrian oriented and have direct access to those access ways.
i. Landscaping: All provisions of Section 20.12.170, Landscaping, of the El Segundo Municipal Code and Section VIII, Design Standards, must be met.
j. Parking and Loading: All provisions of Section VII, Parking must be met.
k. Signs: All provisions of Section VIII, Design Standards must be met.

8. Non-conformities
    a. All provisions of Chapter 20.70, Nonconforming Buildings and Uses of the El Segundo Municipal Code, except Sections 20.70.060 B. and C. shall apply.

F. West Grand Avenue Transitional District (North 200 Block of West Grand Avenue between Concord Street and the alley West of Richmond Street)

1. Purpose
   This district serves as a gateway to the Downtown core. Standards for this district allow for flexibility and a mixture of commercial uses serving the residents, local employees and visitors to the City.
2. Permitted Uses
   a. First floor street-front level, with a minimum building depth of 25 feet
      i) Retail sales and services
      ii) Restaurants
      iii) Recreational uses
      iv) Government offices
      v) Banks
      vi) General offices
      vii) Medical-dental offices
      viii) Schools
      ix) Outdoor retail uses such as newsstands, coffee carts and flower stands, up to 200 square feet in area, subject to design review
      x) Other similar pedestrian oriented retail-service uses and offices approved by the Director of Planning and Building Safety, as provided by Section V., Administration
   b. Above street-front level:
      i) All uses listed above in subsection (a).
      ii) Residential units
      iii) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration.

(Ord. 1447, October 5 2010)

3. Permitted Accessory Uses
   a. Any use customarily incidental to a permitted use
   b. Outdoor storage, subject to compliance with El Segundo Municipal Code § 15-2-8, Screening.
   c. Indoor entertainment, dancing, and amplified sound, subject to compliance with El Segundo Municipal Code Chapter 4-8, Entertainment Regulations, and Chapter 7-2, Noise and Vibration Regulations.
   d. Temporary Outdoor Retail Sales Events
   e. Temporary Outdoor Dining and Outdoor Dining, subject to design review and compliance with El Segundo Municipal Code §15-2-16, Outdoor Dining Areas
   f. Other similar accessory uses approved by the Director of Planning and Building Safety, as provided by Section V. Administration.

4. Uses Subject to an Administrative Use Permit - (El Segundo Municipal Code Chapter 15-22)
   a. On-site sale and consumption of alcohol at restaurants
   b. Off-site sale of alcohol at retail establishments
   c. Outdoor newsstands, coffee carts and flower stands, over 200 square feet in area, subject to design review and compliance with El Segundo Municipal Code § 15-2-16, Outdoor Dining Areas.
   d. Video arcades with three or fewer machines
   e. Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration.

(Ord. 1429, June 2 2009)

5. Uses Subject to a Conditional Use Permit - (El Segundo Municipal Code Chapter 15-23)
   a. First floor street-front level, with a minimum building depth of 25 feet:

i) Bars
ii) Video arcades with four or more machines
iii) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration.

b. Above and behind street-front level, and adjacent to alleys:
i) All uses listed above in a.
ii) Assembly halls

6. Prohibited Uses All other uses which are not Permitted Uses, Permitted Accessory Uses, Uses Subject to an Administrative Use Permit or Uses Subject to a Conditional Use Permit are prohibited. Prohibited uses include, without limitation:
a. Drive-thru restaurants
b. Service stations
c. Tattoo parlors
d. Outdoor entertainment and dancing
e. Outdoor amplified sound, which exceeds more than four single events in one calendar year

(Ord. 1447, October 5 2010)

7. Site Development Standards
a. General Provisions:
i) All uses must be conducted within a fully enclosed building, except the outdoor uses detailed under Permitted, Accessory, Administrative, and Conditional Uses,
and Outdoor Recreational Uses.
ii) All requirements of El Segundo Municipal Code Chapter 15-16, Developer Transportation Demand Management (TDM), must be met.
iii) All requirements of El Segundo Municipal Code Chapter 15-17, Employer/Occupant Transportation Systems Management (TSM), must be met.
iv) All requirements of El Segundo Municipal Code Chapter 15-2, General Provisions, must be met.
v) All provisions of Section VIII, Design Standards must be met.

b. Lot Area: A minimum of 3,500 square feet is required for new lots.
c. Height: New structures must be between 25-30 feet (two stories) in front. A 36-foot height limit begins 25 feet from front property line. For ascending lots, height is measured from grade along front and street-side property lines; for descending lots, height is measured from existing grade directly below. Maximum height on corner lots shall be determined through the Downtown Design Review process.
d. Setbacks:
i) Front and Streetside-Setbacks between a building and the front and streetside property lines on the street level are prohibited except pedestrian-oriented plazas or architectural features, up to 10 feet in depth, may be placed between the building and the street subject to design review. Parking is not allowed between the street and the building, except for handicapped parking, subject to design review.
ii) Side–Zero setback allowed but 10’ if abutting residential zone
iii) Rear–10’ feet when abutting residential zone

e. Lot Width: A minimum of 25 feet is required for new lots.
f. Building Area (Density): The total net floor area of all buildings cannot exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.
i) Commercial. The total net floor area of all buildings, excluding residential floor area, cannot exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.
ii) Residential –The maximum residential density cannot exceed one dwelling unit per 3,500 square feet of lot area. If the lot is less than 3,500 square feet, one unit is allowed.

g. Walls and Fences: All requirements of El Segundo Municipal Code Chapter 15-2, General Provisions, must be met.
h. Access: Safe and convenient pedestrian access must be provided between buildings and sidewalks, or modes of transportation, and between buildings for multi-building projects.
i. Landscaping: All requirements of El Segundo Municipal Code §15-2-14, Landscaping, and Section VIII, Design Standards, must be met.
j. Parking and Loading: All requirements of Section VII, Parking must be met.
k. Signs: All requirements of Section VIII, Design Standards must be met.

8. Non-conformities-
    a. All requirements of El Segundo Municipal Code Chapter 15-21, Nonconforming Buildings and Uses, except Sections 15-21-6 B. and C. apply.
    b. Except as otherwise provided, non-conforming uses occurring in a building can only be replaced with a conforming use.
    c. If a building, or a portion of a building, was used by a non-conforming commercial use not later than six (6) months before an application is deemed complete by the City, it can be replaced with a similar or less intense non-conforming commercial use.

(Ord. 1387, November 15, 2005)

G. West Grand Avenue Transitional District (South 200 Block of West Grand Avenue between Concord Street and the alley west of Richmond Street)

1. Purpose
   This district serves as a gateway to the Downtown core. Standards for this district allow for flexibility and a mixture of commercial uses serving the residents, local employees and visitors to the City.

2. Permitted Uses
   a. First floor street-front level, with a minimum building depth of 25 feet:
      i) Retail sales and services
      ii) Restaurants
      iii) Recreational uses
      iv) Government offices
      vi) General offices
      vii) Medical-dental offices
      viii) Outdoor retail uses such as newsstands, coffee carts and flower stands, up to 200 square feet in area, subject to design review
      ix) Other similar pedestrian oriented retail-service uses and offices approved by the Director of Planning and Building Safety, as provided by Section V., Administration.
   b. Above street-front level:
      i. All uses listed above in subsection (a).
      ii Residential units
      iii. Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration.

3. Permitted Accessory Uses
   a. Any use customarily incidental to a permitted use
   b. Outdoor storage, subject to compliance with El Segundo Municipal Code § 15-2-8, Screening
   c. Indoor entertainment, dancing, and amplified sound, subject to compliance with El Segundo Municipal Code Chapter 4-8, Entertainment Regulations and Chapter 7-2, Noise and Vibration Regulations.
   d. Temporary Outdoor Retail Sales Events
   e. Temporary Outdoor Dining and Outdoor Dining, subject to design review and compliance with El Segundo Municipal Code § 15-2-16, Outdoor Dining Areas
   f. Other similar accessory uses approved by the Director of Planning and Building Safety, as provided by Section V. Administration.

4. Uses Subject to an Administrative Use Permit - (El Segundo Municipal Code Chapter 15-22)
   a. On-site sale and consumption of alcohol at restaurants
   b. Off-site sale of alcohol at retail establishments
   c. Outdoor retail uses such as newsstands, coffee carts and flower stands, over 200 square feet in area, subject to design review
   d. Video arcades with three or fewer machines
   e. Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration. (Ord. 1429, June 2 2009)

5. Uses Subject to a Conditional Use Permit - (El Segundo Municipal Code Chapter 15-23)
   a. First floor street-front level, with a minimum building depth of 25 feet:
      i) Bars
      ii) Bed and Breakfast Inns
      iii) Video arcades with four or more machines

iv) Other similar uses approved by the Director of Planning and Building Safety, as provided by Section V., Administration.

b. Above and behind street-front level, and adjacent to alleys:
   i) All uses listed above in a.
   ii) Assembly halls.

6. Prohibited Uses
   All other uses which are not Permitted Uses, Permitted Accessory Uses, Uses Subject to an Administrative Use Permit or Uses Subject to a Conditional Use Permit are prohibited. Prohibited uses include, without limitation:
   a. Drive-thru restaurants
   b. Service stations
   c. Tattoo parlors
   d. Outdoor entertainment and dancing
   e. Outdoor amplified sound, which exceeds more than four single events in one calendar year

(Ord. 1447, October 5 2010)

7. Site Development Standards
   a. General Requirements:
      i) All uses must be conducted within a fully enclosed building, except the outdoor uses detailed under Permitted, Accessory, Administrative, and Conditional Uses, and Outdoor Recreational Uses.
      ii) All requirements of El Segundo Municipal Code Chapter 15-16, Developer Transportation Demand Management (TDM), must be met.
      iii) All requirements of El Segundo Municipal Code Chapter 15-17, Employer/Occupant Transportation Systems Management (TSM), must be met.
      iv) All requirements of El Segundo Municipal Code Chapter 15-2, General Provisions, must be met.
      v) All provisions of Section VIII, Design Standards must be met.
   b. Lot Area: A minimum of 3,500 square feet is required for new lots**.**
   c. Height: New structures must be between 25-30 feet (two stories). Height is measured from existing grade directly below. Maximum height on corner lots shall be determined through the Downtown Design Review process.
   d. Setbacks:
      i) Streetside - Setbacks between a building and streetside property line along Grand Avenue on the street level are prohibited, except pedestrian-oriented plazas or architectural features, up to 10 feet in depth, may be placed between the building and the street, subject to design review. Parking is not allowed between the street and the building, except for handicapped parking, subject to design review.
      ii) Front – A 15-foot setback is required along Concord Street.
      iii) Side – 10 feet if abutting a residential zone
      iv) Rear – 10 feet
   e. Lot Width: A minimum of 25 feet is required for new lots.
   f. Building Area (Density): The total net floor area of all buildings cannot exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.
      i) Commercial – The total net floor area of all buildings, excluding residential floor area, cannot exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.
      ii) Residential – The maximum residential density cannot exceed one dwelling unit per 3,500 square feet of lot area. If the lot is less than 3,500 square feet, one unit is allowed.
   g. Walls and Fences: All requirements of El Segundo Municipal Code Chapter 15-2, General Provisions, must be met.

h. Access: Safe and convenient pedestrian access must be provided between buildings and sidewalks, or modes of transportation, and between buildings for multi-building projects.
i. Landscaping: All requirements of El Segundo Municipal Code § 15-2-14, Landscaping, and Section VIII, Design Standards, must be met.
j. Parking and Loading: All requirements of Section VII, Parking must be met.
k. Signs: All requirements of Section VIII, Design Standards must be met.

8. Non-conformities
   a. All requirements of El Segundo Municipal Code Chapter 15-21, Nonconforming Buildings and Uses, except ESMC §§ 15-21-6 B. and C. apply.
   b. Except as otherwise provided, non-conforming uses occurring in a building can only be replaced with a conforming use.
   c. If a building, or a portion of a building, was used by a non-conforming commercial use not later than six (6) months before an application is deemed complete by the City, it can be replaced with a similar or less intense non-conforming commercial use.

(Ord. 1387, November 15, 2005)

H. Definitions

The following are definitions of uses that are included in the Specific Plan. For definitions not included within this section, refer to Chapter 15-1-6, Definitions, of the El Segundo Municipal Code.

Artist and Design Studios
"Artist and design studios" means an establishment that provides work and retail sales and display space for artists, artisans, craftspersons, and designers.

Bank
"Bank" means an establishment that provides financial services to individuals, firms and other entities. The term includes savings and uses providing similar financial services.

Bar
"Bar" means an establishment primarily for the on-site sales and consumption of alcoholic beverages, generally without or with limited food service, as defined and licensed by the State of California, Department of Alcohol Beverage Control. Bars include cocktail lounges, nightclubs, taverns, pubs, saloons, and similar uses, but exclude restaurants.

Bed and Breakfast Hotel
"Bed and Breakfast Hotel" means an establishment containing 75 or fewer guestrooms, intended or designed to be used for sleeping purposes by guests, and provides breakfast to guests. The use may also contain "ancillary services such as meeting rooms, personal services, and food preparation and dispensing. Guest stays shall be limited to 30 consecutive days. One dwelling unit for the use of the proprietor shall be allowed.

City Parking Garage
“City parking garage” means the parking garage located as 121 West Grand Avenue.

Coffee cart
"Coffee cart" means a small self-contained outdoor structure for the retail sale of coffee, other beverages, snacks, and similar products. A seating or dining area may also be provided as an accessory use.

Flower stand
"Flower stand" means a small self-contained outdoor structure for the retail sale of flowers and related products.

Newsstand
“Newsstand” means a small self-contained outdoor structure for the retail sales of newspapers, magazines, periodicals, and similar products.

Offices, Governmental
"Offices, governmental" means an establishment maintained and used as a place 'of business by persons employed by the government including City, County, State, Federal and similar governmental businesses, whose business activity consists primarily of providing services to people.

Retail sales and service
"Retail sales and service" means an establishment that provides retail sales, rental, services processing, and repair of new merchandise, primarily intended for consumer or household use. Services provided include those of a personal convenience nature, and the cleaning, repair or sales of related products.

Recreational use
"Recreational use" means an establishment providing participant or spectator recreation, amusement, exercise, or entertainment services.

Tattoo parlor
"Tattoo parlor" means an establishment where the act or process of indelibly marking or coloring the skin of any person by the insertion of pigment under or in the skin or by the production of scars is conducted.

Temporary Outdoor Dining
“Temporary Outdoor Dining” means outdoor dining located within the City right of way pursuant to an encroachment permit and/or is required to secure off-site parking or other outdoor dining for which the property does not have the required number of on-site parking spaces. Temporary Outdoor Dining is only allowed in conjunction with a permitted restaurant and is only permitted to utilize Temporary Outdoor Structures/Facilities. Temporary Outdoor Dining requires a permit and is only allowed for such a time period commensurate with the time period that Temporary Use Parking is provided in accordance with Section VII.2.k. of this Specific Plan.

Temporary Outdoor Retail Sales Events
“Temporary Outdoor Retail Sales Events” means outdoor retail sales events conducted outdoors on the same premises as, and are consistent in character with an existing retail store use. These events require a permit and may be allowed up to a total of 30 days in any twelve month period. Temporary Outdoor Retail Sales Events can only be permitted to utilize Temporary Outdoor Structure/Facilities and must comply with the Temporary Use Parking requirements set forth in Section VII.2.k of this Specific Plan.

Temporary Outdoor Structure/Facilities
“Temporary Outdoor Structure/Facilities” includes awnings or canopies made of material or wood, tents, shade umbrellas, and similar types of structures that can be constructed and removed within a seven day period. Temporary Outdoor Structure/Facilities also include lighting and heating improvements that can be constructed and removed within a seven day period. Any applicant for Temporary Outdoor Structure/Facilities must sign an acknowledgement that the Temporary Outdoor Structure/Facilities can be removed within a seven day period. All Temporary Outdoor Structure/Facilities must meet all zoning, building, fire, health and other applicable codes.

(Ord. 1429, June 2 2009)

VII. PARKING

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

2. General Provisions-
   a. No use or building shall be established, erected, enlarged or expanded unless parking facilities are provided and maintained as required by this Section.
   b. Parking facilities should be designed so that a car within a facility will not have to enter a street to move from one location to any other location within the same facility.
   c. Bumpers or tire stops a minimum 6 inches in height shall be provided in all parking areas abutting a building, structure, sidewalk, planting area, street or alley.
   d. All tandem parking spaces, where allowed, shall be clearly outlined on the surface of the parking facility.
   e. Parking facilities in all Districts shall be designed in such a manner that any vehicle on the property will be able to maneuver as necessary so that it may exit from the property traveling in a forward direction. However, cars may exit onto an alley traveling in a reverse direction.
   f. Where the application of the following cumulative parking schedules results in a fractional space of .5 or greater, the number of required parking spaces shall be rounded up to the next whole number.
   g. No vehicular use area, except driveway access to a property, for any residential use shall be located, in whole or in part, in any required front yard or front two-thirds of any required side yard.
   h. No person, company or organization shall fail to maintain the facilities required to be provided by this Section, or by any applicable provision of prior laws, variance, use permit, or precise plan heretofore or hereafter granted by the Planning Commission or City Council. No required parking shall be utilized in any manner so as to make it unavailable for the occupants, their clients or visitors of a building or use during the hours such building or use is normally occupied except for purposes of utilizing it for Temporary Outdoor Retail Sale Events or Temporary Outdoor Dining in accordance with the requirements of the DSP. This meaning shall not be construed to prohibit security devices.
   i. All permanent on-site parking, loading, or other vehicular use area shall be paved with approved concrete or asphalted concrete. On-site parking areas to be used for no longer than one year shall be surfaced and maintained with an impervious material acceptable to the Director of Planning and Building Safety so as to eliminate dust and mud. All on-site parking areas shall be graded and drained to dispose of all surface water in accordance with the Uniform Building Code.
   j. Any lights provided to illuminate any parking area shall be arranged so as to direct the light away from any residential dwelling unit.

k. Temporary Use Parking. Outdoor Retail Sale Events and Temporary Outdoor Dining are required to provide parking based upon the parking requirements set forth in the DSP during the time period that such use is in operation. To the extent that the Outdoor Retail Sale Events or Temporary Outdoor Dining is located on parking spaces that are otherwise required for other uses located on the property, then in addition to the Temporary Parking spaces required for the Outdoor Retail Events or the Temporary Outdoor Dining the property owner or tenant is required to provide parking spaced to replace the parking spaces that are being utilized for the Outdoor Retail Sale Event or the Temporary Outdoor Dining. Parking requirements for Temporary Outdoor Retail Sale Events and Temporary Outdoor Dining may be fulfilled by providing sufficient on-site parking, parking through an offsite parking covenant, or by obtaining parking space permits for the City Parking Garage, or any combination of these three options. To utilize Temporary Outdoor Dining, the property owner and tenant, if applicable, must execute an acknowledgement to be recorded in the County Recorder's Office that the Temporary Outdoor Retail Sale Event or Temporary Outdoor Dining use will cease if at any time the parking requirements are not met, including in the event that parking space permits expire and are not re-issued for the City Parking Garage. (Ord. 1429, June 2 2009)

3. Parking Spaces Required-
The number of parking spaces required for the establishment of a building or use shall be provided and thereafter maintained at the following ratios; provided, however, that for any building or use enlarged or increased in capacity, additional parking facilities shall be required only for such enlargement or increase. Additional parking facilities need not be provided for enlargements or additions to existing residential units. Unless stated otherwise, parking shall be based on net floor area defined in Section 20.08.420 of the El Segundo Municipal Code.

a. Residential Uses:
   i) Dwelling units – 0.5 spaces per unit.

b. Nonresidential Uses:
   i) Bed and Breakfast Hotels -1 space for each of the first 100 rooms; % space for each of the next 100 rooms; and % space for each room above 200 rooms.
   ii) Retail, offices, commercial. video arcade, and food-to-go uses -1 space for each 300 sq. ft. for the first 25,000 sq. ft.; 1 space for each 350 sq. ft. for the second 25,000 sq. ft.; 1 space for each 400 sq. ft. for the area in excess of 50,000 sq. ft. No parking is required for outdoor retail uses including gathering areas (such as outdoor party areas), newsstands, coffee carts and flower stands, up to 200 square feet in area.
   iii) Restaurants - 1 space for each 75 sq. ft. of dining area, including outdoor dining areas exceeding 200 sq. ft. in area 1 space for each 250 square feet of non-dining areas. No parking is required for restaurants less than 500 sq. ft. which do not provide sit-down eating accommodations, or for outdoor uses including dining and gathering areas, up to 200 sq. ft. in area.
   iv) Bars - 1 space for each 75 sq. ft., including outdoor areas exceeding 200 sq; ft. in area.
   v) Medical/Dental offices and clinics -1 space for each 200 sq. ft.
   vii) Schools -Daycare, pre-school, elementary, middle school and junior high - 1 space for each classroom, plus 1 space for each employee.
   viii) Schools -High school -7 spaces per classroom plus auditorium or stadium parking requirements.
   ix) Schools -Adult, college, business and trade schools - 1 space for every 50 sq. ft. of gross floor area or 1 space for every 3 fixed seats -whichever is greater.

x. Places of Public Assembly (including but not limited to, theaters, auditoriums, banquet facilities, meeting rooms, clubs, lodges and mortuaries) -With fixed seats-1 space for every 5 seats (areas having fixed benches or pews shall have 1 seat for each 18 inches of length. Dining areas shall have 1 seat for each 24 inches of booth length, or major portion thereof.) Without fixed seats-1 space for every 50 sq. ft. of floor area used for assembly purposes.

b. Compact Parking:

Compact parking shall not be allowed, except parking spaces provided in excess of the required number may be compact size.

c. Parking Reductions:

i) Parking Demand Study. The Director of Planning and Building Safety may modify the required number of parking spaces or approve joint use or off-site parking, for fewer than 10 spaces, based on the submittal of a parking demand study. Reductions of 10 or more spaces require Planning Commission approval. Additionally, for any use for which the number of parking spaces is not listed, the Director of Planning and Building Safety or Planning Commission will specify the required number of spaces based on a parking demand study. A parking demand study must include, without limitation, information specifying the number of employees, customers, visitors, clients, residents and owner-occupancy of residence and business (for existing legal non-conforming residential uses), shifts, deliveries, parking spaces, or other criteria established by the Director of Planning and Building Safety. The study may also include the use of valet or attendant parking.

ii) Parking In-Lieu Fees

a. The number of parking spaces required by this chapter due to the addition of area to an existing building or the construction of a new building may be reduced by the payment of a parking in-lieu fee established by the City Council resolution from time to time.

b. Any residential unit constructed after the adoption of this program, which is subsequently converted to a non-residential use is required to provide parking as required by this chapter for such use or pay a parking in-lieu fee for the floor area converted to the non-residential use.

c. Except as otherwise provided, the parking in-lieu fee must be paid before the City issues Certificate of Occupancy. Funds collected by the City from such payment must be deposited in a special fund and used only by the City to acquire and or develop additional parking and related facilities which are determined by the City Council to be necessary to serve the downtown. Funds paid to the City for in-lieu parking are non-refundable.

d. For good cause shown, as reasonably determined by the Director of Planning and Building Safety using objective criteria established by City Council resolution, the parking in-lieu fee may be paid over a period of time not to exceed twenty (20) years from the date the City issues a final Certificate of Occupancy. The obligation to pay such in-lieu fee must be secured with appropriate sureties identified by City Council resolution (including, without limitation, a restrictive covenant recorded against real property) and approved as to form by the City Attorney.

e. Parking provided by the City will be developed within or adjacent to boundaries of the Downtown Specific Plan. Payment of a parking in-lieu fee does not provide or vest any property owner with a special right, privilege or interest of any kind in any parking facility that may result from the payment of the fee. There is no guarantee that the City will build parking at any particular time or that it will build parking in a location that will be of advantage to the property owner paying the fee.

f. The total in-lieu parking fee is based on the required number of spaces, rounded to the nearest whole number.

4. Mixed Occupancies-In the case of mixed uses in a building or on a site, the total requirements for parking facilities shall be the sum of the requirements for the various uses computed. Parking facilities for one use may be considered as providing required parking facilities for another use, if approved through a parking demand study, a joint-use agreement or another mechanism approved by the Director of Community, Economic and Development Services or the Planning Commission.

5. Parking Area Development Standards
   a. Stall sizes: Standard stalls shall be 8.5 feet wide by 18 feet deep; Dead-end parking stall or adjacent to an obstruction shall be 10 feet wide by 18 feet deep; compact parking spaces, only allowed for parking in excess of the Code requirements, shall be 8.5 feet wide by 15 feet deep.
   b. Aisle widths: Aisle width for angled parking spaces shall not be less than the following:

Angles of Parking	Aisle Width Clear	Parking Stall Depth*
Parallel to 30 degrees	12 feet	16 feet
45 degrees	15 feet	19 feet
60 degrees	18 feet	20 feet
90 degrees	25 feet	18 feet

**Measured perpendicular to aisle*

   c. Tandem Parking: A maximum of 30% of the total required parking for commercial uses may be tandem. Greater than 30% tandem spaces may be allowed with approval of a parking demand study. Parking spaces provided in excess of the required number may be tandem.
   d. Parking of Licensed Recreational Vehicles and Habitable Vehicles:
      i) Parking of any mobile home, camper, house trailer or other habitable vehicle outside of an authorized mobile home park or licensed recreational vehicle parking facility is ***prohibited except*** that such vehicles may be parked on any public property or right of way subject to any applicable parking restrictions, including Section 9.40.010 of the El Segundo Municipal Code.
      ii) A habitable vehicle parked on private property may be occupied for residential purposes for no longer than 72 hours (outside of an authorized mobile home park) within any 30-day period. No habitable vehicle may be occupied for commercial purposes except as provided by Section 16.01.140 of the El Segundo Municipal Code.
   e. Entrances and Exits:
      The location and design of all driveway entrances and exits shall be subject to the approval of the Director of Community, Economic and Development Services. Access must be from the alley or side street, except for access to handicapped parking stalls if approved through the design review process. Curb cut and driveway widths must be a minimum of 10 feet and a maximum of 30 feet in width.
      f. Handicapped Parking:
      Handicapped parking shall be provided in accordance with Part 2 of Title 24 of the California Administrative Code.

6. Loading Standards
   The following loading spaces, with the dimensions as listed, are required based on the net square footage of the building or use.

COMMERCIAL USES	
Building – Square Feet	**Number of Loading Spaces**
1-15,000	0
15,001-30,000	1
30,001-75,000	2
Each additional 100,000 sq. ft. or fraction thereof	1

BED & BREAKFAST HOTEL	
Building – Square Feet	**Number of Loading Spaces**
1,000-15,000	1
15,001-75,000	2
Each additional 100,000 sq. ft. or fraction thereof	1

DIMENSIONS	
Size	**Feet**
Width	12
Depth	25
Vertical Clearance	16

7. Plan Preparation and Permit Approval-
   A proposed parking plan shall be submitted to the Director of Community, Economic and Development Services at the time of the application for the building permit for the building for which the parking is required, or at the time any required Planning application is submitted. The plans shall clearly indicate the proposed development, including location, size, shape, design, curb cuts, lighting, landscaping, and parking spaces in full compliance with code requirements. No building permit shall be issued until the applicant has presented satisfactory evidence to the Director of Community, Economic and Development Services that parking facilities required by this Section will be provided and maintained.

8. Joint Use and Off-Site Parking Facilities-
   Parking spaces may be joint use or located off-site on a different lot or lots, subject to approval of a parking demand study and a parking agreement. The Director of Community, Economic and Development Services may approve a parking demand study for joint use and off-site parking for fewer than 10 spaces. The Planning Commission shall review any joint-use and off-site parking for 10 or more spaces. The agreement shall be recorded in the office of the County Recorder, prior to the issuance of a Building Permit. The agreement may include conditions as the Director of Community, Economic and Development Services or the Planning Commission deems appropriate.

9. Sites with Transportation Systems Management (TSM) and Transportation Demand Management (TDM) Plans- The number of required parking spaces may be further modified subject to approval of a Transportation Systems Management or Transportation Demand Management Plan, pursuant to the procedures and requirements of Chapters 20.55 and 20.56 of the El Segundo Municipal Code.

10. Existing Buildings with Permitted Uses

    Existing uses in an existing building may change to any other use enumerated in the PERMITTED USES section of the applicable Specific Plan District without providing additional on-site parking spaces, provided that all existing on-site parking spaces provided in connection with the building or structure shall be continued and available for use with the subject building.

11. Failure to Maintain Required Parking-

    In the event parking facilities required to be provided under this Section, or required pursuant to any application approved in accordance with this Section, are not maintained, the Director of Community, Economic and Development Services may revoke and cancel the certificate of occupancy issued for such structure. Prior to such revocation, the Planning Commission shall hold a public hearing in accordance with the public hearing procedures provided in Chapter 20.90, Procedures for Hearings, Notices and Fees, of the El Segundo Municipal Code. However, if it appears that failure to maintain such required parking was reasonably beyond the control of the person required to maintain the same, the certificate of occupancy shall not be revoked until the owner has had at least 90 days to reestablish the minimum required parking. In the event the certificate of occupancy is revoked, the premises covered thereby shall not be occupied or used for any purpose until a new certificate of occupancy has been issued.

VIII. DESIGN STANDARDS

These Design Standards focus on issues ranging in scale from district-wide land uses to commercial signage of individual shops. Standards include land use, site planning and architectural treatment regulations to shape the future development of the Downtown, consistent with the City's vision. These standards address urban design issues affecting both public and private spaces. Development projects are reviewed for conformance with these standards at the staff level through the plan check or similar administrative process.

Typically, pedestrian-oriented streets are flanked with one to three-story, multi-storefront buildings that create a public room at the street level. Preservation of the sense of enclosure and maintenance of the existing community context and character is the goal of these standards, which apply to both rehabilitation and new construction. The symbols -(C) or (S) refer to standards that are common (C) to all of Downtown or specific (S) to a particular street or district.

A. Main Street District - (300-400 Blocks Main Street)

The Main Street District (MSD) is the heart of Downtown and includes the primary retail shopping district, dining, the City Hall, and the Civic Center. The area addressed by this section is bounded by the alleys to the east and west of Main Street, by Pine Avenue on the north and Grand Avenue on the south. Main Street has an 80-foot right-of-way with 12-foot sidewalks and 56·feet of pavement, curb to curb, with no median. The majority of development is built along or near the front property line, at one-to-two story heights, giving the street a close knit and protected feel. (Photo 1)



(Photo 1 – Main Street)



(Photo 2 – Retail Uses)

1. Site Development and Planning -
    a. Land Use:
        i) Retail and neighborhood services are encouraged at the ground floor level. Examples of acceptable uses include bakeries, restaurants, dry cleaners, nail and hair salons, florists, camera shops, gift shops and other retail uses. (See Section VI-Development Standards for list of permitted uses) (C) (Photo 2)
        ii) Uses that do not generate daily pedestrian traffic should not be encouraged. (C)
        iii) Sidewalks may be used for outdoor cafes, signage, or merchandise display. Such uses shall always keep a clear path of six feet for pedestrians, with a minimum of four feet where there are obstacles. (C) (Diagram 1)

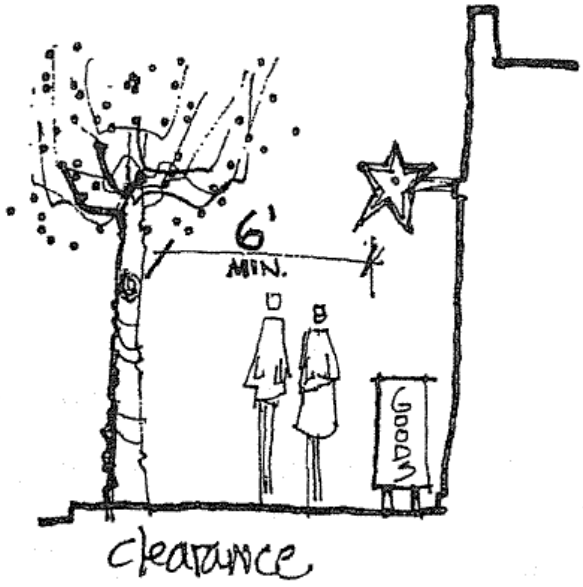


DIAGRAM 1

iv) Uses that conflict with pedestrian activity or interrupt the current practice of locating the front wall at or near the property line shall not be allowed. (C)

v) Use of vacant or unleased space for temporary art galleries, exhibitions, and community space is encouraged. (C)

vi) Use of the upper floors for office uses is encouraged. Development of mixed-use projects is strongly encouraged. Office uses are allowed on the ground floor level. (C)

b. Site Planning:

i) New construction on the first floor shall be built to or near the front and streetside property lines throughout Downtown. (C) (Photo 3)



(Photo 3 – First floor constructed at Property line)



(Photo 4- Rear shop entrance)

ii) New construction may be set back up to 10 feet from the property line where the setback is used for pedestrian activities such as sidewalk cafes, and where such a setback is consistent with the prevailing pattern of development. (C)

iii) Primary building entries shall be located along the commercial street. Secondary entries may be located in the rear or, in the case of a comer lot, on the secondary street. (C)
iv) Buildings shall not be razed to create surface parking lots in the Downtown. (C)
v) Older buildings should be renovated and conserved, where economically feasible, in the Downtown. (C)

c. Parking:
i) Parking should be located behind the building or in off-site parking facilities, not within the front setback or in front of buildings". (C)
ii) Parking should be shared among tenants in the immediate vicinity. (C)

d. Parking Structures:
i) Parking structures are encouraged to be located on the periphery of Downtown and not face directly onto shopping streets. (C)
ii) If parking structures face a shopping street (Main, Richmond, and Grand) the following standards apply:(C)
aa. Ingress and egress should be taken from the alley and/or a side street.
bb. There should be no setback from the shopping street, unless the setback is used for pedestrian activities as stated elsewhere in the Specific Plan.
cc. Retail uses should front on the ground floor along the entire shopping street ~ frontage.
dd. The building facades shall comply with the standards stated elsewhere in the Specific Plan.
ee. The second floor of the street facade shall be detailed with windows and/or other architectural features in character with the rest of Downtown.
ff. Lots sloping down from the shopping streets are preferred so the natural grade can be utilized in the design and ramping of the parking structures and if possible allow for at least the ground level of parking to be below the shopping street level.

e. Rear of Buildings:
Treatments of rear building walls are as important as the fronts, particularly those facing public alleys and parking lots. Cleanliness and orderliness encourages use and provides a feeling of safety and security.
i) Outdoor storage and equipment shall be enclosed, matching or complementing the architecture or style of the" building on the lot. (C)
ii) Trash storage shall be screened from public view. (C)
iii) Rear entrances for shops should be encouraged and enhanced. (C) (Photo 4)

f. Alley Treatments:
i) Handprint Alley -This alley is strongly encouraged to be preserved and maintained as a major pedestrian access way to and from Main Street. (Photo 5)


(Photo 5 – Hand print Alley)


(Photo 6- Pursell Alley/Driveway)

aa. The City Hall Plaza provides the *terminus* view from Handprint Alley. The renovated Plaza shall be oriented to provide a natural transition to Main Street at that connection, as well as the existing Main Street mid-block crosswalk shall be realigned with the alley. The westerly view from the alley is also strongly encouraged to be considered in the layout of parking spaces and parking lot landscaping. (S) (See also the "Plazas -Civic Center Plaza" section)

bb. Pedestrian lighting is recommended for Handprint Alley. (S)

cc. Signage to direct pedestrians to and from Handprint Alley should be provided. (S)

ii) Pursell Alley/Driveway -This driveway serves as an alley and is strongly encouraged to be preserved as a pedestrian connection between Main Street and the Grand Avenue District. (Photo 6)

aa. The alley should orient itself to the proposed plaza behind the Pursell Building and to the Grand Avenue District across the north/south alley between Main Street and Richmond Street. (S)

bb. Pedestrian-serving uses, such as a newsstand should be encouraged in this alley. (S)

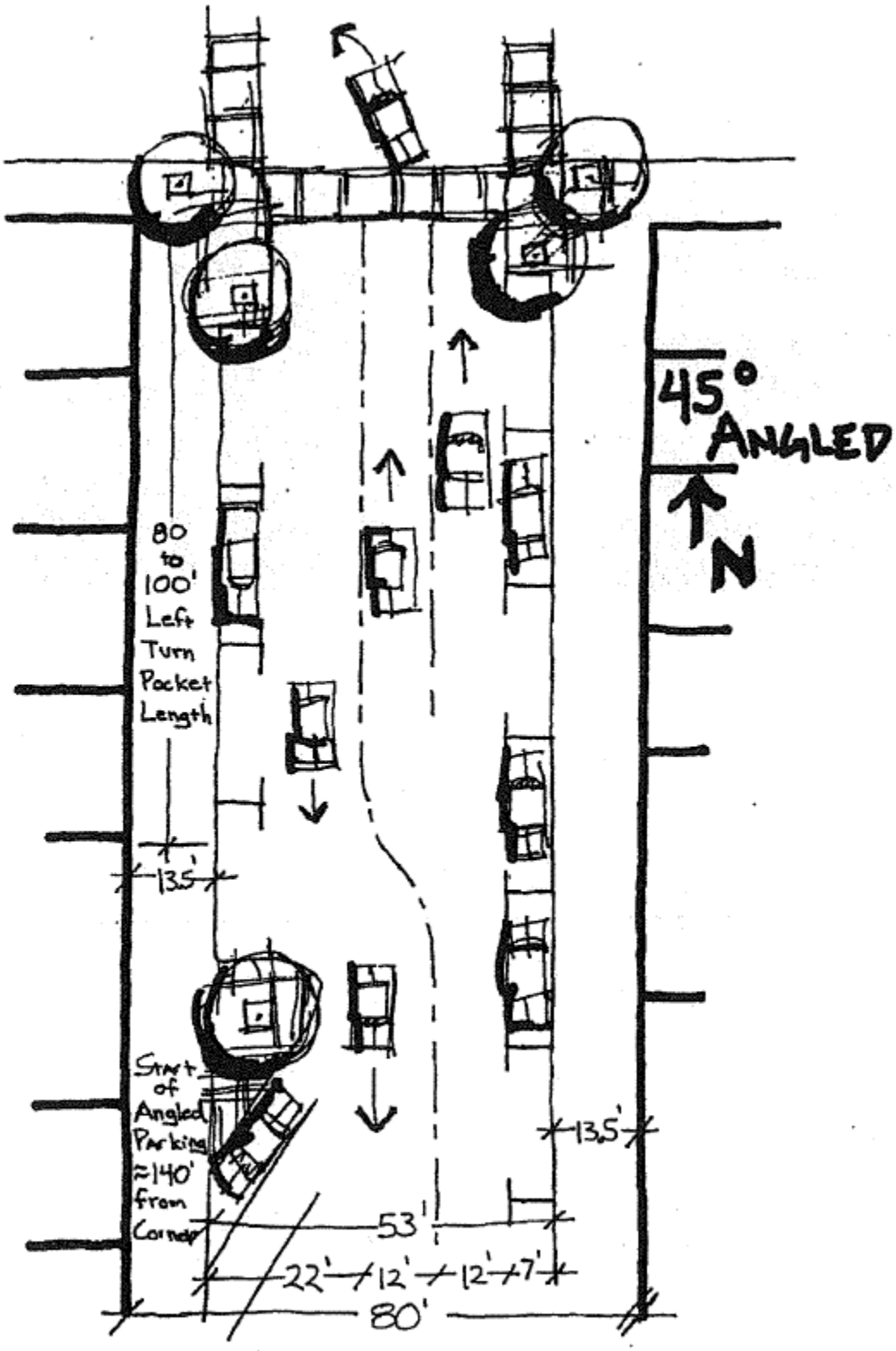
cc. Lighting is recommended for Pursell Alley. (S)

dd. Murals are strongly encouraged along this alley. (S)

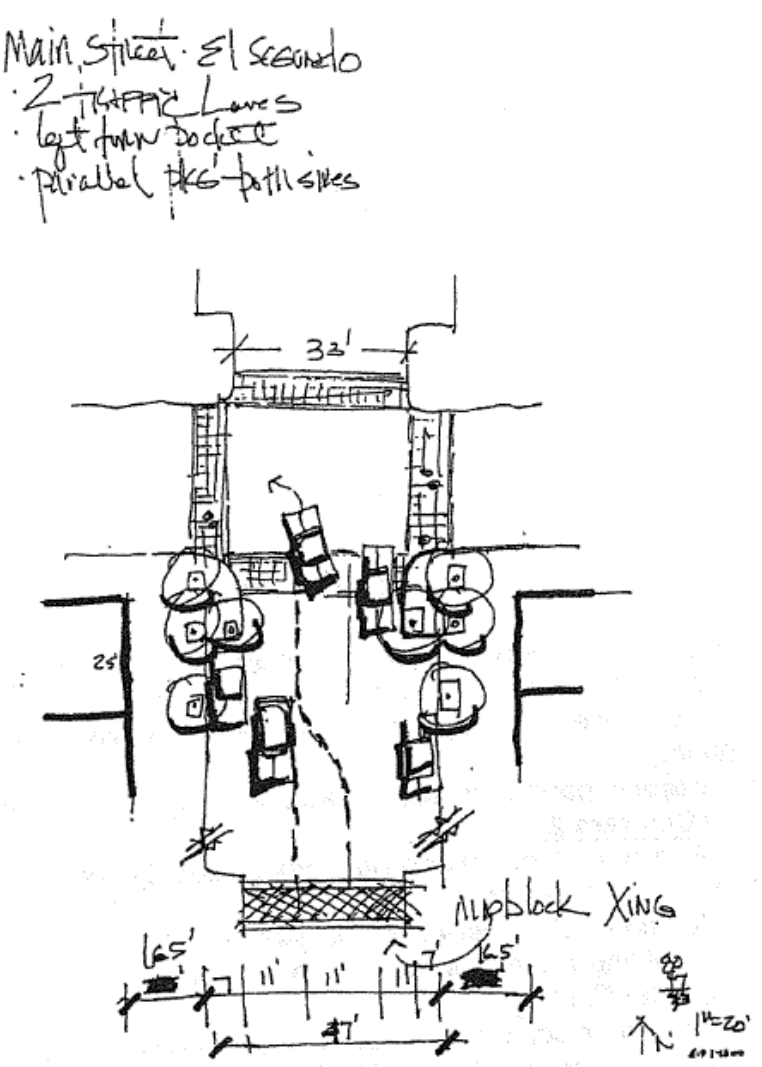
2. Street Configuration

a. Streets:

i) Main Street, between Grand and Pine Avenues, should be narrowed to two or three lanes -two driving lanes and a corner left-turn pocket with angled parking, or two driving lanes with a continuous left turn lane and parallel parking. (S) (Diagram 2)



TWO-LANE CONFIGURATION



THREE-LANE CONFIGURATION

a. Curb Extensions:
   i) Curb extensions should be extended into the street at intersections and potentially at mid-block crosswalks. (C) (Diagram 3)

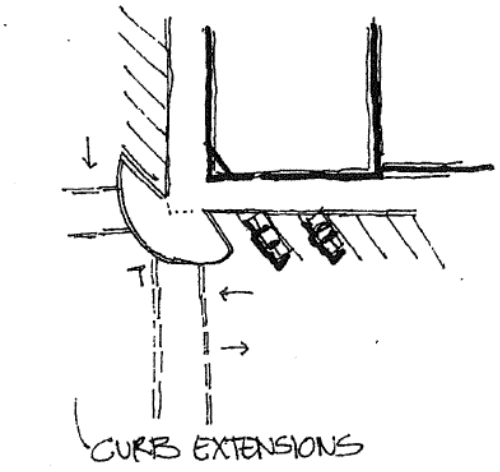


DIAGRAM 3

i) Curb extensions should include special pedestrian paving, pedestrian amenities, and landscaping, as space permits. (C)
ii) Curb extensions should be well lighted for 'nighttime use. (C)

c. Parking:
i) Parallel parking in both directions on Main Street should be maintained. (S) (Diagram 2)
ii) Angled parking on one side may be considered.

d. Mid-block Crossings:
i) A mid-block crossing of at least ten feet in width should be maintained, providing a direct linear connection between "Handprint" Alley and the Civic Center Plaza. (S)
ii) The mid-block crossing should have paving of a contrasting color and texture from the street. The mid-block crossing will be integrated into the Civic Center Plaza. (see Civic Center Plaza section below) (S)

3. Streetscape-
Streetscape elements include paving, lighting, pedestrian amenities and signage. Standards include:

a. Sidewalks:
i) Sidewalks on both sides of Main Street should be widened to approximately 16.5 feet. If angled parking is provided on one side, then sidewalks should be widened to approximately 13.5 feet. (S) (Diagram 2)

ii) Decorative sidewalk paving trim, joints, and accents shall be encouraged. (C) (Diagram 4)

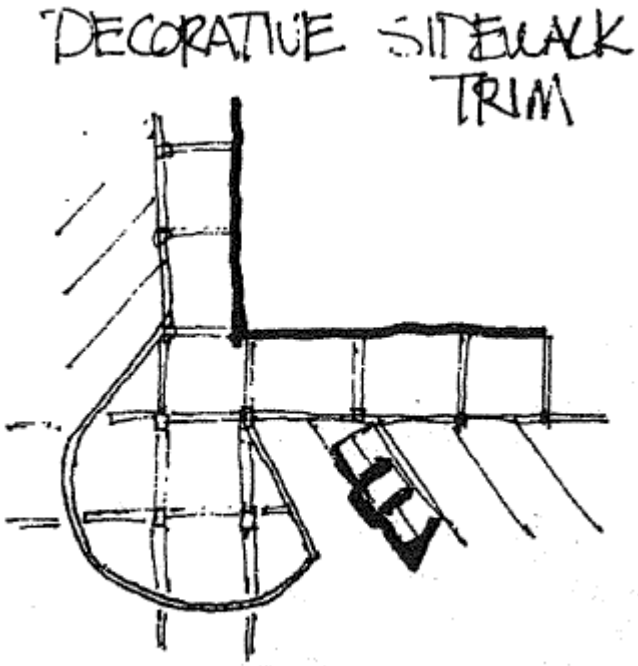


DIAGRAM 4

iii) Old and historic paving (including decorative tiles and old contractor stamps and dates) shall be maintained and repaired rather than replaced with new paving, where feasible. (C)

iv) New paving should have texture and relatively small-grained scoring and joint patterns. (C)

v) Paving patterns should be simple and relate to the architecture of the building. (C)

vi) Decorative paving, such as "terrazzo" accents, should be encouraged at the entry to buildings on private property as well as the public sidewalk. (C) (Diagram 5)

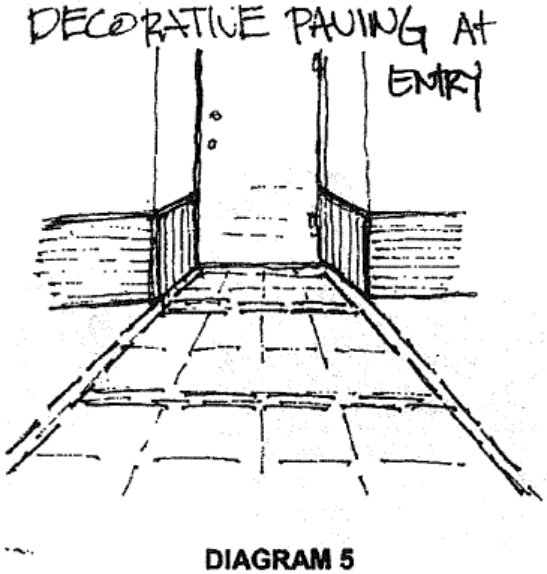


DIAGRAM 5

viii) Driveways across sidewalks should be marked by a change in paving color and/or texture. (C)
ix) Utilities shall be located underground. (C)
x) Manhole covers, drain grates, and tree grates should be viewed as opportunities for public art. (C) (Photo 7)





(Photo 7 – Decorative tree gate) (Photo 8 – Heritage Walk)

xi) Heritage Walk should be maintained. (C) (Photo 8)
xi) Sidewalks should be regularly cleaned and maintained. (C)

b. Pedestrian Amenities:
i) Street Furniture -Many Downtown areas have paving and furnishings along the public right-of-way. Street furnishings provide comfort for pedestrians and foster opportunities for conversation and human interaction. Such items typically included benches, trash receptacles, and pedestrian lighting.
aa. A single, unified family of street furniture should be adopted. (C)
bb. The family of street furniture should be in context with the surrounding buildings and overall district character. (C) (Photo 9)





(Photo 9 – Family of Street Furniture) (Photo 10 – Bus Stop)

cc. Street furniture should be durable, easy to maintain, and graffiti-resistant. (C)

dd. Amenities and signage should not impede pedestrian circulation. Six feet minimum pedestrian clearance area should be provided on all sidewalks; although a minimum of four feet may be provided in limited areas with physical obstructions. (C)

ee. Newspaper boxes should be located at corners or in front of clusters of restaurants. Newspaper boxes should be grouped together to minimize visual and physical clutter along the sidewalk. (C)

iv) Bus Stops -Pedestrian-oriented communities should be well served by public transportation, allowing a wide range of shopping alternatives and access to work and other needs via public transportation.

aa. At least one bus stop should be located in the middle of the Main Street District. (S)

bb. Bus stops should have seating, shelter, signage with route and schedule information and adequate nighttime lighting. (C) (Photo 10)

cc. Bus layovers should be avoided along pedestrian-oriented streets. (C)

iii) Bicycles -Bicycling, like walking, is encouraged in pedestrian-Oriented communities. Bicyclists improve the quality of life for all by staying out of motor vehicles, thereby reducing traffic congestion, pollution, and the need for parking. Standards for bicycles on pedestrian-oriented streets include:

aa. Adequate bicycle parking should be provided, either on public or private property. (C) (Diagram 6)

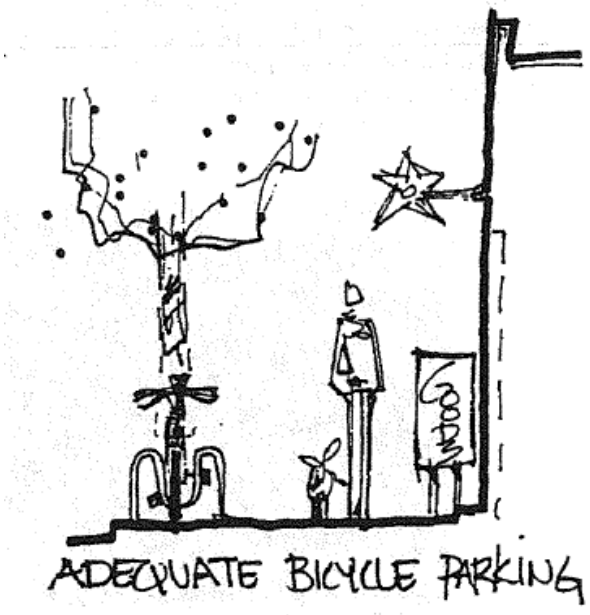


DIAGRAM 6

bb. Bicycle parking should be plainly marked and rack designs with curves rather than sharp angles are strongly encouraged. (C)

cc. Bicycle storage should be encouraged in parking lots. (C)

dd. Bicycle parking should be located in well lit, and visible locations for security and usability. (C)

c. Landscaping: Landscaping provides visual interest, shade, shelter, and a healthier environment. For streetscapes, landscaping includes street trees, sidewalk planters, and tree well plantings. Standards for landscaping in Downtown are presented below:

i) Street Trees -

aa. Street trees should provide shade and a pedestrian canopy, but should not be so dense as to cover storefront signage or historical facades. (C) (Photo 11)

bb. In areas where shade is desirable, larger trees with denser foliage and canopies may be utilized. (C)

cc. Existing street trees should not all be removed at one time. Instead, a phased approach for the removal and replacement, as the budget and development dictate, should be used. (C)

dd. Both large, mature and smaller, less mature trees should be utilized. (C)

ee. Street trees should be low maintenance including limited shedding, disease resistant, and long-lived. (C)

ff. Tree grates should be used to enhance the pedestrian streetscape environment. (C)

gg. Street trees should provide visual interest as well as complement the streetscape and surroundings. (C)

hh. Permanent irrigation should be provided for all permanent landscaped areas. (C)

ii. New developments along pedestrian-oriented streets (Main Street, Grand Avenue, and Richmond Street) shall include street trees. (C)

jj. Street trees should be planted approximately one tree per 25 to 35 feet on center, depending on the tree selected and the location of street lights, driveways; and other physical elements located on the street. Trees (should be no closer than 20 feet on center. (S)

kk. The location of trees should be planned to allow openings for viewing store entrances and signage. (C) (Photo 11)

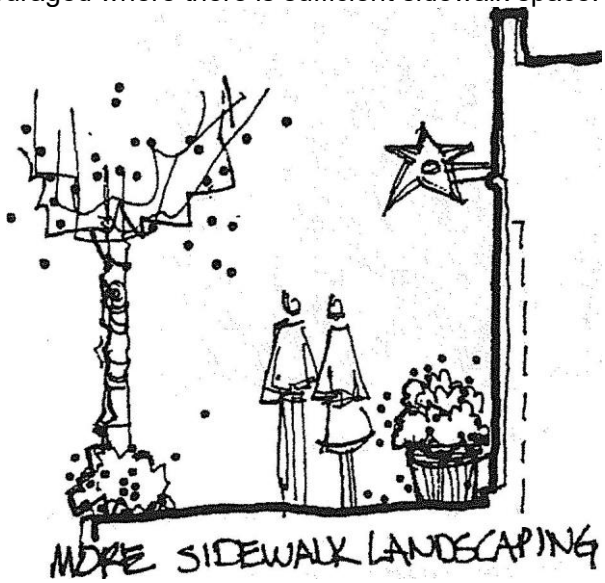


(Photo 11 – Tree placement for storefront visibility)

ii) For areas with new street trees, structural soil should be used to encourage root spreading to minimize sidewalk displacement and curb, gutter, street and/or infrastructure damage. (C)

v) Other Landscaping –

aa. Seasonal flowers and evergreen shrubs in raised planters are encouraged where there is sufficient sidewalk space. (C) (Diagram 7)



bb. A variety of trees, shrubs and flowers should be used for accent and other unique functions in appropriate locations, such as at corners, mid-block crossings and gateways. (C)

cc. Parking lots adjacent to streets, if permitted, should be screened with landscaping to buffer the view of vehicles. (C)

dd. Continued planting of lantana· *(Lantana spp.),* or similar flowering groundcover in tree wells is encouraged. (C)

d. Lighting:

Lighting can be an aesthetic element in Downtown as well as providing safety and security for pedestrians, bicyclists, and motorists. If Downtown is to continue to thrive, the continued safety of those in Downtown is paramount. Standards for lighting are presented below:

i) Street Lighting -

aa. The continued use of the bell-shaped lighting fixture on Downtown streets and alleys is recommended. (C) (Photo 12)



(Photo 12- Bell shaped street light)



(Photo 13 – Decorative Banners)

bb. Street trees should be maintained so as not to reduce the effectiveness of the streetlights. (C)

cc. Banners used for decorative and community events should be affixed to light poles. (C) (Photo 13)

ii) Pedestrian Lighting

aa. Pedestrian level lighting should be provided where people congregate, near building entries, and along sidewalks. (C) (Diagram 8)

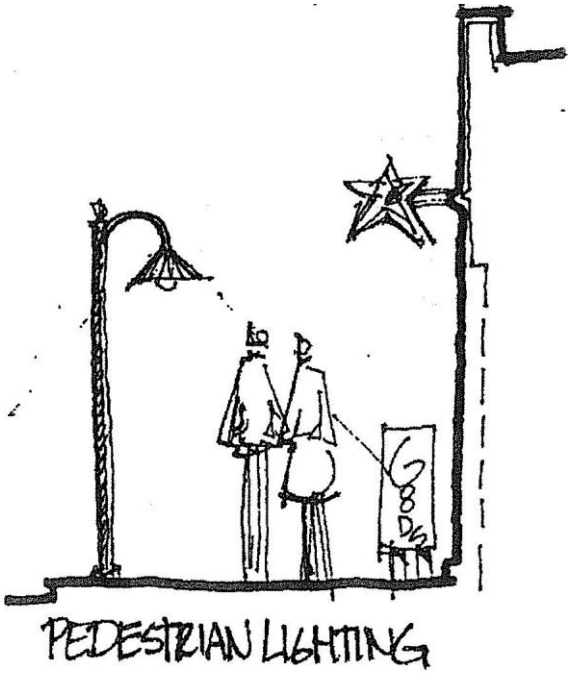


DIAGRAM 8

bb. Pedestrian lighting should be provided throughout Downtown to maintain lighting levels of at least four foot-candles. (C)
cc. Metal halide lamps are recommended. (C)
dd. "Twinkle" or similar seasonal lights should be provided in street trees. (S)
ee. Decorative and directional "architectural" lighting should be used to enhance the streetscape environment. (C)

4. Architecture -The Walls of the Public Room -
   a. Architecture: In lieu of endowing Downtown with a specific design theme such as the Spanish Revival look of Santa Barbara, the Scandinavian feel of Solvang, or the archetypes found at Disneyland, these architectural standards reflect the very character of Downtown El Segundo. That character is most manifest in the storefronts and sidewalks, the interaction of neighbors on the sidewalks, and the human scale of the architecture. There are a wide variety of architectural styles within the Downtown, with development spanning the entire 20th century. It is a goal of the Plan to maintain and enhance this eclectic architectural diversity. The core of the Downtown could be characterized as having a "Midwest" feel and the historic 100 and 200 blocks of Richmond Street have some of the characteristics found in "Gaslamp" type districts. These standards capitalize on the best physical, spatial, and social elements and are organized to reinforce the storefront character of Downtown.

      For these standards to be cohesive, all ·of the elements must relate to the existing scale and character of Downtown. In these standards, the broad scale of Downtown remains the same while the pedestrian-oriented character is enhanced. Pedestrian oriented enhancements include new standards for signage, sidewalks, landscaping, facade treatments and other physical elements. Specific actions seek to improve the pedestrian-oriented scale by reducing the widths of streets, increasing sidewalk widths, creating new gathering spaces, enhancing connectivity, and strengthening the integrity of the storefront facades.

      The Downtown will still retain its charm and other-century feel. Those feelings will be enhanced by recognizing what is good and building upon those values. The following photos are positive examples of the variety of architectural styles found within the Downtown. New construction and renovations should be compatible and contextual with these types of architectural features, including scale, rhythm and design.



Two examples of traditional storefronts establishing a clear allusion to the "Midwest" ethic prevail in Downtown.

MAIN STREET







Three buildings which couldn't be more different in architectural style and overall scale attest to the eclectic character of Downtown. These buildings nonetheless make a positive contribution to the streetscape. The two story Spanish/Moorish building makes a strong statement at a key gateway to Downtown, while the low slung, dormered "residence" set back from the street provides a refreshing break in the Main Street facade and the 2 story modern "Mediterranean" style building provides classic features, a courtyard and residential above.

MAIN STREET









Numerous recent facade remodels have blended contemporary forms and materials with the traditional older Downtown buildings. While architectural styles range from nearly Colonial to almost post-modern, the unifying element that all share is their pedestrian scale and general "openness" to the street as illustrated in the photos above, as well as the following page. Although a number of the uses within these buildings are offices, with their large windows fronting the street they could easily accommodate retail and pedestrian oriented uses.

MAIN STREET







i) Building Massing and Height

aa. The architectural scale and rhythm, parapet wall height, and decoration of new or renovated buildings shall be compatible and contextual with surrounding buildings. (C) (Photo 14)



Photo 14 - Compatible architectural scale and rhythm



Photo 15 - Two-story facade

bb. New construction at the front property line shall be no more than two stories tall at the street in order to maintain the general height and scale of structures. Three stories shall be allowed at the rear of the properties. (Photo 15) (C)

ii) Facades -

aa. If parcels are aggregated, then the new building should maintain a facade that is differentiated as if each segment were a separate structure. (C)

bb. New buildings must be compatible or contextual to the architecture, size, massing, roofline, cornice line, and details of the adjoining buildings. (C)

cc. Storefront windows must be transparent glass, including tinted and colored glass, which must provide a minimum visible light transparency/transmittance level of 50 percent. Reflective glass is prohibited. Windows may be shaded by street trees, awnings and arbors. (C)

dd. At least 75% of the facade between two and eight feet above the sidewalk must be transparent windows and doors (new or renovated structures). (C) (Photo 16)



Photo 16 - Clear window treatments



Photo 17 - Metal security door

ee. Window displays should be encouraged (i.e., flower shop), but should provide transparency between the street and the store. Window displays may not block or completely obscure the building interior from the passerby. (S)

ff. For all front windows, at least 75% of the glass area must be unobstructed by signage, including advertisements, screens, and window coverings. (S)·

gg. Metal garage doors, folding security screens or other security features, which detract from the street appearance, are not allowed. (C) (Photo 17).

hh. Awnings, which complement the architectural character of the building or storefront, are encouraged. (Photo 18)"



Photo 18 - Complementary awning



Photo 19 - Distinctive architectural features

ii. Continuous awnings, which conceal or conflict with .the architectural character of the buildings (including the obscuration of important architectural elements), are discouraged. (e)

iii) Materials -

aa. New buildings or renovations shall be constructed with materials consistent with those of the surrounding buildings. (C)

bb. For renovated buildings, distinctive existing architectural features such as windows tiles, and fenestration shall be preserved and restored. (Photo 19)

cc. Stucco coatings over older historic wooden and brick buildings is not allowed. (C)

b. Lighting:

i) Decorative Lighting -

aa. Decorative lighting to denote building entries or architectural features is encouraged. (C)

ii) Security Lighting -

aa. Lighting should be directed so as not to shine in adjacent windows. Light shields are encouraged. (C)

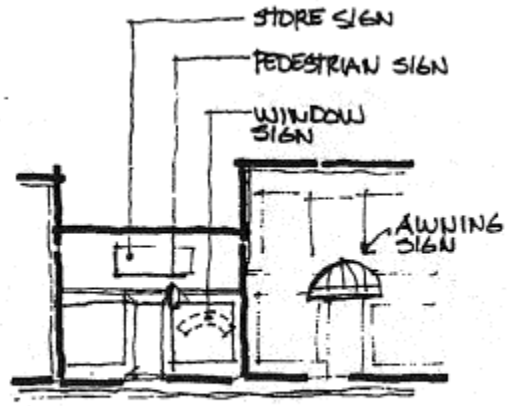
bb. Lighting activated by motion sensors is encouraged. (C)

cc. Lighting activated by photovoltaic cells is encouraged. (C)

dd. Security lighting of private property should not spill over onto Downtown streets. (C)

c. Signage:

Signs are significant features of shopping and entertainment districts as they serve as invitations for people to enter and patronize stores and restaurants. Unique, attractive signs signify quality establishments and products. A combination of storefront, window and perpendicular/pedestrian signs is allowed an area up to a maximum of 1 square foot per lineal foot of street frontage. If lots are aggregated, then a formula of 1.5 square feet per lineal foot of street frontage is used to determine maximum allowable signage. (Diagram 9)



TYPES OF SIGNS

DIAGRAM 9

i) Storefront Signs -

Storefront signs are mounted parallel and directly onto the building facade.

aa. Storefront signs may be no more than 20 square feet. (C)

bb. Materials used must be in keeping with the character and charm of a pedestrian oriented downtown and consistent with surrounding signage. (C)

cc. Freestanding lettered/iconic signage (without background area) is encouraged and allowed. (C) (Diagram 10)



STOREFRONT SIGN (TYPICAL)

DIAGRAM 10

dd. Signage on awnings is allowed. (C)

ee. Signage may be lighted from another source such as gooseneck lamps. (C) (Diagram 11)

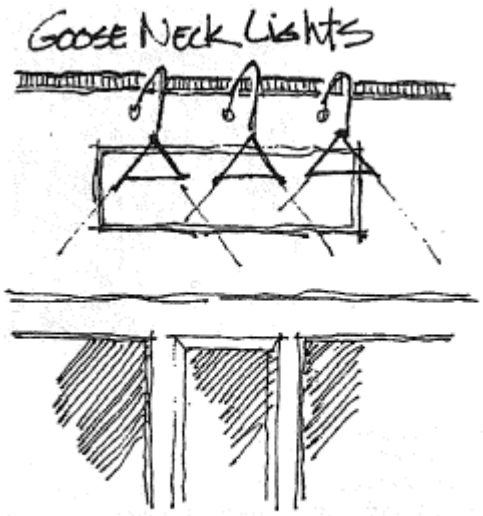


DIAGRAM 11

ff. Internally illuminated canister signs are not allowed. (C)

gg. Pole or pylon signs are not allowed. (C)

hh. Roof signs are not allowed. (C)

ii. Neon signage should be discouraged. (C)

jj. Temporary signs are limited to no more than 15 percent of the window or storefront area for a maximum of 30 days per year. (C)

ii) Window Signs -

aa. Window signage may be no more than 16 square feet. (C)

bb. Window signage must be kept to a minimum. Lettering, such as painted script is encouraged, while signs with backgrounds are discouraged. (C)

cc. Advertisements placed in windows are not allowed. (C)

iii) Perpendicular/Pedestrian Signs –

Perpendicular/Pedestrian signs are mounted above eye-level, perpendicular to the building face and hang over the sidewalk.

aa. Perpendicular/Pedestrian signs may be no more than nine square feet (double sided allowed). (C)

bb. Materials used must be in keeping with the character and charm of a pedestrian oriented downtown and consistent with surrounding signage. (C) (Photo 20)

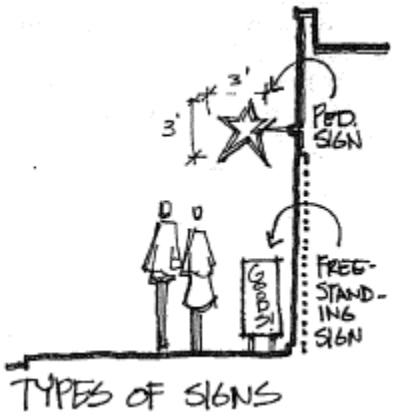


Photo 20-
Perpendicular/Pedestrian sign

iv) Signs for Non-Street Front Uses -
    aa. Perpendicular/Pedestrian signage may be used for non-street fronting businesses, provided such signage is no more than nine square feet. (C)
    bb. In addition to allowed perpendicular/pedestrian signage, a maximum of two square feet of lettered/logo and/or icon painted directly onto the entrance (without a background) is allowed. (C)
    cc. In addition, a directory sign identifying non-street fronting businesses within a building is allowed on non-street fronting building elevations (including elevations fronting on alleys). The directory sign may not exceed 12 square feet. (C)

v) Address Signs - Address signs may be used to identify building location, but may not be used as primary signage. Size must be kept at the minimum necessary, as required by the Uniform Fire Code, to identify the address from the street. (C)

vi) Sidewalk Signs - Sidewalk-oriented signs are designed to be visible by pedestrians on the sidewalk. They are movable, free standing signs.
    aa. Freestanding signage (as in sandwich boards) along sidewalks is encouraged. Freestanding signs may not exceed four square feet in area on each side and must be designed so as not to obstruct the sidewalk or provide a place for a person to hide behind. (C) (Diagram 12)"



vii) Directional (Public Realm)
A comprehensive City signage program should be developed for City-owned parking lots and alley parking signage. (C) (Photo 21)



Photo 21 - City Signage Program

viii) Directional (Private)
aa. A common signage theme shall be developed to standardize parking signage in shared private lots in the alleys behind Main Street. (S)
bb. Parking signage should be minimized. (C)
cc. Signage restricting parking to certain patrons should be discouraged. (C)

B. Main Street Transitional District - (100-200 & 500 Blocks Main Street)

The Main Street Transitional District (MSTD) is located adjacent to the north and south ends of the Main Street District described above. At the south end, the MSTD begins at El Segundo Boulevard and ends at Grand Avenue (100-200 blocks); at the north end, it includes the one block area between Pine and Mariposa Avenues (500 block). (Photos 22, 23, & 24)



Photo 22 – Main Street Transitional District



Photo 23 - Main Street Transitional District



Photo 24 - Main Street Transitional District

These blocks are transitional in character and include institutional, light industrial and residential uses and parking, as well as some limited commercial uses. They do not have the feel and character of the core of Main Street and so they should serve as visual transitions into and out of Downtown. Immediate standards include:

1. Street Trees -
   These blocks of Main Street should place street trees at a spacing of 40 feet on center. Street trees should be the same as those in the Main Street District, but may be mixed with other appropriate trees.

For future long-term change, streetscape and urban design features similar to those proposed for the Main Street District (i.e., pedestrian amenities) are recommended for these transitional areas.

C. Richmond Street and North Richmond Street Districts (100-200 Blocks Richmond Street; 300 Block west side Richmond Street)

The Richmond Street and North Richmond Street Districts are located one block west of and parallel to Main Street, from El Segundo Boulevard (south) to Holly Avenue (north) (Richmond 100, 200, 300 blocks). Richmond Street has a 60-foot right-of-way, with 10-foot sidewalks and 40 feet of street curb to curb, with no median. Development along the street is located at or near the front property line and is one-to-two stories in height. (Photos 25 & 26)



Photo 25 - Richmond Street District



Photo 26 - North Richmond Street District

The west side of the 300 block of Richmond, between Grand and Holly is included in the North Richmond Street District. While this block differs from the 100 and 200 blocks in that it is not historic, it is seen as .having potential for commercial mixed-use development. Future development is envisioned as maintaining the existing eclectic-artsy type businesses such as antiques, furniture, book, and clothing stores.

Other than the three characteristics described above, the Richmond Street and Main Street Districts are both part of Downtown and will be treated the same in terms of standards for the commercial options. However, Richmond Street itself is not recommended for changes in street configuration.

Listed below are specific standards for the Richmond Street and North Richmond Street Districts. Please note that only specific standards addressing these Districts will be called out, and will be marked with a (S). For the rest of the standards that are applicable to this area, please refer to the standards in the Main Street District, marked with (C), as listed previously.

1. Site Development and Planning
   a. Land Use:
      i) Continuation as a location for restaurants, small entertainment venues, and antique stores is recommended for this area. (S) (Photos 27 & 28)



Photo 27 - Mixed-use



Photo 28 - Antique stores

2. Street Configuration and Streetscape
    a. Street:
        i) Richmond Street remains in the same configuration. (S) (Photo 29)



Photo 29 - Richmond Street

    b. Sidewalks:
        i) Sidewalks on both sides of the street will remain the same. (S)
    c. Parking:
        i) Parallel parking in both directions will remain. (S)
    d. Pedestrian Amenities:
        i) Bus Stops -
            aa. At least one bus stop should be located in the immediate vicinity of the Richmond Street District. (S)
    e. Landscaping:
        i) Street Trees -
            aa. The street tree along· Richmond Street shall be the same as along Main Street to help create a unified Downtown area. (S)

3. Architecture -The Walls of the Public Room -
    a. Architecture:

The Richmond Street District (100 and 200 blocks) contains numerous historic buildings constructed in the early 1900's. As this area of Richmond Street was the original Downtown for the City, much of the local history is embedded within this district. The character and history of the City are reflected in this cultural, historical and architectural heritage. It is particularly important to· preserve, maintain and enhance these invaluable assets that the City possesses as part of its cherished heritage, so that future generations may have the opportunity to appreciate, enjoy and understand the heritage of the City.

As such, any construction in the Richmond Street District should not adversely affect the existing architectural features of the building or the special character, historical, architectural, or aesthetic interest of the building or the surrounding buildings. Construction on both new and existing buildings should be harmonious with the best examples of historic structures in the surrounding area. The prevailing use of brick construction should be continued and respected with both new construction and renovations. All of the architectural standards described in the Main Street District also apply to both of the districts on Richmond Street.

The following photos are positive examples of the variety of architectural styles found within the Richmond Street and North Richmond Street Districts. New construction and renovations should be compatible and contextual with these types of architectural features, including scale, rhythm, design and materials.

RICHMOND STREET









One of the dominant impressions of Richmond Street is the prevalent use of brick. It's likely that few of the original buildings on the street used any other material as their primary cladding. Today it's clear which buildings survived from the original "Main Street" construction era.





Both old and new facades share design elements more closely on Richmond Street than on Main Street. A more clearly defined design ethic permeates this street.

NORTH RICHMOND STREET



The construction in the North Richmond Street District is much more diverse than the Richmond Street District with a wide variety of eclectic architectural styles, spanning most of the 20th century.

i) Facades

aa. Window displays shall be encouraged for retail uses (i.e., furniture shop), but shall provide transparency between the street and the store. Window displays shall not block or completely obscure the building interior from the passerby. (S) (Photo 30)



Photo 30 - Transparent window displays

bb. For all front windows of retail uses, at least 75% of the glass area shall be unobstructed by signage, including advertisements, screens, and window coverings. (S)

D. The Grand Avenue District (300 Block east side Richmond Street-former Ralph's market and adjacent lots)

The Grand Avenue District is proposed for the 300 block of Richmond and is the site formerly known as "Ralph's Market." It also includes the parking lot and apartment building north of the former Ralph's property. (Photo 31)

Development in this district should have a pleasing facade on all four sides so that it would be in context with the rest of the Downtown. Development in a pedestrian-oriented environment is encouraged. The east side is an important point of access and visibility from the alley and from Main Street. The east side also faces the proposed plaza at the rear of the Pursell Building and would incorporate a similar open space opposite the Pursell plaza.

The south and west sides are street facing and should have street-fronting retail uses. A number of openings in the street wall along these streets should open up to the internal courtyard. The north side abuts residential uses and should be compatible.

Listed below are specific standards for the District. Please note that only specific standards addressing this district will be called out, and will be marked with a (S). For the rest of the standards that are applicable to this area, please refer to the standards in the Main Street District, marked with (C), as listed previously. These standards largely apply to the redevelopment of the site. Any reuse of the existing buildings and minor additions shall comply with these standards to the extent that they are applicable and are feasible. Standards include:

1. General-
   a. All standards pertaining to the Main Street District shall apply. (S)
   b. All standards pertaining to the Grand Avenue frontage apply. (S)

2. Grand Avenue and Richmond Street Facades-
   a. Retail, community-serving and office uses shall be at the street front (ground) level along Grand Avenue and Richmond Street. (S)
   b. The front facades shall be modulated to avoid a monolithic street facade. (S)
   c. The corner of Richmond Street and Grand Avenue shall be an open courtyard leading into and out of the interior of the site, when the site is redeveloped. The courtyard should be a minimum of 20 feet in width, measured diagonally across the corner, to the interior of the property lines. (S) (Diagram 13)

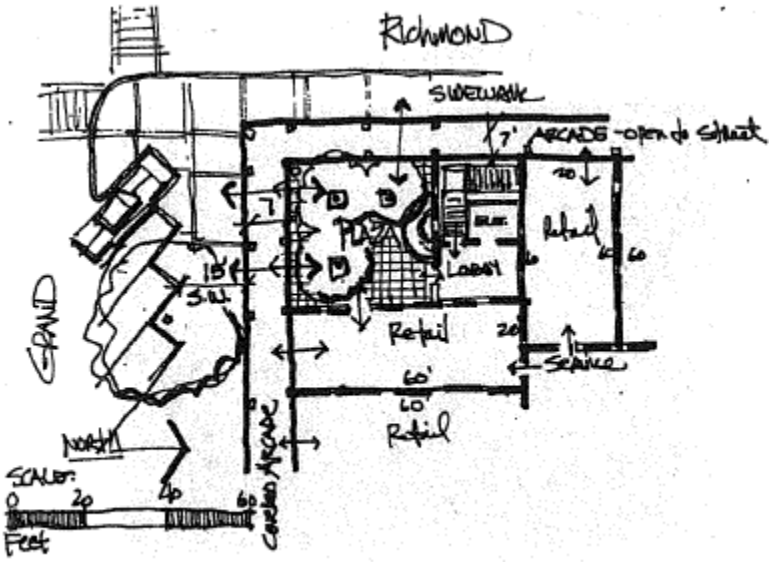


DIAGRAM 13

d. Open and public access points to the interior of the site shall be located within 30 feet of the corner of Grand Avenue and the alley between Main and Richmond Streets, when the site is redeveloped. (S).
e. At least one open and public access point (in addition to the corner of Grand and Richmond) shall be located along the Richmond Street frontage. (S)
f. The ends of the structures at Grand Avenue and the alley, and the northern end of Richmond Street shall have a vertical tower or appendage rising above the average parapet wall height along those streets. (S)

3. Alley Frontage-
The alley frontage is important because it faces the rear of the Main Street buildings, is adjacent to the proposed plaza behind the Pursell Building, and is visible from alleys connecting to Main Street. Standards include:
a. All service shall occur from the alley. (S).
b. The alley facades shall be extensively landscaped, with mature landscaping including trees and shrubs with a minimum depth of five feet. (S)
c. Buildings and facades visible from the Pursell Alley shall follow standards for the Grand Avenue and Richmond Street facades. (S)
4. North Frontage-
a. The north frontage shall be compatible with the residentially zoned property next door, as defined below. (S)
b. No service, outdoor storage, or access shall be located along the north side of the District. (S)
c. A landscaped buffer zone of approximately 10 feet with mature trees and shrubs is required between the District and the adjoining property. (S)
5. Interior-
a. The interior shall be composed of linked courtyards and open spaces between structures. (S)
b. A minimum of 15% of the ground floor shall be landscaped (and hardscaped) open space excluding parking. (S)
c. Interior open space shall, be mainly open to the sky. (S)
d. Interior open space shall be accessible to all tenants within the District. (S)
6. Parking-

a. Surface parking within the District shall be discouraged. (S)
b. Adjacent and shared parking are encouraged. (S)
c. Subterranean and/or semi-subterranean parking is highly recommended. (S)

E. West Grand Avenue Transitional District (200 Block of West Grand Avenue from Concord Street to the alley west of Richmond Street)

The West Grand Avenue Transitional District (WGATD) is located adjacent to the west end of the Richmond Street Districts at Grand Avenue. The WGATD extends from the mid-block alley to the intersection of West Grand Avenue and Concord Street. **(Photos 38 and 39).**

This block is transitional in character and includes retail uses serving the community and commercial office space. The uses are compatible with the uses in the balance of the Specific Plan Area. The WGATD serves as an introduction to the DSP area and as a gateway when approaching Downtown El Segundo from the west.



(Photo 38 Retail Uses)



(Photo 39 Commercial/Office Uses)

1. General
   a. All common standards pertaining to the Main Street District must apply.
2. North Frontage –
   a. The north frontage of the parcels on the north side of Grand Avenue must be compatible with the residentially-zoned property next door as defined below.
   b. No service, outdoor storage, excessive and large windows or access must be located along the north side of the District.
   c. A landscaped buffer zone of 10 feet with mature trees and shrubs is required between the District and the adjoining property.
3. West Frontage –
   a. The west frontage of the parcel on the south side of Grand Avenue must be compatible with the adjoining residentially-zoned property as defined below.
   b. A 15-foot setback must be maintained to minimize impacts to the adjoining residence to the south.
4. South Frontage –
   a. The south frontage of the parcel on the south side of Grand Avenue must be compatible with the residentially zoned property next door as defined below.
   b. No service, outdoor storage, excessive and large windows or access must be located along the south side of the District.
   c. A landscaped buffer zone of 10 feet with mature trees and shrubs is required between the District and the adjoining residentially-zoned property.

(Ord. 1387, November 15, 2005)

F. Plazas

Two locations for plazas have been identified. One is the existing plaza fronting Main Street at the Civic Center and the other is proposed to be located to the rear of the Pursell Building, across the alley from the Grand Avenue District. Plazas are intensively used gathering places and serve as the hub for neighborhood activity. They are designed to accommodate resting, eating, strolling, and people watching. Plazas are typically ringed by restaurants, galleries and' other retail uses. Food service and goods from portable retail wagons are often available within the plaza.

1. Civic Center Plaza – (Photo 32)



Photo 32 - Civic Center Plaza

The Civic Center Plaza is located at the Civic Center on the east side of the 300 block of Main Street. The City plans to redesign the Plaza in the near future. In order to have the Plaza integrate with the pedestrian-oriented character of Main Street the following standards apply:

a. The plaza shall be open and oriented to Main Street. (S)
b. The plaza shall encourage pedestrian-oriented uses. (S)
c. The Plaza shall provide seating adjacent to the sidewalk, facing the street to maximize social interaction. (S)
d. The paving of the plaza shall extend across the sidewalk, across the street, providing connection to the sidewalk on the other side. (S)
e. The pedestrian crossing of Main Street shall link Handprint Alley with the plaza. (S)
f. The pedestrian crossing shall be designed with the same or complementary paving materials as the plaza. (S)
g. The plaza shall be designed so that a prominent element is the visual terminus of Handprint Alley. (S)
h. The plaza shall provide lighting for nighttime activities, security, and aesthetic interest. (S)
i. The plaza shall provide a sound system to accommodate outdoor concerts and other uses. (S)
j. Landscaping and benches shall be provided to enhance and encourage pedestrian use of the plaza. (S)
k. A stage area shall be provided for community events and activities. (S)

2. Pursell Plaza - **(Diagram 14)**

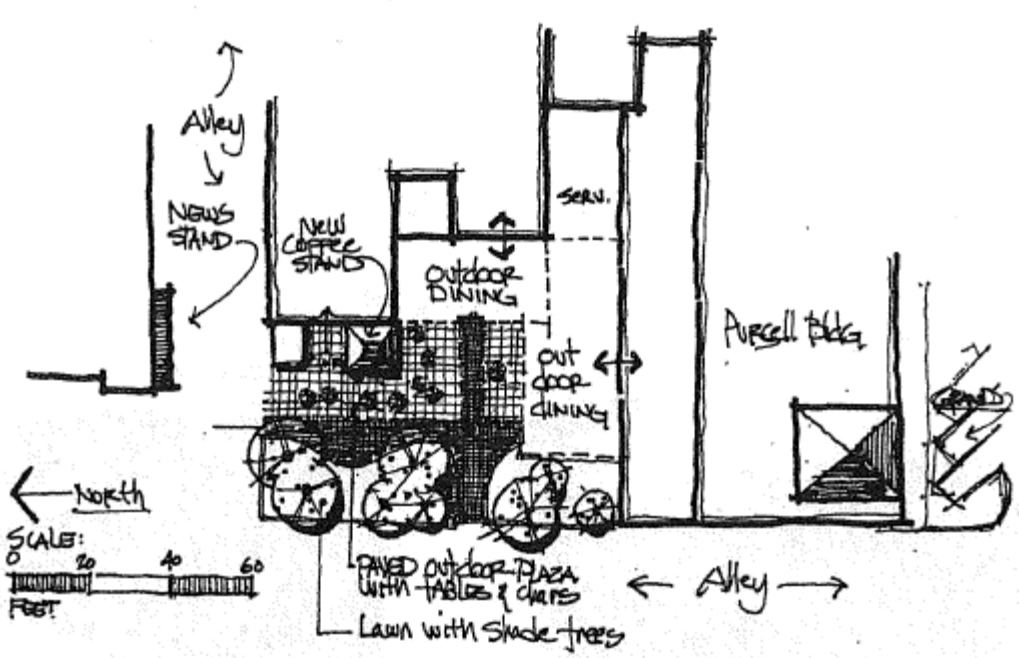


DIAGRAM 14

The Pursell .Plaza is proposed to be located to the rear of the Pursell Building that is located at the northwest corner of Main Street and Grand Avenue. The proposed plaza is shielded from view from Grand Avenue and Main Street by the Purcell Building but is open to the alley and the Grand Avenue District west of the alley. The impetus for this plaza is the redevelopment of the Pursell Building into a mixed-use center with a major anchor tenant. This tenant will be able to take advantage of the proposed plaza in the rear of the building and with the proposed Grand Avenue District development across the alley to the west. Retail uses will continue along the Main Street and Grand Avenue street frontages. Standards for the plaza include:

a. The plaza shall be demarcated from the alley by landscaping and low walls that provide protection from vehicles. (S)
b. Outdoor storage shall be screened from the plaza. (S)
c. The plaza shall be accessible from the Pursell Building and the alley. (S)
d. The plaza may be used for commercial uses but limited to outdoor dining or displays accessible to the public. (S)
e. Seating shall be provided. (S)
f. The plaza shall consist of both landscape and hardscape materials. (S)
g. The plaza shall be lighted for night use. (S)
h. Some cover from the sun and the elements shall be provided but no more that 10 percent of the plaza shall have a permanent roof or cover. (S)

G. Grand Avenue

Grand Avenue is one of only two City streets that connects to the beach. Grand Avenue is the principal east/west street in Downtown El Segundo and crosses both Main and Richmond Streets. The portion of Grand Avenue addressed in these standards is between Main and Concord Streets. Grand Avenue east of Main Street is not proposed to be modified. Beyond Concord Street, Grand Avenue crests the hill of an ancient sand dune and disappears from view toward the ocean. Grand Avenue to the west of Concord has recently been planted with Cajeput trees to provide a visual welcome to El Segundo. Similarly, these standards recommend special treatment for "gateway" areas to mark the entrance into the Downtown.

Grand Avenue is one of the widest streets in the City, with a right of way of 100 feet in width with 10-foot sidewalks on both sides and a center median. Parallel parking is provided on both curb lanes and on both sides of the center median. (Photo 33)



Photo 33 - Grand Avenue



Photo 34 - Commercial uses

Like the standards for the Richmond Street District, only specific standards addressing this district will be called out, and will be marked with a (S). For the rest of the standards that refer to this area, please refer to the standards in the Main Street District, listed previously. Those common standards will be marked with a (C). The standards specific to Grand Avenue include:

1. Site Development and Planning
    a. Land Use:
        i) Retail and commercial uses are recommended for this area. (S) (Photo 34)
2. Street Configuration and Streets cape
    a. Street:
        i) Grand Avenue should be reconfigured so that the central median (and parking) is removed. (S) (Diagram 15)

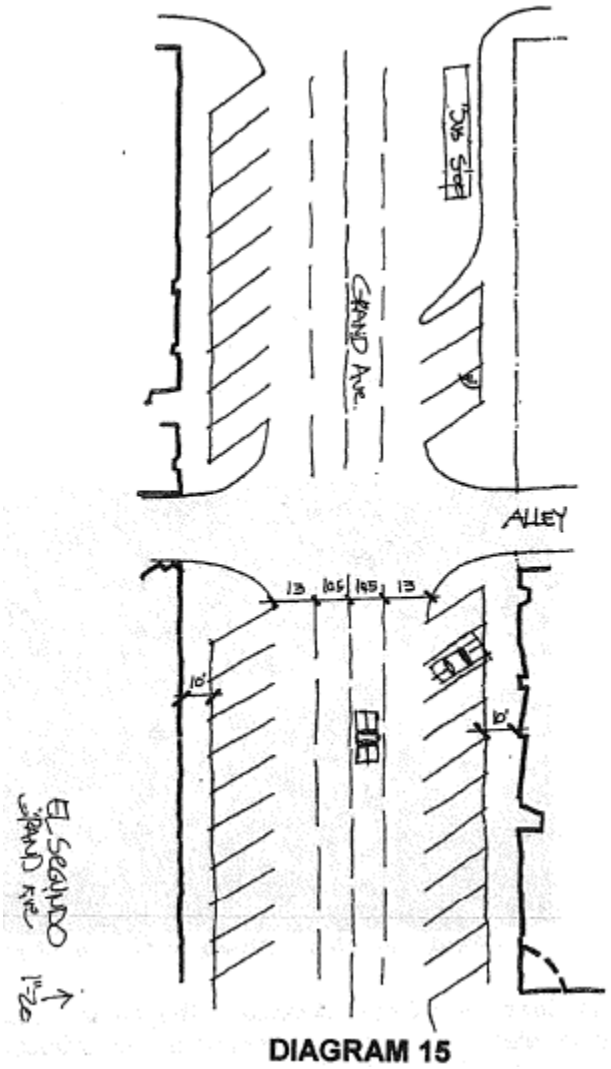


DIAGRAM 15

ii) The new configuration should include four driving lanes, two in each direction. (S)

b. Parking:
   i) Parallel parking in both directions should be removed, including median parking and replaced with angled parking. (S) (Diagram 15)
c. Sidewalks:
   i) Sidewalks on both sides of the street should be maintained at 10 feet or widened to up to 15 feet. (S)
d. Pedestrian Amenities:
   i) Bus Stops -
      aa. At least one bus stop should be located in the immediate vicinity of the Grand Avenue, not more than three blocks walking distance. (S)

H. Downtown Gateways

Gateways mark the passageway into or out of El Segundo's Downtown. These entry points, or gateways, should be indicated by their tall vertical elements and a richness of detail at the street level. Palm trees are proposed as the vertical element at three of these gateways, as they are regional in scale and serve to visually mark the location. The intersections themselves should be richly appointed and are meant to appeal to pedestrians, transit riders, and occupants of vehicles. In addition to the vertical Palms, elements of the Gateways should include street trees and other landscaping, enhanced street paving and striping, enhanced sidewalks, signage, architectural lighting and particular attention to the form and mass of buildings at the corners of the Gateway intersections.

Existing entryway signage exists at the intersections of El Segundo Boulevard and Main Street, and El Segundo Boulevard and Richmond Street. This signage is provided by the Chevron Oil Co. and while it has well served the Downtown up to now, it is felt a more formal signage program is needed for the Downtown.

Four intersections have been selected as Gateways and are described below:

1. Main Street and Grand Avenue - (Photo 35)



Photo 35 - Main Street and Grand Avenue

a. Main Street and Grand Avenue is the primary intersection in Downtown. The special elements of the intersection are its adjacency to the Civic Center, the intersection of the wide Grand Avenue with busy Main Street, and the Pursell Building with its diagonal entrance and mini-tower at the corner. (Diagram is)

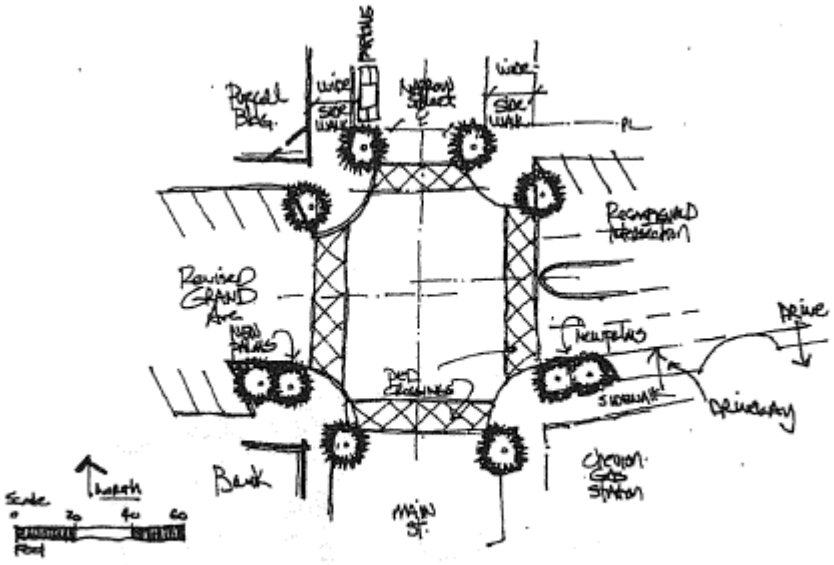


DIAGRAM 16

2. Concord Street and Grand Avenue
   a. The intersection of Concord Street and Grand Avenue is located at the crest of a hill west of the core of Downtown. The crest of the hill effectively creates a visual barrier, beyond which nothing is seen. As Grand Avenue is Downtown El Segundo's only street to and from the beach, this westerly entry is important in marking the boundaries of Downtown. (Diagram 17)

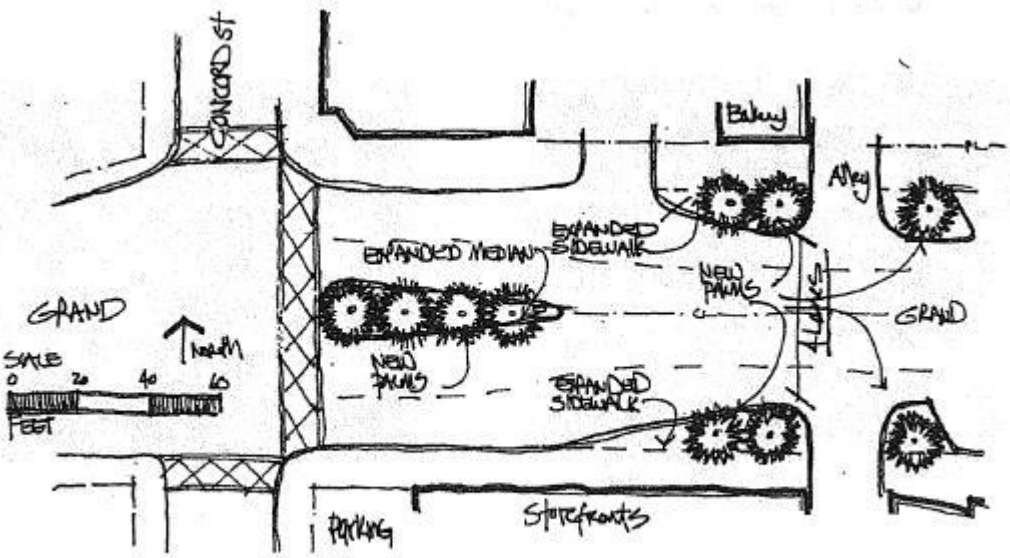


DIAGRAM 17

3. Main Street and Mariposa Avenue-
   a. The intersection of Main Street and Mariposa Avenue marks the northern entry into Downtown. To the north of the intersection are the stately El Segundo High School and the City's Public Library. **(Diagram 18)**

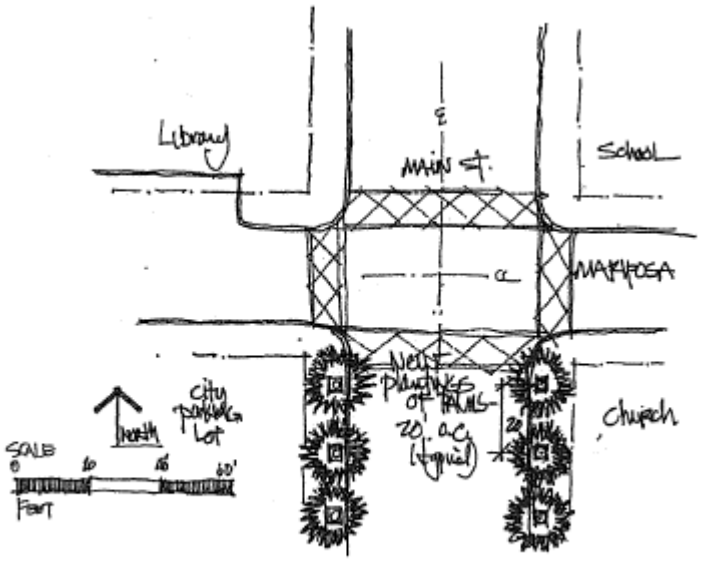


DIAGRAM 18

4. Grand Avenue and Eucalyptus Drive-
   a. The intersection of Grand Avenue and Eucalyptus Drive is the easterly transition into the Downtown. This area has large mature Ficus trees in the median which are proposed to, remain at this time, which create an effective visual statement as an entry into the Downtown, so Palm trees are not proposed in this location. Other landscape treatments and entry signage could be used in this area to announce entry into the Downtown and create a cohesive theme. (Photo 36)



Photo 36 – Grand Avenue and Eucalyptus Drive



Photo 37 - Pursell building - Corner treatment

5. Site Planning-
   a. Corner Treatments: Buildings on corners form the walls of the intersection. The best example of how this is done in the City of El Segundo is the Pursell Building on the comer of Main Street and Grand Avenue. This structure was specifically designed as an important building on the most important corner in Downtown El Segundo. The building salutes the corner with its tower and diagonal entrance. Standards include:
      i) Corner Buildings - (Photo 37)
         aa. Comer buildings shall be a minimum of two stories in height and be topped with an integral tower or cutout at the primary comer. (S)
         bb. Entry to the comer building shall orient to the corner. (S)
         cc. The building mass on the long sides of corner buildings is to be articulated into a series of 25-30 foot modules of retail space along the street face. The modulation is to extend to the upper floors as well. (S)
         dd. The buildings are to comply with all other standards, as specified within the district in which they are located. (C)
      ii) Landscaping -
         aa. At least three Washingtonia palms *(Washingtonia filifera)* or similar tall vertical Palm trees, should be located at each comer of the entry point intersections (Main/Grand, Concord/Grand, and Main/Mariposa). (S)
         bb. Street trees of the intersecting streets should be incorporated into the outer edge of the intersection design. (S)
         cc. Special flowering or decorative trees should be located at the intersection in lieu of the regular street trees. (S) dd. Low shrubs, ground covers, and colorful annual flowers are encouraged at the intersection. (S)
      iii) Street Paving -
         aa. Pedestrian crossings should be constructed of a contrasting material or color of the same paving material. (S)
         bb. Pedestrian crossings should have a relatively small-grained texture. (S)
         cc. Pedestrian crossings should be integrally designed with the rest of the intersection. (S)
      iv) Sidewalks and Pedestrian Amenities -
         aa. Sidewalk/curb extensions should be provided at the four comers of the intersection. (S)
         bb. Please see "Street Configuration -Curb Extensions" for the Main Street District for additional guidelines. (C)
      v) Signage -
         aa. Unique entryway signage should be developed and placed strategically to announce gateways and attract pedestrians into the .Downtown. (C)

IX. IMPLEMENTATION AND FINANCING

One of the goals of the Downtown Specific Plan is to set clear standards for the Downtown. Under these standards, merchants and property owners can proceed with improvements in a timely fashion and residents can feel comfortable about downtown development. Nevertheless, it is unrealistic to assume that standards, once set, can remain the same for all time. Since circumstances can change, it is important to monitor the Downtown's evolution over time.

The adoption and implementation of the Downtown Specific Plan can ·provide a major impetus for Downtown revitalization. However, most communities involved with Downtown revitalization have found that focusing on land use, circulation and design can be most effective when coupled with an additional emphasis on pedestrian-oriented streetscape improvements, event programming, historic preservation, marketing and promotion and the creation of vibrant public spaces. Such activities are strongly encouraged by the City to be undertaken by the local business community on a voluntary basis, with assistance from the City as necessary.

A. Business Improvement District - (300-500 Blocks Main Street)

A "Business Improvement District" (BID) is a method for assessing and collecting fees that can be used to fund various improvements and activities within the district. Generally, their potential roles are broad, including parking improvements, sidewalk cleaning, streetscape maintenance, streetscape improvements (i.e., street furniture, lighting, planting, etc.), promotional events, marketing and advertising, security patrols, public art, trash pick-up, landscaping, and other functions.

A BID can be a means of attracting businesses that maintain Downtown's economic vitality. The BID is one mechanism that can accomplish a whole host of activities associated with the Downtown, from funding to monitoring to organizing.

There are several legal forms of "Business Improvement Districts" available under California law. The most common are districts formed under the Parking and Business Improvement Area Law of 1989 (California Streets & Highways Code section 36500 *et seq.)* Business Improvement Areas (BIA) formed under the 1989 law impose a fee on the business license of the businesses operating within its area, and that fee is used to pay for the improvements and activities specified in the formation documents.

The 1989 law is also a recommended choice because it has survived challenge under Proposition 218. The 1989 law requires a great deal of public participation, which is another reason for its popularity.

The Council may begin the process by appointing an advisory board to make recommendations on the expenditures of the revenue raised by the assessment, the classification of businesses in the area, and on the method and basis of levying the assessment. Adoption of a resolution of intent to establish a BIA and then a noticed public hearing before the City Council is required. The Council must hear and consider all protests at the public hearing. If written protests are received from business owners who will pay 50 percent or more of the assessment, then the proceedings must be stopped, and no further action may be taken for one year.

After the BIA is approved, the Council may order changes in the proposed activities to be funded by the BIA, reduce the proposed assessment (not increase), and may remove (not add) territory from the BIA.

For each annual assessment, the advisory board produces a report recommending the expenditures and activities of the BIA for that year. The Council then passes a resolution of intention to levy the assessment, followed by another public hearing, after which the new years' assessments are levied.

A similar assessment procedure was added in 1994 (the Property and Business Improvement District Law of 1994 (PBID), (California Streets & Highways Code section *36600 et seq.),* though this procedure makes the assessment upon real property and not upon the business itself. Because of that difference, assessments under the 1994 law should comply with Proposition 218, and so can be blocked by a majority of property owners.

A BID for Downtown is recommended to include the 300, 400, and 500 blocks of Main Street. The 300, 400 and 500 blocks each have 24, 36, and 36 twenty-five foot wide lots, respectively, for a total of 96 lots not including the Civic Center and the City owned parking lots. There are approximately 32, 41, and 23 businesses within the 300, 400 and 500 blocks of Main Street, respectively, for a total of 96 businesses. The key roles initially for the BID are anticipated to include sidewalk cleaning, and streetscape improvements. It may include the construction and maintenance of a parking lot or structure, as required by the parking demand. It is estimated that sidewalk cleaning for the existing 12 foot wide sidewalks would cost approximately $650-$800 per block, if done one a month, for a total monthly cost of approximately $1950-$2400, for the 3 blocks. Sixteen foot wide sidewalks would cost approximately $860-$1060 per block, for a total monthly cost of approximately $2580-$3180. As the needs of the Downtown and the BID change, the scope of the roles of the BID could also change. It may be appropriate to create both a BIA and a PBID as the focus and roles of the two could differ and create a symbiotic relationship.

B. Streets and Streetscape

Modification and improvement of the existing streets and streetscape, particularly in the Main Street District, will greatly enhance the pedestrian environment in the Downtown. As the pedestrian atmosphere is enhanced, people tend to linger, stroll and enjoy the area more, spending more time and dollars in the Downtown. The following identifies improvements suggested for the Downtown as specified within Section VIII, Design Standards of this document. The cost estimates provided are very preliminary as none of the design work has begun.

1. Sidewalk widening/street narrowing-(300-400 Blocks Main Street)

Currently the sidewalks in the Main Street District are 12 feet in width, with 4-foot tree wells adjacent to the curb, leaving only 8 feet of sidewalk width in areas where there are trees. There are 7 foot wide parallel parking stalls and two 10foot 6-inch driving lanes on each side of the street. The total right-of-way width is 80 feet, with a 56 feet of curb to curb width. This current configuration leaves little room for outdoor retail activities such as outdoor dining, art displays, and sidewalk sales, or for pedestrians to stroll and enjoy the Downtown. Additionally, the excess street width tends to speed vehicles through the area instead of slowing them down and protecting the pedestrian environment. As these two blocks are the core of the Downtown, they are seen as the most critical in creating the desired pedestrian-oriented environment.

The proposed three-lane street configuration would widen the sidewalks to approximately 16.5 feet on each side. The existing parallel parking on each side of the street would be retained and two through driving lanes, one in each direction would be provided. Additionally, a center left-turn lane is key in order to avoid traffic congestion in the Downtown.

As an alternative, a two-lane configuration with angled parking on the west side and parallel parking on the east side, is proposed. Left-turn pockets, at the intersections only, could be provided due to the constraints of the right-of-way width. The sidewalks could be widened approximately 1.5 feet to 13.5 feet in width. In addition to the sidewalk widening, new colored stamped concrete decorative sidewalks and mid-block crosswalks or colored textured pavement accents are proposed. Approximately 8-10 on-street parking spaces would be lost with the three-lane configuration due to the dedicated right-turn only lanes at street intersections. Several more on-street parking spaces would be lost with the two-lane configuration.

Narrowing the street would also require reconstruction of the roadway, relocation of streetlights and fire hydrants, the relocation of traffic signals and loop detectors at the Grand and Holly Avenue intersections, and the installation of infrastructure (conduit) to accommodate future installation of modern high speed "bandwidth" and fiber optic cables. These modifications are seen as a permanent, Phase I approach, to creating a truly pedestrian-oriented environment in the core of the Downtown. A Phase I, short-term improvement plan for the 100-500 blocks of Main Street is discussed below.

Estimated Cost: $776,000

Potential Funding Sources: General Fund ($160,000 previously approved in 1999/2000 CIP budget, additional funding of $320,000 could be reallocated from Civic Center Plaza budget-see discussion under Section C. of Implementation), Gas Tax, Prop C (with MTA approval), BID, and/or other assessment district.

2. Street Modifications-(100-500 Blocks Main Street)
As a Phase I approach, the existing roadway from El Segundo Boulevard to Mariposa Avenue, or just the portion from Grand to Pine Avenues, with the existing 56 foot curb to curb width, could be re-striped. The re-striping could accommodate the same roadway configuration, as the Phase II permanent approach discussed above, but without the sidewalk widening and with slightly different lane widths. The street would be slurry sealed and re-striped to provide a clean look.

A portion of these improvements have already been budgeted by the Public Works Department as part of a Citywide slurry seal project scheduled to begin in September, 2000, with the exception of the traffic signal loop detectors, the sandblasting and the design costs for the new three-lane configuration. The restriping would maintain the existing 56-foot curb to curb width and 12 foot sidewalk widths, as a temporary measure to analyze traffic and pedestrian movements. It is anticipated that the re-striping will help to slow vehicular traffic, without causing congestion, while creating a safer environment for pedestrians.

The three-lane configuration re-striping would provide one through lane in each direction, a center left-turn lane, and parallel parking on both sides of the street. As an alternative, a two-lane configuration with angled parking on the west side and parallel parking on the east side, is proposed. Left-turn pockets, at the intersections only, could be provided due to the constraints of the right-of-way width. Approximately 8-10 on-street parking spaces would be lost with the three lane configuration due to the dedicated right-turn only lanes at the intersections. Several more on-street parking spaces would be lost with the two-lane configuration. A bike lane could be accommodated in the 100-200 blocks of Main Street connecting to the bike route on Grand Avenue.

Estimated cost: $22,765 if completed with the current budgeted CIP project. $44,265 if project is separated from the current CIP project scheduled to begin in September, 2000. Funding Source: Gas Tax (previously approved in 1999/2000 CIP budget)

3. Street Modifications-(100-300 Blocks Richmond Street)

   The only modification proposed for Richmond Street is the installation of infrastructure (conduit) to accommodate future installation of modern high speed "bandwidth" and fiber optic cables. Pacific Bell currently has fiber optic facilities in El Segundo Boulevard west to Whiting Street. The conduit on Richmond Street could tie in with these facilities or another provider if their facilities are located in proximity in the future. The conduit would provide expanded opportunities and encourage high tech offices and live/work uses.

   Estimated Cost: $184,200

   Potential Funding Sources: General Fund, Gas Tax, Prop C (with MTA approval) BID, and/or other assessment district.

4. Street Modifications-(100-200 Blocks West Grand Avenue)

   Currently Grand Avenue has a right-of-way width of 100 feet with 10-foot sidewalks on both sides, two driving lanes on each side and parallel parking on both curb lanes. The center island is 18 feet in width with a 4-foot median as well as 7-foot wide parallel parking on both sides of the median. This right-of-way width is the largest in the City west of Sepulveda Boulevard, as it originally accommodated the red car rail lines. The existing center street parking is awkward and not pedestrian friendly.

   The proposed modifications would maintain the existing 10-foot wide sidewalks, or potentially widen them to as much as 15 feet, and remove the central island and parking. The existing parallel parking adjacent to the curb would be removed and replaced with angled parking to partially make up for the removed center parking. It is anticipated that the number of parking spaces would be approximately the same as currently exist. Eliminating the center island parking and creating more parking immediately adjacent to the curb will help facilitate safe and convenient pedestrian access. Four driving lanes, two in each direction could then be accommodated. The proposal would entail removing the existing center island, replacing the island with street pavement, relocation of street lights, slurry sealing and re-striping the entire street. Widening the sidewalks to as much as 15 feet and/ or installing a center landscaped median would increase the cost estimate.

   Estimated Cost: $80,000

   Potential Funding Sources: General Fund, Gas Tax, Prop C (with MTA approval), BID, and/or other assessment district.

5. Streetscape improvements-(All Districts)

   Currently there is a lack of pedestrian amenities in the Downtown. Additionally, the streetscape improvements that are provided have no continuity or consistency. The proposed improvements would provide high quality and consistent pedestrian amenities.

   a. 300-400 Blocks Main Street-(600 and 450 feet in length. each block)

      - Decorative street lights-10 and 8 per block (5 and 4 each side) 18 total-$5000 each $90,000

- Benches-12 and 10 per block (6 and 5 each side) 22 total-$500 each $11,000
- Trash receptacles, including accommodations for recyclable materials-12 and 10 per block (6 and 5 each side) 22 total-$500 each $11,000
- Bike racks-6 and 4 per block (3 and 2 each side) 10 total-$500 each $5000

Estimated Cost: $117,000

b. 100-300 Blocks Richmond Street-(500. 335, and 600 feet in length. each block)

- Decorative street lights-8, 6 and 10 per block (4,3, and 5 each side) 24 total-$5000 each $120,000
- Benches-10, 8 and 12 per block (5, 4 and 6 each side) 30 total-$500 each $15,000
- Trash receptacles including accommodations for recyclable materials10,8 and 12 per block (5, 4 and 6 each side) 30 total-$500 each $15,000
- Bike racks-4, 4 and 6 per block (2, 2 and 3 each side) 14 total-$500 each $7000

Estimated Cost: $157,000

c. 100, 200 and 500 Blocks Main Street-(500, 335, and 450 feet in length, each block)

No streetscape improvements are proposed in these blocks at this time, as they are transitional in nature. Future improvements are recommended to include the same type of amenities as detailed above, and costs would be comparable.

d. 100 and 200 Blocks West Grand Avenue-(300 feet in length, each block)
- Decorative street lights-6 per block (3 each side) 12 total-$5000 each $60,000
- Benches-8 per block (4 each side) 16 total-$500 each $8,000
- Trash receptacles including accommodations for recyclable materials8 per block (4 each side) 16 total-$500 each $8,000
- Bikeracks-4 per block (2 each side) 8 total-$500 each $4000

Estimated Cost: $80,000
Total Estimated Cost: $354,000

Potential Funding Sources: General Fund, Gas Tax, Prop C (with MTA approval), BID, and/or other assessment district.

6. Street Trees-(All Districts)

Currently all of the streets in the Downtown are planted with Ficus trees. These trees were planted approximately 30 to 50 years ago and stand approximately 25 to 30 feet in height with trunks that are 1-3 feet in diameter.

These street trees are located in 3 to 4 foot square tree wells, generally immediately adjacent to the curb. Trees are currently planted approximately 40 feet on-center. In the past, the trees were pruned very heavily, maintaining their height to approximately 10-15 feet with a very small, dense canopy. Over the past several years the trees have been allowed to grow up and out and pruning has been limited to removing lower branches to raise the canopy and thinning the branches.

The Ficus tree is a rainforest tree that naturally has many large surface roots. As the canopy of the trees has been allowed to grow, the trunk diameter of the trees, as well as the surface roots, have grown, making the" trees too large for the space that they are confined to. Additionally, some of the merchants in the Downtown have expressed concern that the large very dense trees are blocking signage and building architecture.

Due to all of these factors, and the fact that the street is proposed to be reconfigured in the 300 and 400 block of Main Street, it is recommended that the existing Ficus street trees be removed and replaced with more appropriate street trees. There will potentially be a tremendous visual impact when these mature trees are removed and, in order to minimize this impact, trees in the Downtown should be removed in phases and replaced with mature box size trees. In some areas, removal and replacement may occur at a later date.

Additionally, "structured soil" is recommended to be used to protect the health of the new trees and the new infrastructure. Structured soil is a well-drained and aerated mixture of egg:-sized granite quarry stone, clay loam soil, and hydrogel, a horticultural material that helps the soil adhere to the quarry stone. This unique soil structure composition enables optimum tree root and water penetration, allowing crucial oxygen, and nutrient delivery to the "trees and optimal drainage. Structured soil has been specifically developed, tested, and designed for trees planted in sidewalks and areas with limited soil. Structured soil has been shown to decrease surface roots which cause the extensive damage described above. Trees are healthier, grow faster, stronger, and live longer with the ideal growing environment. Additionally, larger and faster growing tree species can be selected as street trees when structured soil is used, which enhances the aesthetics of the streetscape more quickly and gives more options for the types of trees that can be used. A larger area than is typical must be excavated (approximately 10 feet wide by 2 feet deep for the entire block) to accommodate the structured soil.

An irrigation system would also be recommended to ensure that the new street trees, as well as other landscaped areas, receive regular and adequate water which is particularly important during the first few years when the landscaping is becoming established. Reclaimed water could be utilized, as there is an existing reclaimed water main in the 300-500 blocks of Eucalyptus Drive and in Mariposa Avenue between Eucalyptus Drive and Virginia Street. Reclaimed water has been used successfully in both Library and Recreation Parks, and all nursery grown plant material is required to be irrigated with reclaimed water so the new plant material would be accustomed to reclaimed water. Decorative tree grates are also recommended to protect the trees and provide an attractive environment.

a. 300-400 Blocks Main Street-(600 and 450 feet in length, each block)

- Removal and replacement of existing street trees at an average of 30 feet on-center with 48-inch box trees with decorative metal tree grates-40 and 30 per block (20 and 15 each side) 70 total-$2,100 each $147,000

- Excavation and disposal of existing soil, and installation and compaction of structured soil. 10 foot wide by 2 foot deep strip, entire length of block (889 cy+667 cy =1556 cy) -$70 per cubic yard. $108,897

- Irrigation including main, remote control valves, sprinkler heads, and lateral connections on both sides of the block-$60 per foot-(2100 feet total) $126,000

- Water main connection with backflow device and irrigation controller with electrical service-$7000 each-1 per block (2 blocks) $14,000.

Estimated Cost: $395,897

b. 100,.300 Blocks Richmond Street-(500, 335, and 600 feet in length, each block)

- Removal and replacement of existing street trees at an average of 30 feet on-center with 48-inch box trees with decorative metal tree grates-34, 22 and 40 per block (17, 11 and 20 each side) 96 total$2,100 each. 36-inch box trees-$1,400 each. 24-inch box $850 each. $81,600-(24-inch box) $134,400-(36-inch box) $201,600-(48-inch box)

- Excavation and disposal of existing soil, and installation and compaction of structured soil. 10 foot wide by 2 foot deep strip, entire length of block-$70 per cubic yard (740 cy+496 cy+889 cy =2125 cy) $148,750

- Irrigation including main, remote control valves, sprinkler heads, and lateral connections on both sides of the block-$60 per foot-(2,870 feet total) $172,200

- Water main connection with backflow device and irrigation controller with electrical service-$7,000 each-1 per block (3 blocks) $21,000

Estimated Cost: $423,550-(24-inch box trees)
$476,350-(36-inch box trees)
$543,550-(48-inch box trees)

c. 100.200 and 500 Blocks Main Street-(500, 335. and 450 feet in length, each block)

- Removal and replacement of existing street trees at an average of 40 feet on-center with 48-inch box trees with decorative metal tree grates-26, 16 and 22 per block (13,8 and 11 each side) 64 total-$2,100 each. 36-inch box trees-$1,400 each. 24-inch box $850 each.
  $54,400-(24-inch box)
  $89,600-(36-inch box)
  $134,400-(48-inch box)

- Excavation and disposal of existing soil and installation and compaction of structured soil 10 foot wide by 2 foot deep strip, entire length of block $70 per cubic yard (740cy + 496cy + 667cy= 1903cy).
  $133,210

- Irrigation including main, remote control valves, sprinkler heads, and lateral connections on both sides of the block-$60 per foot-(2570 feet total)
  $154,200

- Water main connection with backflow device and irrigation controller with electrical service-$7000 each-1 per block (3 blocks)
  $21,000

Estimated Cost: **$362,810-(24-inch box trees)**
$398,010-(36-inch box trees)
$442,810-(48-inch box trees)

d. 100 and 200 Blocks West Grand Avenue-(300 feet in length. each block)

- Removal and replacement of existing street trees at an average of 30 feet on-center with 48-inch box trees with decorative metal tree grates-20 per block (10 each side) 40 total-$2.100 each. 36-inch box trees-$1,400 each. 24-inch box $850 each. $34,000.-(24-inch box)
  $56,000-(36-inch box)
  $84,000-(48-inch box)
-
- Excavation and disposal of existing soil, and installation and compaction of structured soil. 10 foot wide by 2 foot deep strip, entire length of block (888 cy) $70. per cubic yard $62,160

- Irrigation including main, remote control valves, sprinkler heads, and lateral connections on both sides of the block-$60 per foot-(1,200 feet total) $72,000

- Water main connection with backflow device and irrigation controller with electrical service-$7000 each-1 per block (2 blocks) $14,000

Estimated Cost: **$182,100-(24-inch box trees)**
$204,100-(36-inch box trees)
$232,100-(48-inch box trees)

Total Estimated Cost: **$1,364,357(24-inch box trees-except 48-inch in Main Street District)**
$1,474,357 (36-inch box trees-except 48-inch in Main Street District)
$1,614,357 (48-inch box trees)

Potential Funding Sources: General Fund ($100,000 previously approved in 1999/2000 CIP budget for City-wide Street Tree Master Plan Tree Replacement), Gas Tax, Prop C (with MTA approval) BID, and/or other assessment district.

The following photographs and descriptions are examples of the types of open canopy trees that may be appropriate as street trees.

Ginkgo biloba

(Maidenhair Tree)
Ginkgoaceae (Ginkgo family)
Origin: Eastern China

Species characteristics:

Form -Deciduous. Slow growing, long lived tree. Erratic growth sometimes asymmetrical, when young. Shape variable in maturity with height to 60', and occasionally more, and spread 20 -40'.

Trunk -Bark is light gray, turning darker and furrowed with age.

Foliage - Leaves are leather, light green, broad fan shaped 1-4" wide, turning golden in the fall. Persistent golden foliage then drops to form a golden carpet beneath the tree. Two-lobed leaves are shaped like those of Maidenhair Fern.

Cultivars -Specify male grafted or male cutting stock, as female tree produces large quantities of messy, foul smelling fruits. All cultivars are grafted male trees and should be used when uniformity is desired. 'Autumn Gold' is upright, evenly broad shaped. 'Fairmont' is slow growing to 45', with a moderately pyramidal crown. 'Princeton Sentry' has narrow growth form and a straight trunk. 'Lakeview' grows slowly to 45' and is narrowly pyramidal. ‘Saratoga’ is smaller than others and densely pyramidal. 'Shangri La' has a compact growth habit, dense, full crown and more rapid growth than most Ginkgos, has brilliant yellow leaves under most fall conditions.

No significant pest problems.

Site suitability:

Sunset zones -1 -24, 12 and 14 -24.

Clearances -Suitable for 5 -6' parkways or 5 x 5' cutouts

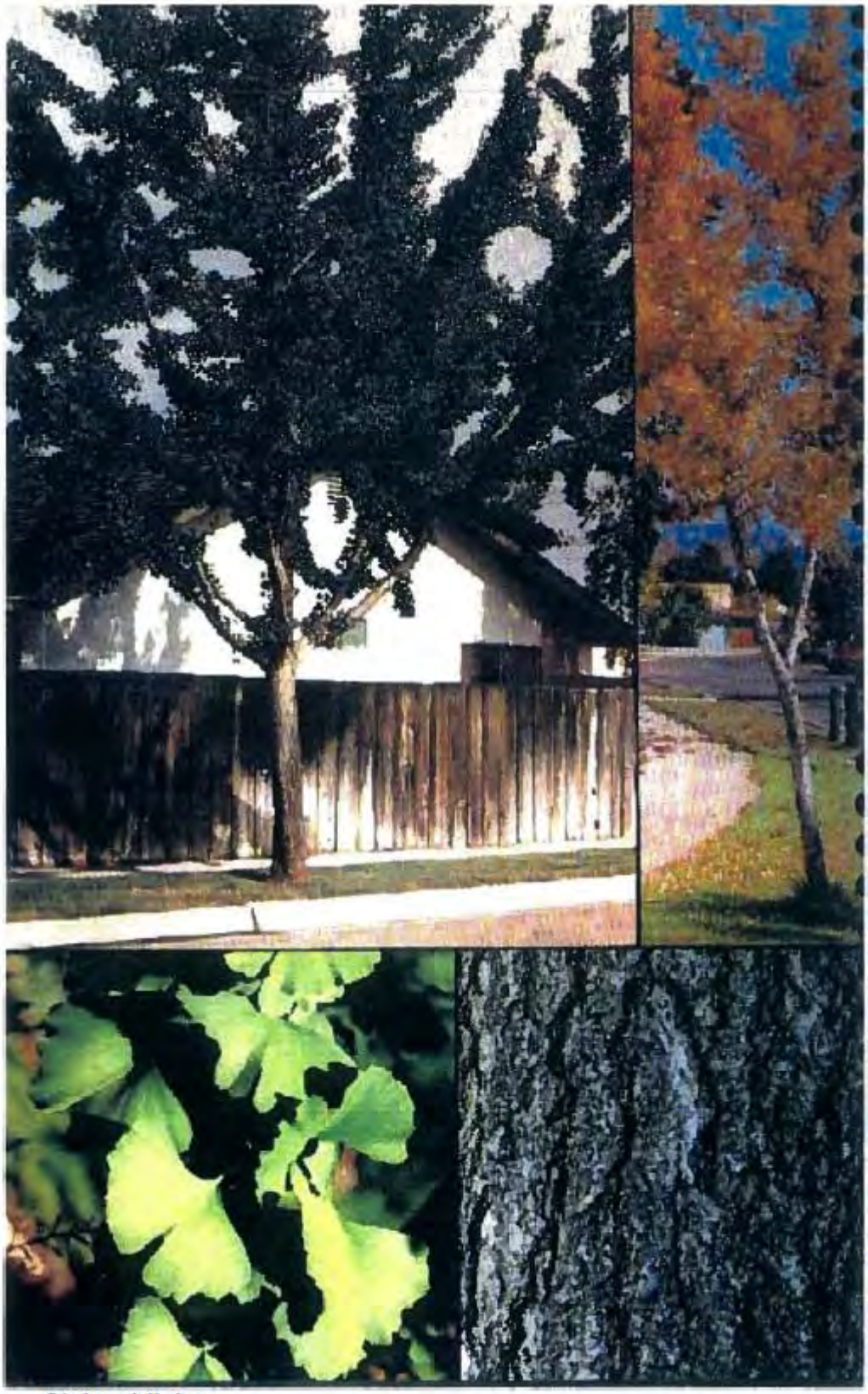
Good for streetsides, medians, parks and lawns.

Culture considerations:

Tolerant to all soils, air pollution, high wind and drought. Maximum growth in well drained soils.

Comments:

A grove is being successfully grown in a patio area at Kubota in Torrance, which has similar climate and conditions to Downtown El Segundo. There is also a Ginkgo at 811 Hillcrest.



Ginkgo biloba
(Maidenhair Tree)

Tabebuia chysotricha

(Golden Trumpet Tree)
Bignoniaceae (Bignonia family)
Origin: Argentina and Brazil

Species characteristics:

Form -Deciduous, or partially deciduous, just before late winter blooming. Fast in juvenile stages, later becoming a moderate growing small tree to 25' and almost as wide. Rounded and spreading, becoming graceful with age.

Trunk -Straight, smooth with light gray bark.

Foliage -Leaves are palmately compound. The five leaflets are smooth and shiny olive green on both surfaces. The lance shaped leaflets are 2-4" long by 1-2” wide with prominent veins, covered with tawny fuzz.

Flowers/fruits -Very showy, trumpet shaped golden yellow flowers with a marroon stripe in the throat, 3-4" long by 2" wide, are borne in rounded clusters *in* early spring, while briefly out of leaf. Blooms lightly at other times. Flowers become larger and more profuse as tree matures. Heavier flowering occurs in warmer areas. Foot long, hanging seed pods follow flowers and persist into winter.

No significant pest problems.

Site suitability:

Sunset zones -15, 16, 20 -24 and warmer 12 and 13.

Clearances -Suitable for 5. -6' parkways or 5 x 5' cutouts and under utility lines.

Good for streetsides, medians, parks and lawns.

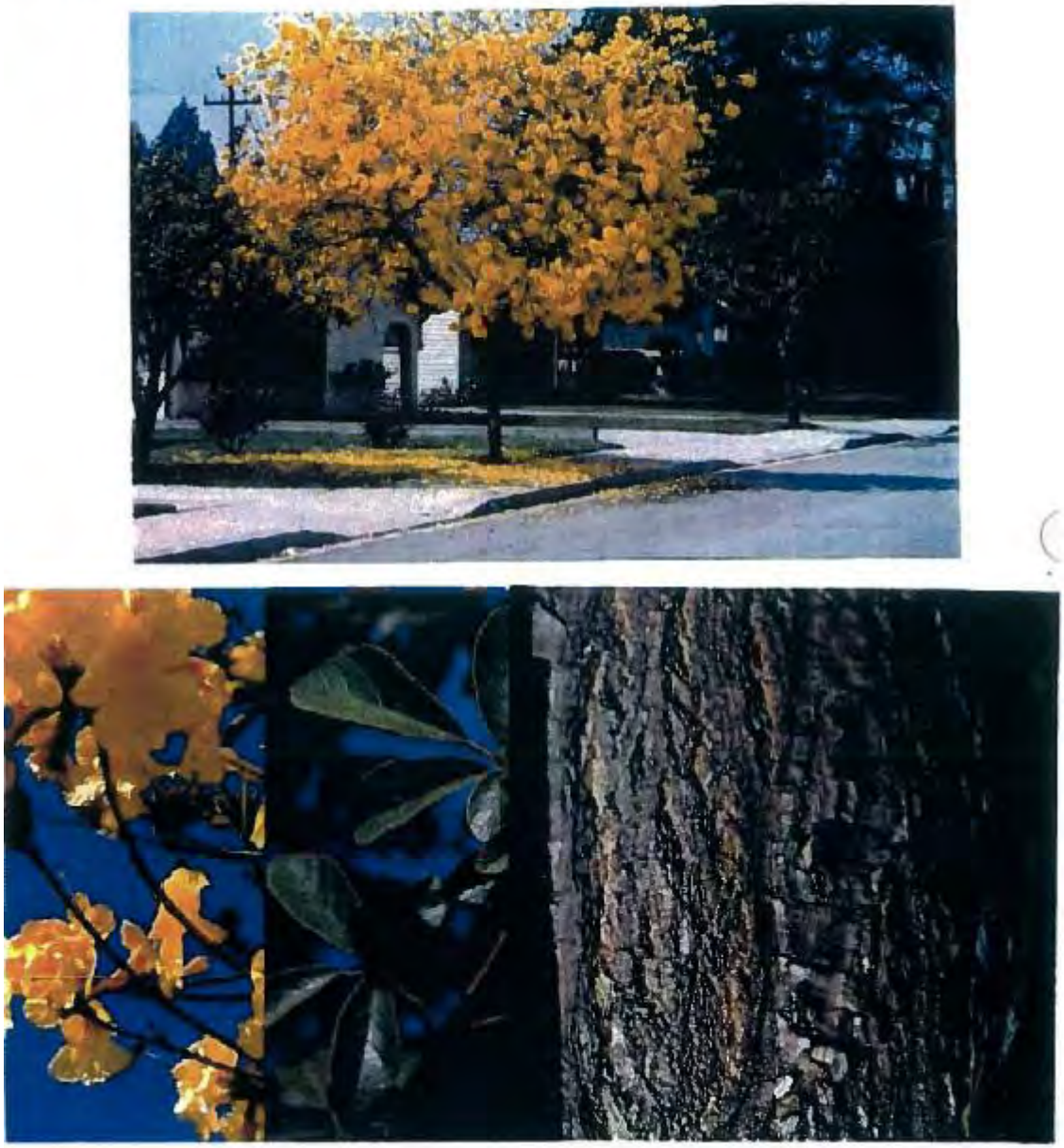
Culture considerations:

Prefers well drained soils, especially sandy loam. Drought tolerant when mature.

Comments:

The City of Fullerton uses Tabebuia avellanedae, the Pink Trumpet Tree, in their Downtown on Harbor Boulevard;

GOLDEN TRUMPET TREE
Tabebuia chrysotricha



Tabebuia chysotricha
(Yellow Trumpet Tree)

Platanus acerlfolia

(London Plane Tree)
Platanaceae (Plane Tree family)
Origin: England

Species characteristics:

Form -Deciduous. Formal, moderate to fast growing to 60' with 30 -40' spread. Broad· open crown of spreading to slightly drooping branches and coarse foliage.

Trunk -Straight and stout. Variable bark, smooth in youth, becoming patch and shedding with age to reveal smooth cream colored bark along upper trunk and larger limbs.

Foliage -Glossy, 5 -7" long, 4 -10" wide, lobed maple-like leaves, which are bright green above and light green with wooly hair along raised veins beneath.

Flowers/fruit -Inconspicuous spring flowers, male and female on separate twigs. Brown, ball-like bristly seed clusters hang singly or in strings of 2 (rarely 3) on pendent stalks throughout the winter.

Cultivars -'Bloodgood' has some resistance to anthracnose. 'Yarwood' is somewhat resistant to powdery mildew.

Significant pest problems are anthracnose, powdery mildew, and spider mites.

Site suitability:

Sunset zones -2 -24.

Clearances -Suitable for 8 -12' parkways or 10 -20' medians.

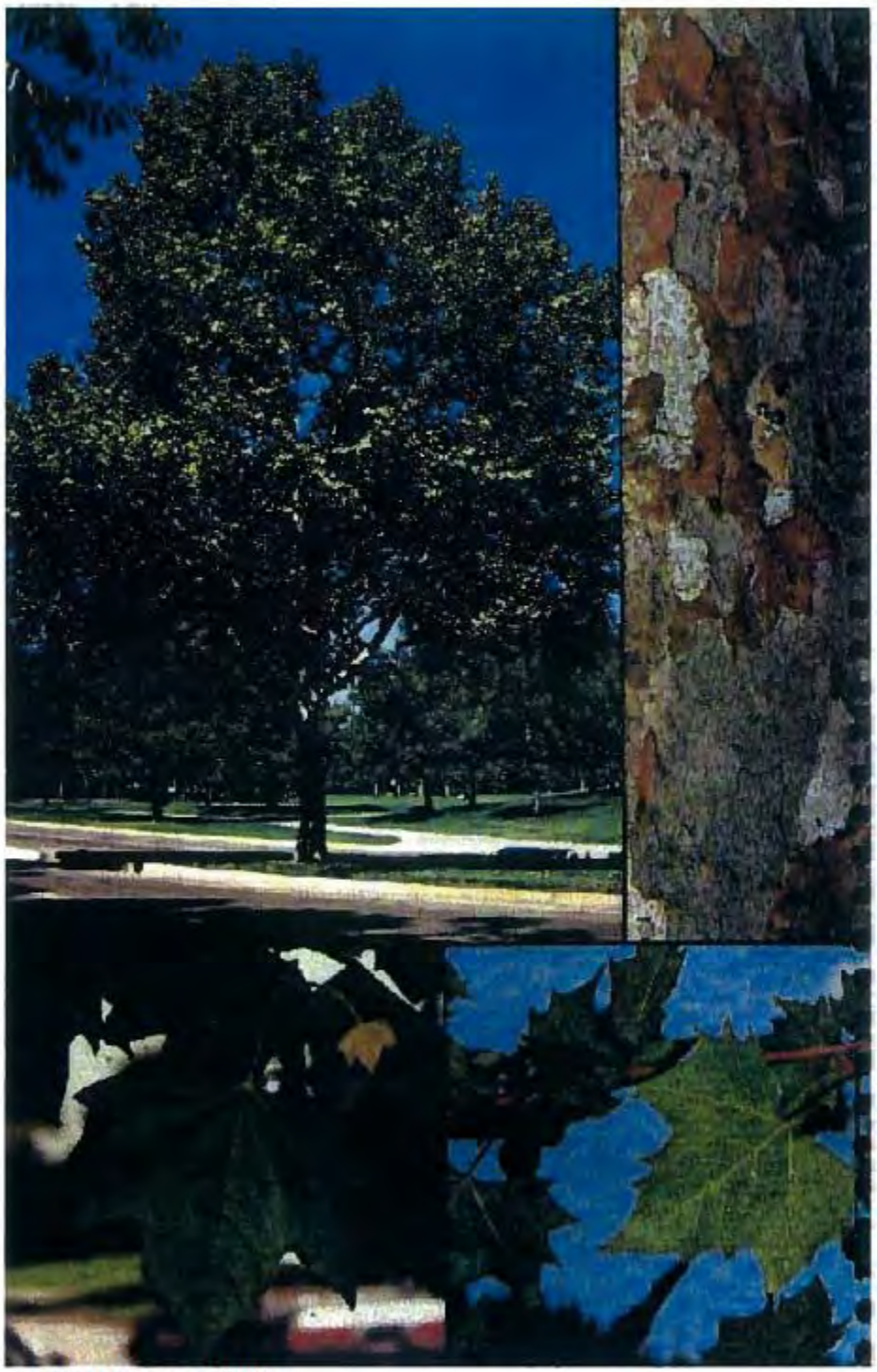
Good for streetsides, medians, parks and lawns.

Culture considerations:

Drought tolerant, but better with some deep watering in summer. Tolerates most soils, smog, soot, dust and reflected heat. Need to dispose of dead leaves and twigs since anthracnose can overwinter on them.

Comments:

There is one London Plane Tree in Library Park off of Palm Avenue in the turf, near the sidewalk by the parking lot that divides the school and the park.



Platanus acerifolia
(London Plane Tree)

Fraxinus oxycarpa 'Raywood'

(Raywood Ash)
oleaceae (Olive family)
Origin: Arizona

Species characteristics:

Form -Deciduous. Fast growth to 35', with a 30' spread and a compact, rounded crown. Trunk -Rough, whitish bark.

Foliage -Pinnately compound leaves, 4 -8" long with 5 -7 glossy, medium green leaflets, 1 14 -2 14" long and 1" wide with irregularly toothed margins. Usually fine hairs on underside and on each leaf stalk. Purple red fall color.

Significant pest problems are mistletoe, powdery mildew. anthracnose, Verticillium wilt, aphid, whitefly, soft and armored scales.

Site suitability:

Sunset zones -3 -9, 14 -24.

Clearances -Suitable for 8 -12' parkways or 10 -20' medians.

Good for streetsides, medians, parks and lawns.

Culture considerations:

Tolerant of saline and alkaline soils. Comments: A similar Ash, but much larger variety, is located in center field at Stevenson Field in Recreation Park.

RAYWOOD ASH
Fraxinlls o. 'Raywood'



Fraxinus oxycarpa 'Raywood'
(Raywood Ash)

7. Planters at curb-extensions/mid-block crosswalks -(300 -400 Blocks Main Street)

Curb-extensions into the streets at key intersections and at mid-block crosswalks also add to the pedestrian-friendly atmosphere by creating interesting nodes with landscaping, benches, and other pedestrian amenities where pedestrians can stop briefly and enjoy their Downtown. Extensions create a pedestrian safe zone, advising motorists that the pedestrian takes priority in the area. The extensions narrow the crosswalk length by bringing these amenities out into the street to the end of the on-street parallel parking, thereby not affecting vehicular circulation. These improvements are appropriate in the Main Street District where the street is proposed to be narrowed. The cost for raised planters and/or enhanced landscaping in these areas is detailed in this section. Other pedestrian amenities are included in the costs detailed in Section 3-Streetscape improvements.

Locations include: Main Street and Grand Avenue-2
Main Street and Civic Center Plaza-4 (Optional, Mid-block crosswalks)
Main Street and Holly Avenue-4
Main Street and Pine Avenue-2

$5000 per location- 8 to 12 locations

Estimated Cost: $40,000 to $60,000

Potential Funding Sources: General Fund, Gas Tax, Prop C (with MTA approval) BID, and/or other assessment district

8. Gateway landscaping and signage-(Various locations)

Gateways mark the passageway into or out of the Downtown. These key entry points should provide tall vertical elements to emphasize their importance and street level landscaping should be rich in color and detail to create vibrant entry focal points. Palm trees and entry signage is proposed in these locations to mark these entryways. Entry signage only is proposed near the intersection of Grand Avenue and Eucalyptus Drive as the existing large mature Ficus trees in the median create an entry statement and they are proposed to remain at this time.

Locations include:
- Main Street and Grand Avenue
- Concord Street and Grand Avenue
- Main Street and Mariposa Avenue
- Grand Avenue and Eucalyptus Drive

$20,000 per location-3 locations
$5,000-entry signage only-1 location

Estimated Cost: $ 65,000

Potential Funding Sources: General Fund, Gas Tax, Prop C (with MTA approval) BID, and/or other assessment district

The following photographs and descriptions are examples of the types of Palm trees that may be appropriate as entry gateway statements.

Arecastrum romanzoffianum

(Queen Palm)
Arecaceae (Palmae) (Palm family)
Origin: Brazil

Species characteristics:

Form -Feather palm. Gracefully arching, medium sized, moderate to fast growth to 50' with a spread of 20'. More feathery than King Palm.

Trunk -Smooth and exceptionally straight. Scars are formed on trunk when frond sheaths drop, resulting in bands of light and dark gray.

Foliage -Many soft, gray-green graceful arching fronds, with blades attached to a central midrib, are borne in staggered whorls. Fronds, 10 -15' long are sparse and open.

Flowers/fruits -Small cream to yellow flowers turn into showy hanging clusters of green dates on 3' stalks. Fruits ripen in June and turn orange before falling.

Significant pest problem is pink bud rot.

Site suitability:

Sunset zones -12, 13, 15 -17, and 19 -24.

Clearances -Suitable for 2 -3' parkways or 3 x 3' cutouts.

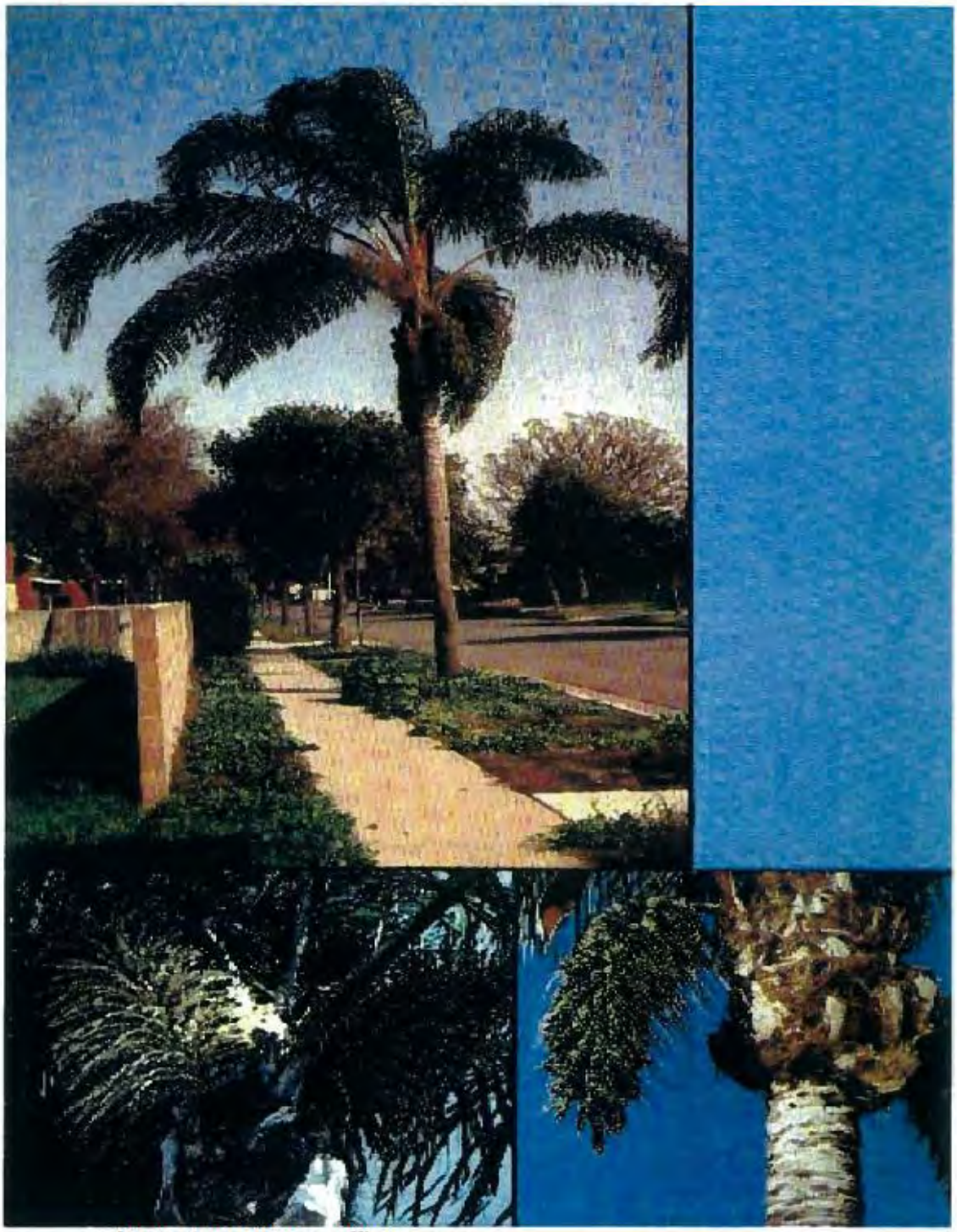
Good for streetsides, medians, parks and lawns and group plantings.

Culture considerations:

Drought tolerant, but responds to water and fertilizer in well drained soil. Tolerant of smog and seacoast exposure. Fronds subject to breakage in high winds. Fruit litter problems.

Comments:

The palms may be found in front of the Grand Tropez condominium complex on Grand Avenue between Center and Kansas Streets.



Arecastrum romanzoffianum
(Queen Palm)

Archontophoenlx cunnlnghamiana

(King Palm)
Arecaceae (Palmae) (Palm family)
Origin: Australia

Species characteristics:

Form -Feather palm. Moderate growth rate to 30 - 40' with a 10 -20' spread. More formal looking than Queen Palm. Handsome and stately. .

Trunk Dead fronds shed cleanly leaving a smooth gray trunk at maturity, with a smooth green shaft at the base of the fronds.

Foliage -The feathery fronds on mature trees are 8 -10' long green above and gray beneath.

Flowers/fruits -Prominent clusters of lavender flowers are bunched at the base of the crownshaft during spring and early summer, followed by colorful groups of small, waxy bright red fruits that are 3/8" long.

No significant pest problems.

Site suitability:

Sunset zones-21 -24.

Clearances -Suitable for 2 -3' parkways or 3 x 3' cutouts.

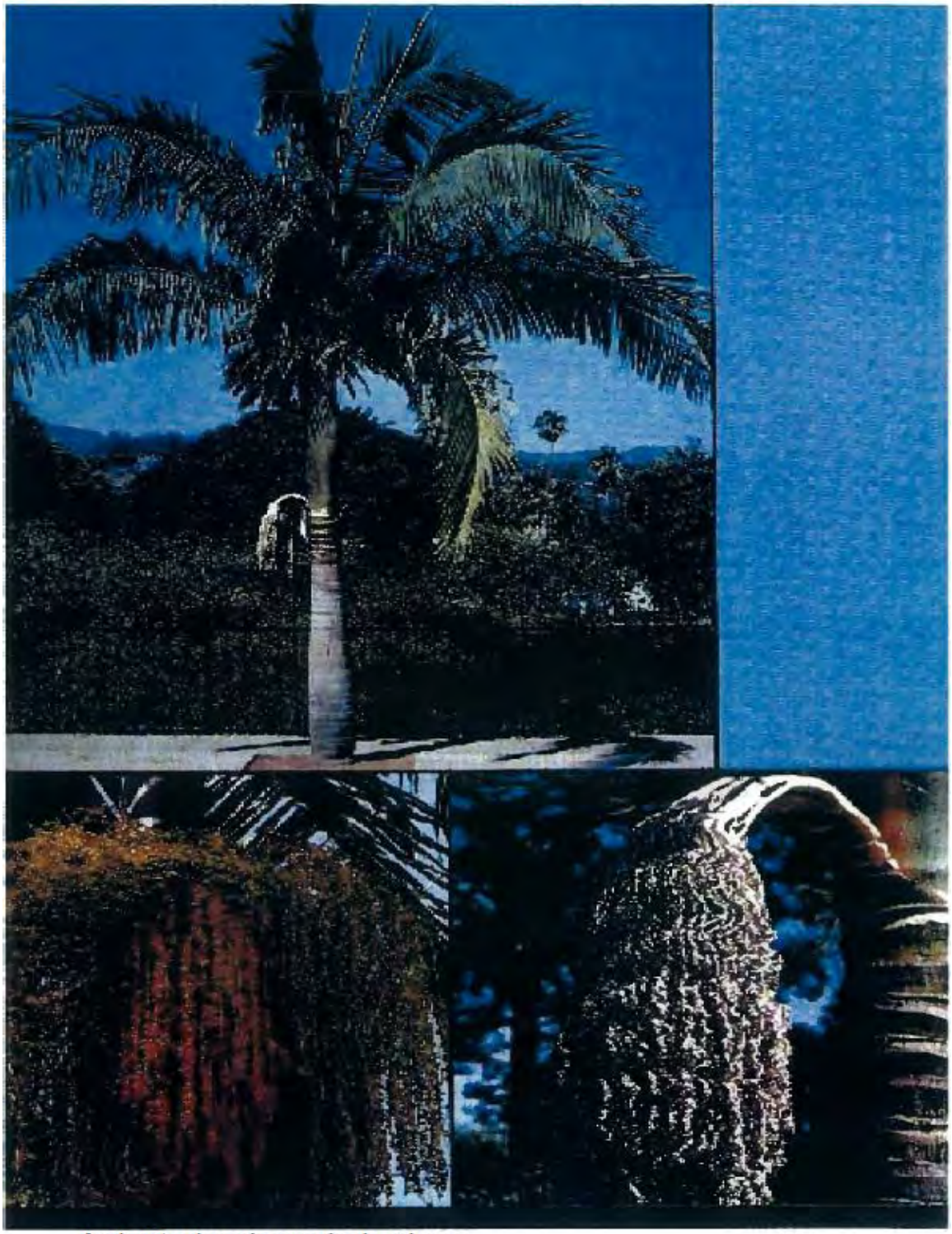
Good for streetsides, medians, parks and lawns. Excellent for group planting.

Culture considerations:

Avoid planting where future watering cannot be assured or in frost areas. Tolerates sun from an early age, as well as shade, and can grow for many years grouped under tall trees.

Comments:

The main (northern) entrance to the Manhattan Village on Sepulveda Boulevard has multi-trunk King Palms in the median.



Archontophoenix cunninghamiana
(King Palm)

Washington fllifera

(California fan Palm)
Arecaceae (Palmae) (Palm family)
Origin: Southern California, Mexico

Species characteristics:

Form -Fan Palm. Very fast growing to 50', slender, erect.

Trunk-Brown frond stalks remain for many years, forming a skirt of thatch. When pruned, frond stalk bases form a distinctive series of vees along the whole trunk. When the lower portion drops off with age, the clean trunk is smooth and gray.

Foliage -Has deep glossy fronds with a saw tooth stalk and a reddish streak on lower sides. Long-stalked leaves stand well apart in open crown. As leaves mature, they bend down to form a petticoat of thatch which develops in straight lines, tapering inward toward trunk at lowest point of petticoat.

Flowers/fruits -Flowers are small, white to cream white, 1/4" in size, growing on long stalks in clusters 2 -3' long. A mature tree will produce many purplish blue fleshy fruits, each containing a 1/8" black seed.

No significant pest problems.

Site suitability:

Sunset zones -8, 9, 11 -24, and the warmer parts of 10.

Clearances -Suitable for 2 -3' parkways or 3 x 3' cutouts.

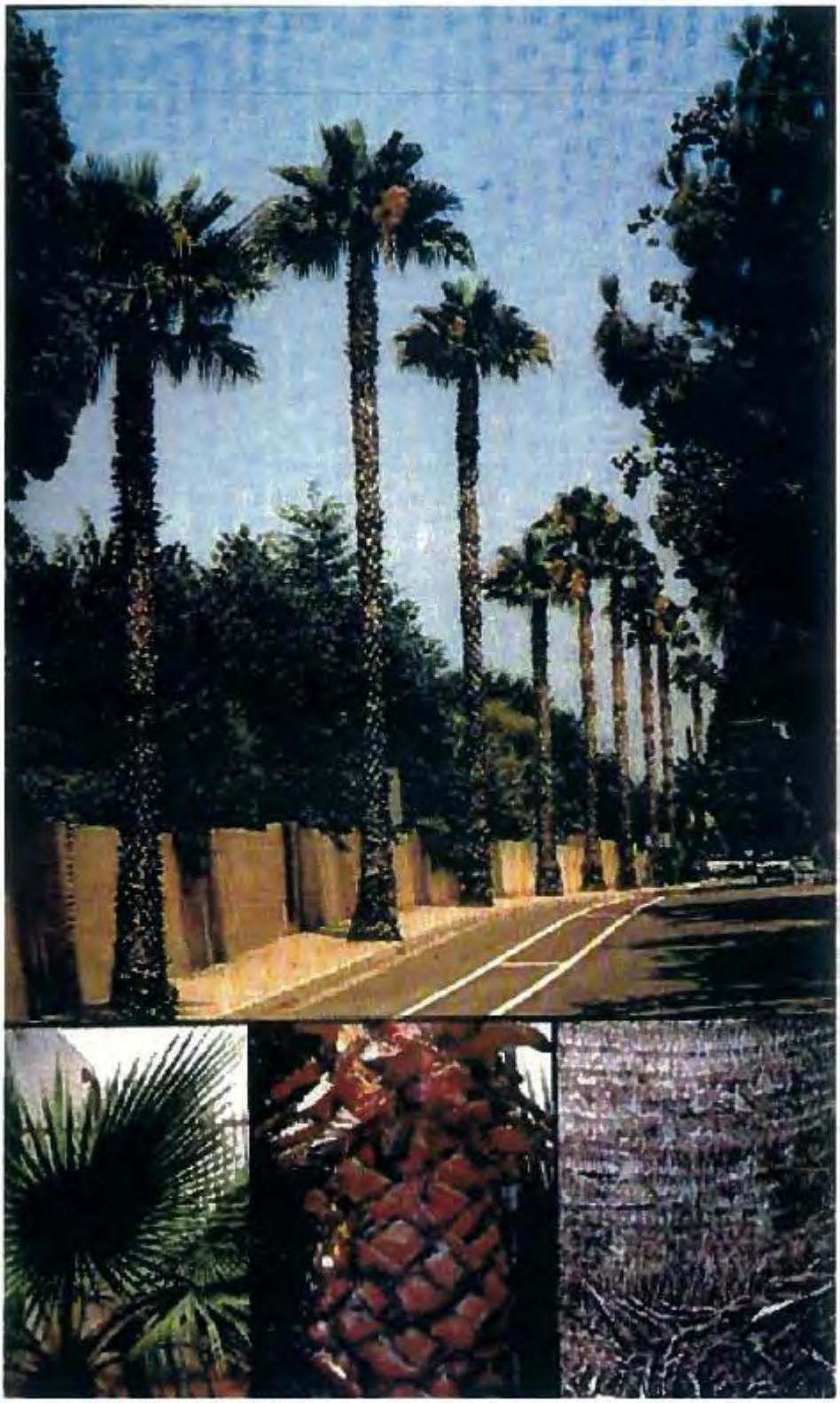
Good for streetsides, medians, parks and lawns as groups and accent trees.

Culture considerations:

The many fruits and self seeding can be a nuisance. Tolerates coastal exposure, drought and poor soils; however, will do pest in inland areas with heat.

Comments, notes:

This is the native California fan palm found in the canyons in Palm Springs. The trunk is more stout and the overall tree height is much shorter than the commonly used Washingtonia robusta -Mexican Fan Palm. (The photograph is the Mexican Fan Palm.)



Washington filifera
(California Fan Palm)

Note: This photograph shows Washingtonia robusta (Mexican Fan Palm), which is taller with a thinner trunk than the California Fan Palm.

9. "Twinkle" lights-(300 and 400 Blocks of Main Street)

"Twinkle" or other seasonal lights have been used very successfully in other downtown's to create an exciting atmosphere. Permanent lights using underground utilities, electrical outlets and transformer at each tree location, grounded outlets, weatherproof enclosures, GFCI circuits, and automatic on-off switching devices would be necessary to conform to Uniform Code requirements and for safety and durability. The necessary electrical service could be installed at the same time as the street improvements and the new street trees so that there would be minimal disruption. As an option, a cost estimate has been provided for lighting the existing street trees. The electrical outlets could also be used to service the lighting and other electrical needs of the farmers market, and other Downtown events.

Additionally, the lights will require on-going maintenance costs including replacement of burned out bulbs, adjustments of the lights as the trees grow, and replacement of other worn parts. Additionally, with the coastal environment it is expected that the strings of lights will need to be totally replaced approximately every 10 years.

Existing street trees-40 existing street trees-$3000 to $3700 each tree.

Estimated installation cost: $120,000 to $148,000
Estimated annual maintenance cost: $8720· ($218 per tree)

New street trees-After removal of existing street trees. Street trees at an average of 30 feet on-center with lights for each tree -40 and 30 trees per block (20 and 15 each side) 70 total-$3000 to $3700 each tree

Estimated installation cost: $210,000 to $259,000
Estimated annual maintenance cost: $15,260. ($218 per tree)

Potential Funding Sources: General Fund, Gas Tax, Prop C (with MTA approval) BID, and/or other assessment district

10. Parking structure or lot-(Holly Avenue-100 east Block, east of Main Street to the alley or southeast corner of Holly Avenue and Standard Street)

A two-level parking structure to accommodate approximately 70 parking stalls could potentially be located on Holly Avenue, east of Main Street. The structure could start at Main Street and be located in the Holly Avenue right-of-way and in the landscaped area north of the City Hall building on the City Hall property. The structure could extend east to the alley. Holly Avenue could be closed to street traffic in this area, but vehicular access to Holly Avenue east of the alley and to the alley could remain open. To accommodate 70 stalls, an area of approximately 100 feet by 140 feet would be required, 400 square feet per stall. Due to the constraints of such a small site, the cost for construction of a small structure would be approximately $30,000 to $40,000 per stall.

Another option could be to double-deck the existing City surface parking lot at the southeast corner of Holly Avenue and Standard Street. This lot has a significant grade change in that the alley on the east side of the lot is approximately 8 feet lower than the elevation on the west side of the lot abutting Standard Street. Access to an upper level open deck could be gained from Standard Street, while a semi-subterranean level could be accessed from the alley. This surface lot currently has 33 parking spaces. Double-decking would lose spaces in the circulation but gain in the additional level. Approximately 70 total spaces could be accommodated on the existing 100' by 140' lot. Again, due to the site constraints, the parking would cost approximately $30,000 to $40,000 per stall. If the portion of Standard Street between the existing surface parking lot and the surface lot on the west side of Standard Street which services City vehicles were closed, additional spaces could be accommodated.

The City's traffic engineer states in the Parking Demand Management section of the Specific Plan that currently there is adequate parking in the Downtown, and the potential construction of a parking structure or lot is seen as a long-term parking solution. A structure or lot would only need to be constructed when there is a demand for additional parking spaces, such as when there is construction of new square footage and/or a change in the mix of land uses in the area which increases the parking demand.

If a parking district, BID or other mechanism is established to collect parking fees, a fee "nexus" study would potentially be required (in accordance with AB 1600). In-lieu fees could be collected for the long-term construction of a lot or structure, and as an intermediate level solution, portions of the fees could be used for re-stripping and signage. These intermediate measures would consolidate and create more efficient parking. When there is a need, a lot or structure could then be constructed with the balance of the in-lieu fees. If there is no need for a new lot or structure after a certain time frame then the in-lieu fees would be refunded.

Total: $2,100,000 to $2,800,000

Funding Sources: General Fund, Gas Tax, Prop C (with MTA approval), in-lieu fees, BID, Parking District, and/or other assessment district.

11. <u>One-way street-(Holly Avenue-100 east Block, one-way eastbound and Pine Avenue-100 east Block, one-way westbound)</u>

Another option to increase available parking within the Downtown area would be to re-stripe existing two-way streets to one-way. The 100 block of east Holly Avenue is already striped with angled parking spaces on a portion of the south side of the block. The north side of the street is striped with parallel spaces. If the street were re-striped as one-way eastbound from Main to Standard Street approximately 6 extra on-street parking spaces could be accommodated, on the north and south sides of the street.

The City's traffic consultant suggested that one-way streets should be designed as couplets to improve traffic flow. A couplet would involve installing two one-way streets, one eastbound and one westbound. The streets should be located in close proximity to each other.

The westbound street could be accommodated on Pine Avenue one block north of Holly Avenue. This street could be re-striped as one-way westbound with angled parking on one side of the street. Pine Avenue is a narrow street and currently accommodates two-way traffic with parking on only the north side of the street due to the narrow street width. A one-way westbound street from Main Street to Standard Street would complete the one-way couplet. Angled parking could still only be accommodated on one only side of the street due to its narrowness, and approximately 4 extra on-street parking spaces could be provided.

The conversion to one-way streets would require traffic signal modifications at the Holly Avenue and Main Street intersection, signage and pavement marking modifications at the Pine Avenue and Main Street stop sign and re-stripping and signage for both streets. No curb or sidewalk modifications are anticipated or budgeted.

The City's traffic engineer states in the Parking Demand Management section of the Specific Plan that currently there is adequate parking in the Downtown, and the potential construction of one-way streets is seen as a mid-term parking solution. A one-way street configuration would only need to be constructed when there is a demand for additional parking spaces, such as when there is construction of new square footage and/or a change in the mix of land uses in the area which increases the parking demand. As discussed above, in-lieu fees could be used to finance these improvements.

Estimated Cost: $16,500

Potential Funding Sources: General Fund, Gas Tax, Prop C (with MTA approval), in-lieu fees, BID, Parking District, and/or other assessment district

C. Civic Center Plaza

The Civic Center Plaza is a focal point for the Downtown, providing the opportunity for a vibrant public gathering spot. In recognition of the importance of this area, in December of 1998, the City Council considered an Action Plan to implement portions of the original Downtown Task Force's recommendations, which included renovation of the Downtown Civic Center Plaza. In January of 1999 the City staff returned to the Council and identified a more detailed action plan and funding sources for the improvements, which the Council subsequently approved. In May of 1999, the City hosted a design charette in an effort to maximize creativity and public participation in the redesign of the Plaza. A project coordinator was retained and facilitated the design competition between three firms. A design fair was held and the public was invited to review and voice their opinions on the three conceptual designs. The Council also held several public meetings to solicit input and the original Task Force reviewed and commented on the designs. In July of 1999, the City Council selected one of the architectural firms to work with the City to develop and refine a plan for the Plaza improvements.

The costs of the three designs that were submitted by the architectural teams range between $539,000 to $613,600, as the firms were given two preliminary budgets of $250,000 and $600,000. The original scope of the project was anticipated to include the demolition and removal of all of the existing concrete Plaza and the installation of landscaping, plaza furniture, and performance and public gathering areas. Recently the scope of the .project has been further refined by the City Council's Downtown Subcommittee. The new scope does not include the removal of the concrete, but instead envisions working with the existing improvements to enhance the area and make it more functional and attractive. It is envisioned that that following elements will be included in the Plaza renovation: portable sound system, fixed lighting, potted landscaping, benches, relocation of existing central sculptures and re-use of the central raised planter area as a stage. It is anticipated that the improvements will not exceed $225,000. The Council has already approved $575,000 of Capital Improvement Program funds (1999/2004 budget) for the project and $30,000 has been spent on the design charette process. The balance of the unallocated Civic Center funds ($320,000) are anticipated to be reallocated to Downtown streetscape improvements or other Downtown improvement projects or programs. Section VIII, E, 1, Design Standards, Plazas, Civic Center Plaza of this Specific Plan, provides more detailed information on the design of the Plaza.

D. Parking Management Program

1. Introduction/Summary

The City's traffic engineer states that at the present time, parking is not a critical issue in Downtown El Segundo, although there may be a perception by some Downtown shoppers that parking is inadequate. The parking supply and location of parking are generally adequate to serve the existing uses in the area. Downtown patrons may need to walk 1 or 2 blocks to their destination after locating a parking space, however this is typical in a pedestrian-oriented Downtown setting. The Downtown Specific Plan, however, will result in various changes to Downtown El Segundo. The changes may include a different mix of commercial businesses, higher densities, modified street layouts, modified on-street parking and other changes. The need for parking in the Downtown area will change as the Plan is implemented. The turnover in commercial uses, or the potential intensification of land uses, may result in higher parking demand. The location of the parking demand may also shift, and the number of on-street spaces may change due to the streetscape improvements that are ultimately included in the Plan.

A parking management plan for the Downtown area must be comprehensive and also flexible enough to respond to the parking challenges that arise as part of the plan. The following strategies are key to the implementation of the parking management plan:

- **Develop** a parking management plan that looks ahead to the ultimate build out of the Specific Plan area and considers the potential "worst case" parking demand scenario.

- **Phase in** parking modifications and improvements over time as the Specific Plan is implemented. Seek lower cost, high efficiency solutions first, followed by higher cost capital improvements when they are needed.

- **Work cooperatively** with area businesses and other stakeholders since they are the ultimate users of the parking system.

- **Consider** the potential impacts not only in the Downtown area but also on adjacent residential neighborhoods.

2. Current Parking Conditions and Standards

The Downtown area currently is served by surface parking that is a combination of on-street curb parking and off-street private and public parking in a series of lots. Off-street parking is primarily provided in back of businesses via alley access, with some lots also fronting Main and Richmond Streets, and Grand Avenue. There are a total of approximately 1,285 public and private off-street spaces in the Downtown Specific Plan area. In addition, there are approximately 370 public curbside spaces. Curb parking in mostly regulated by a two-hour maximum limit, from 8:00 A.M. to 6:00 P.M. that is enforced via tire marking. Additionally there are 20-minute maximum single spaces scattered throughout the Downtown, again with the 8:00 A.M. to 6:00 P.M. limit and in the 300 block of Main Street no parking is allowed from 2:00 P.M. to 8:00 P.M. to accommodate the farmers market. Blocks with the highest amount of off-street parking, all in private lots, include the 100 block of Richmond Street on the east side (200 spaces), the 100 block of Main Street on the east side (115 spaces) and the 300 block of Richmond Street on the east side (110 spaces). All other blocks have 95 or fewer spaces, with the lowest block containing 35 spaces. Seven percent of the off-street spaces are compact size and the remainder are standard size.

The current parking development standards for the Downtown area (CR-S Zone) include provisions for joint use parking, off-site parking, compact spaces, parking demand study reductions and tandem spaces. Additional parking is required for new square footage, however, the Zoning Code allows an existing building to change from one use to any other permitted use in the zone without increasing required parking, as long as all of the existing parking is retained. The majority of the existing buildings in the Plan area provide on-site parking: although generally it is limited to only 3 to 5 spaces per 25-foot wide lot. These current provisions allow some flexibility but need to be reviewed in the overall context of the Specific Plan, and revised to ensure that parking is being managed in an efficient manner. Additional flexibility, creative parking solutions, and administrative level of review is desirable to encourage new development within the Plan area, while still ensuring adequate parking facilities for new development.

3. Elements of the Downtown Parking Management Program

To be successful, a parking plan for the Downtown area must serve a variety of businesses, civic uses and residents. Each parking "user" group has different needs and therefore parking for each group must be considered differently. For example, employees of Downtown businesses use parking for extended periods throughout the day and they are able to park farther away from their destination than customers of the commercial businesses. Certain businesses generate high demand mid-day (office, some commercial retail uses) while others generate lunchtime and evening demand (restaurants for example). The parking management plan must accommodate each user group to most efficiently serve their needs without impacting the other groups.

The cost of developing surface off-street parking may include purchase of the land and construction of the parking area, driveways, signing, striping, drainage, landscaping, lighting etc. Subterranean or surface parking is more expensive due to the capital costs of the structures. Therefore, it is important to consider a wide range of parking solutions in addition to adding more parking. The types of parking improvements recommended for the Specific Plan include, but are not necessarily limited to, the following:

- **Parking management techniques** including better parking signage and information (brochures and maps), modifying time limits, consideration of parking meters and fees.

- **Parking services** such as a “joint" valet parking program for a series of adjacent businesses.

- **Cooperative parking solutions** such as shared use agreements among businesses in the Downtown area that would allow one business to use parking at another business during its off-peak hours.

- **On-street parking modifications** such as adding parking via the use of diagonal parking instead of parallel curb spaces (Grand Avenue and east-west side streets off of Main Street and potentially portions of Main Street).

- **Construction of off-street parking** in surface lots or structures with fee agreements for Downtown businesses that come into the area and require new parking.

The hallmark of this plan will be to phase in the necessary parking improvements over time, as needed, based on the changes occurring Downtown. Lower cost, less capital intensive improvements should be implemented first. However, the ultimate need for additional parking should be planned for at this time to allow adequate lead time to identify and obtain appropriate sites and finance the purchase of land (if required) and construction costs. A phased approach to parking improvement in the Downtown area is described.

4. Parking Management Options

The options presented in this section are oriented to the multiple user groups that park Downtown. It is not feasible, nor desirable to develop a parking management plan that simply addresses the needs of one user group at the expense of other user groups. For example, the plan must not add commercial parking without addressing resident concerns, or conversely create "resident only" parking without recognizing the need to maintain access for the public. Therefore, a series of options are presented that address the many parking related issues. Table 1 summarizes the options.

a. Short-Term Parking Management Options- (implement upon adoption of the Specific Plan)

Option: **Create Visitor Parking Information Guide/map**

Discussion: Many cities and Downtown districts have created user-friendly maps and parking guides that are oriented toward the Downtown visitor. The guide would include clear maps showing all public parking, as well as information regarding time limits and rates (if applicable).

The guide/map should be professionally prepared with high quality graphics and should be made available at public venues (City Hall, libraries, etc.) and distributed to all businesses that would be willing to make them available to customers (e.g., on the counter at stores, in offices and at restaurants).

***Option*:** **Implement a Shared Use Parking Program**

Discussion: The most under-utilized parking throughout the Downtown is in off-street private parking lots. It is important to recognize that the use of private lots is not a universal solution to parking problems since it requires the cooperation of private land owners who may have specific reasons for not sharing parking. However, use of selected lots may be a method to help relieve the parking problem. Traditional impediments to the use of private parking include lot owners' concerns over liability, safety, vandalism and interference with their own business. While some of these concerns are well founded, some can be overcome through the use of negotiated agreements and common insurance policies that are obtained with the assistance of the City. Additionally, the City could enter into agreements with property owners of large parking lots with excess capacity (such as the Chevron parking lots) and "sublease" the spaces out to businesses in need of additional spaces. This recommendation will require the following initial actions by the City:

- survey private lot owners regarding the willingness to consider shared use of parking.
- investigate the availability of insurance coverage for public use of private lots and assist businesses in obtaining the insurance.
- consider police or private patrol to monitor the private lots.
- after identifying potential sites, secure agreements for use of the lots by adjacent businesses, determine parking fees (if any) to be charged, develop shared use parking contracts that specify hours of operation, maintenance, insurance requirements and other pertinent issues.
- develop signage and re-stripe private lots if needed on case-by-case basis.

Option: **Establish Baseline Parking Ratios for the Downtown as a Whole and Monitor over Time**

Discussion: Although each new business should not be required to provide parking on-site, the Downtown as whole will require new parking as development occurs. Therefore, the current parking surplus should be identified via detailed parking and land use surveys. The surveys will compare parking requirements based on standard parking ratios to the amount of parking available in the Downtown. Then, as new development occurs, the remaining surplus would be monitored on an on-going basis. New businesses or development~ that does not provide parking could pay into a parking "in-lieu" fund that would be used to develop joint parking areas when needed. When the parking demand gets within approximately 80 to 85 percent of the parking supply, then new parking should be provided. This type of parking "budget" would allow new businesses to come into the Downtown area without undue burdens to provide more parking by themselves.

Lot Utilization -approximately every six months conduct hourly surveys of the number of spaces utilized in key public and private lots and on-street for a weekday and Saturday. Also conduct regular monitoring of land uses added or subtracted and their associated parking requirements.

Land Use Patterns -Establish a database that is updated at least every six months that includes the type of business on each parcel, building area and amount of parking provided. A parking demand spreadsheet is also then updated bi-annually that will estimate the total parking demand for the Downtown, which is compared to the total parking supply.

***Option*: Enhance Directional Signage**

Discussion: The signage is generally clear, consistent and covers most of Downtown. Some additional signs would help to further clarify the location of some Downtown lots, and to direct vehicles to alley access parking areas. A unified theme for directional signs should also be developed as part of the Specific Plan.

b. Mid-Term Parking Management Options-(implement when needed after Plan adoption)

***Option*: Implement Trial Period Shared Valet Parking Program During Peak Season**

Discussion: As development and activity intensifies in the Downtown area, a peak season shared valet system would provide the convenience of on-street parking for business patrons and allow the use of more remote available parking. This service will only work with a minimum amount of activity generated by a group of nighttime attractions such as restaurants and shops. This measure is not recommended until the perceived demand is great enough to cover the costs of the service.

The valet would service a group of adjacent businesses. This may require the removal of a few on-street parking spaces during the time of valet operation.

It is recognized that some shopping trips require parking immediately adjacent to the business (dry-cleaners, take-out coffee, etc.), however, many visitors are willing to walk a few blocks during more extended visits.

For the valet service, there would be a fee charged per vehicle of approximately $5 or $6 (to be negotiated with the valet operator), which would cover all of the costs. If it was determined that this cost is *too* high for the customers, the City and/or businesses could subsidize the program, thereby reducing the fee to the valet patrons. All insurance, materials and other costs would be covered by the valet operator within the $5 or $6 per vehicle fee.

***Option:* Add Angled On-street Parking**

Discussion: This option would add on-street parking where it would be most needed in the future as development occurs. Main Street only has sufficient width for angled parking on one side, however, angled parking may actually reduce the number of on-street parking spaces due to the elimination of parking at the corners to accommodate a left-turn pocket. Angled parking is feasible on Grand Avenue if the median parking area is removed. Also, it may be feasible to provide angled parking on one or more side streets, such as the 100 blocks east side of Holly and Pine Avenues, which connect to Main Street, by converting the streets to one-way flow. This option would be implemented in conjunction with other streetscape/design options as part of the overall Specific Plan.

c. Longer Term Parking Management Options-(implement after short and mid term measures and as development warrants)

Option: **Install Parking Meters to Manage Parking Turnover and Raise Revenues for Parking Improvements**

Discussion: One of the most effective parking management tools is pricing. Many persons using Downtown businesses will be willing to pay for parking depending upon the nature of the business they are visiting in the area. Local employees, for example, will be less likely to want to pay for metered parking. Therefore, prime curbside spaces can be reserved for customers via the use of meters and time limits. With reasonable rates and time limits, meters do not harm businesses while they help to properly allocate parking spaces to the various user groups. Obvious disadvantages to meters include aesthetics and the perception that they will drive away business patron customers.

Options: **While Implementing Parking Management Strategies, Continue to Investigate Costs and Feasibility of Added Parking**

Discussion: When considering potential growth patterns Downtown and given the City's Zoning Code which allows continued growth without providing more parking (for new businesses in existing buildings that maintain existing non-conforming parking), more get:1eral public parking will be necessary in the future if density increases without adding parking. The number of added parking spaces can be determined more precisely following implementation of the highest priority management strategies.

Building new parking will take several years due to the need for environmental clearances, environmental studies, design and construction. Therefore, the City should continue to investigate the engineering feasibility, costs and environmental consequences of adding parking Downtown at the same time that parking management strategies are being tested. Also, use of an in-lieu fee would provide funding for parking over time as businesses turn over or parcels are redeveloped.

EXHIBIT 6
SUMMARY OF PARKING MANAGEMENT OPTIONS

OPTIONS	DESIRED EFFECTS/ISSUES	Relative Cost to Implement H, M, L (1)
Short-Term Parking Management Options		
Create Visitor Parking Information Guide/Map	• increase awareness of parking opportunities • more effective use of available parking • need support of business community to circulate guide/map	Low (approximately $5,000 to $10,000)
Implement a Shared Use Parking Program	• better utilize available private spaces • would require additional detailed analysis and coordination with private property owners	Low (staff/administration costs)
Establish Baseline Parking Ratios for the Downtown as a Whole and Monitor Over Time	• identify current parking surplus • monitor development as it occurs and its impact on overall parking operations • add new parking or take other actions when supply reaches approximately 85% of demand, prior to reaching a critical point	Moderate (staff/administration costs equivalent to several hours per week, after initial labor intensive inventory)
Enhance Directional Signage	• provide more clear and consistent signage • better utilize alley-access parking • enhance aesthetics	Moderate
Mid-Term Parking Management Options		
Implement Trial Period Shared Valet Parking Program During Peak Season	• provide convenient customer parking • assist parking impacted business • need to analyze potential sites and select Contractor	Low to Moderate ($5,000 to $15,000 per season for City support)
Add On-street Angle Parking	• provide more spaced via use of angle rather than parallel curb parking • slows traffic, promotes pedestrian use	Moderate (costs for signing and striping)

(1) *Cost: H - High Cost associated with major capital expenditure, M - Moderate Cost for physical improvements and/or staff administrative costs,*
L - Low Cost reflecting limited staff time allocation or *minor supplies/equipment cost.*

Longer Term Parking Management Options		
Install Parking Meters on Selected Streets	• manage the parking supply, enhance turnover for businesses • prevent all-day parking by employees in prime spaces • raise revenues needed for parking expansions	Moderate to High (Initial cost, ultimately self supporting)
While Implementing Parking Management Strategies, Continue to Investigate Costs and Feasibility of Added Parking	• provide added patron and employee parking • remove employee parking from adjacent residential streets • requires additional detailed analysis of economic factors	High to Very High (surface - $1500 per space, structure approximately $7,500 to $15,000 per space, $150,000 to $1.5 million for 100 spaces) depending on surface or structure and other details
(1) *Cost: H - High Cost associated with major capital expenditure,* M - *Moderate Cost for physical improvements and/or staff administrative costs,* *L - Low Cost reflecting limited staff time allocation or minor supplies/equipment cost.*		

E. Public Events, Activities and Programming

The ongoing scheduling, coordination and implementation of special events in the Downtown area are seen as a key component in the effort to revitalize the Downtown. Downtown events enhance the image that the Downtown is the center of activity in the community. In order to provide creative, diverse and high quality events and programs throughout the year in Downtown, the City retained an Events Coordinator/Facilitator in June of 1999. The events coordinator met with the Council Downtown Revitalization Subcommittee, DES I (the Downtown subcommittee of the local Chamber of Commerce), and the City's Event Coordination Steering Committee and developed a draft list of events. These include events such as a Main Street Bike Parade, June Jamboree-Food and Music Festival, Concierge Day, Annual West Fest, and Scavenger Hunt, designed to attract local and nearby residents to the Downtown year round. This will increase the awareness level of the types of shops and services that are available in the Downtown which will directly benefit local residents, merchants, and property owners by creating a broader and consistent customer base.

Many of the events include participation by and coordination with other groups and local service organizations such as the Chamber of Commerce, Rotary, .and Kiwanis. The new events are intended to complement existing successful Downtown events (such as the Richmond Street Fair, Main Street Cruise, and the Holiday Parade) by coordinating new promotional programs around the existing schedule of events. In addition to developing, organizing and implementing various monthly events, the Coordinator also acts as a clearinghouse to coordinate the City of El Segundo Master Event Calendar. This central location for business owners and residents to access event information is seen as key to planning future events to eliminate potential date conflicts and to help ensure successful events with maximum participation. The Master Calendar includes maintaining a website calendar and issuing press releases.

The existing weekly farmers market in the 300 block of Main Street, initiated in July of 1999, is also one of the key Downtown events, being managed separately from the other Downtown events by the Recreation and Parks Department. The budget for the farmers market includes approximately $35,000 of 1999/2000 General Fund monies. The farmers market generates approximately $4000 a month during the 3 summer months and $2000 a month during the balance of the year, a· total of approximately $30,000 in revenue annually.

The City Council approved $20,000 of General Fund monies in both the 1998/1999 and 1999/2000 budget years for the Downtown Events Coordinator, although the *1998/1999* funds were not spent and were carried over to the 1999/2000 budget. An additional $10,000 was allocated from the 1999/2000 Downtown marketing materials account and will be used for the Downtown Food and Music Festival, scheduled for June, 2000. Subject to City Council direction, it is anticipated that future budget years may have approximately $30,000 annually in General Fund monies for Downtown Events.

F. Marketing, Advertising and Promotion

Marketing and promoting the Downtown to attract new businesses, retain existing quality businesses that meet the goals of the Plan, and advertise Downtown services, businesses and events, are key components to a successful Downtown.

The City Council approved retaining a retail recruitment firm in January, 1999 in an effort to place new highly desirable retail businesses in selected key locations Downtown. However, priorities were shifted and the $35,000 approved in the 1998/1999 budget year from the General· Fund was reallocated to the Downtown Events programming. Additional funds of $14,500 were allocated in the 1999/2000 budget year, and $10,000 of this was recently reallocated to the Downtown Food and Music festival (discussed above) and the balance will be used for banners to promote the farmers market. It is anticipated that in the 2000/2001 budget year, additional funds of approximately $20,000 will be requested for retail recruitment. The firm selected will have to have proven success in placing businesses as part of successful downtown revitalization programs, and work closely with Downtown property owners.

Promotional materials prepared and distributed by the City include a Downtown Map with Points of Interest. This map was developed originally in 1998 and is regularly distributed to the Chamber of Commerce, area hotels, City Hall, Public Library, Downtown businesses, and new companies in town. The map provides general information about the Downtown and is keyed to a list of retail and restaurant uses in the Downtown. This map should be updated as part of the Downtown revitalization effort to ensure that it provides up to date and accurate information.

Another promotional program is the installation of banner poles, banners, and flags on Sepulveda Boulevard, a State highway with approximately 70,000 vehicle trips per day, to publicize City Events and promote the Downtown. Two types of banners are envisioned. The first would use the existing median light poles to install flags (approximately 3 feet by 8 feet) to publicize community events. There are 35 existing light poles on Sepulveda, Which could accommodate two flags each, located on each side of the pole. The second type of banners would require the installation of two banner poles, with mounting hardware and cables at each location. Banners would be approximately 3 feet wide by 40 feet long and would hang over the middle of Sepulveda Boulevard. Installation and removal of the flags or banners would be an additional cost of approximately $400 for each set of flags or banners for each installation and removal.

In February of 2000, the City Council approved re-allocating $60,000 from the City "welcome monument" project, previously approved in the 1999/2000 Capital Improvement Program budget, to the banner project. The $60,000 includes the installation of the banner poles only, (four poles at two locations) not the banners. General fund monies of $4,500 are available for banners (Downtown marketing materials) and it is anticipated that this will be used for one large (3-foot by 40-foot) banner to advertise the Downtown Farmers Market. Other Farmers Market advertising which has been used, that could also be used for other efforts, includes cable television advertising in nearby communities, advertisements in area newspapers, and advertisements on internal e-mail networks for major corporations located in El Segundo. Any additional funds remaining from the banners will be used to promote other Downtown events, It is anticipated that the City Council will review a request for additional funds for other banners in the near future. In addition, it is anticipated that event sponsors and coordinators would pay to install banners to promote their individual events.

Other types of marketing could include advertisements, flyers, billboards, or other promotional materials.

A lunchtime shuttle to bring employees from the business center of El Segundo, west of Sepulveda Boulevard, to the Downtown has been explored in the past and could be analyzed further if desired. The Chamber of Commerce and a BID could also be involved with promoting and advertising the Downtown.

G. Development Incentives

Development incentives can be used as a tool to attract and retain quality businesses in the Downtown. Through the Business Attraction Program (Chapter 3.06 of the El Segundo Municipal Code) and the City's economic development program, the City currently offers numerous incentives for qualified target businesses throughout the City. The incentives apply to the Downtown area also, and are proposed to continue. These incentives include:

1. Expedited and reduced cost entitlements:

    - Permit approvals may be expedited through the Community, Economic and Development Services application and permit processes at the request and the expense of the applicant.
    - The City may enter into agreements that guarantee that permits will be reviewed within a certain time frame, as agreed to by the City and the applicant ahead of time. If the City does not review the plans within the established time frame then all associated City fees are refunded.
    - Building Safety Division fees are negotiable and may be reduced as much as 50%.

2. Local tax credits and rates:

    - Business License Tax: The business license tax can be reduced and/or eliminated if El Segundo is used as a point of sale. The tax will be offset by the amount of the sales tax generated to the City in the previous year, up to the point where zero fees are due to the City.
    - Utility users tax: Gas, water, electric, and telephone taxes are negotiable, up to the point where zero tax is required. Currently these rates are 3% for gas, water, and electric, and 2% for telephone.
    - Transient Occupancy Tax: The City's transient occupancy tax for hotel users is currently 8%, one of the lowest in Los Angeles County.

Additional incentives could be provided in the Downtown Plan Area such as the reduction, or elimination of traffic impact fees and the further reduction of Planning and Building Safety Division fees.

3. Removal of Nonconforming Signs:

The City finds that in order to enhance the environment of the Downtown it is desirable to encourage the removal of nonconforming signs at a rapid pace. Therefore, the City may offer owners of nonconforming signs the following incentives to hasten their removal.

In order to qualify for the nonconforming sign removal incentive, a sign proposed to be removed must meet the following requirements. The sign must have been a legal, conforming sign at the time of its placement. (In other words, the sign cannot be illegal). The sign must be located in the Main Street District (300-400 Blocks Main Street). The sign shall not be an abandoned sign at the time of application. In the granting of nonconforming sign removal incentives the City will apply the following priority ranking schedule: roof signs, pole signs (freestanding sign over 10 feet high), internally illuminated signs, and plastic signs. Owners of nonconforming signs may, at their discretion, choose to participate in the following sign removal incentive program. The City will select a number of applicants each year to participate in the' program based on the priority of signs provided above and the availability of funds.

The nonconforming sign removal incentive program is a three-year program commencing on the effective date of this Specific Plan. The program is designed to encourage the rapid removal of the least desirable types of signs by providing larger incentives in the early years and tapering off to no incentives in the fourth year.

The incentives which may be provided are as follows:

- Years one and two
  Free removal of nonconforming sign.
  Free design service to provide conforming, attractive sign sketches. *
- Year three
  Free removal of nonconforming sign

** Those participants availing themselves* of *the free design service must agree to utilize one* of *the alternative sketches provided and to erect* a *new sign within three months* of *receiving the sketch designs. If said new sign is not erected, the participant will be required to reimburse the City for the cost* of *the sign design service.*

The removal of non-conforming signs program could be financed through General Fund monies or a Business Improvement District (BID).

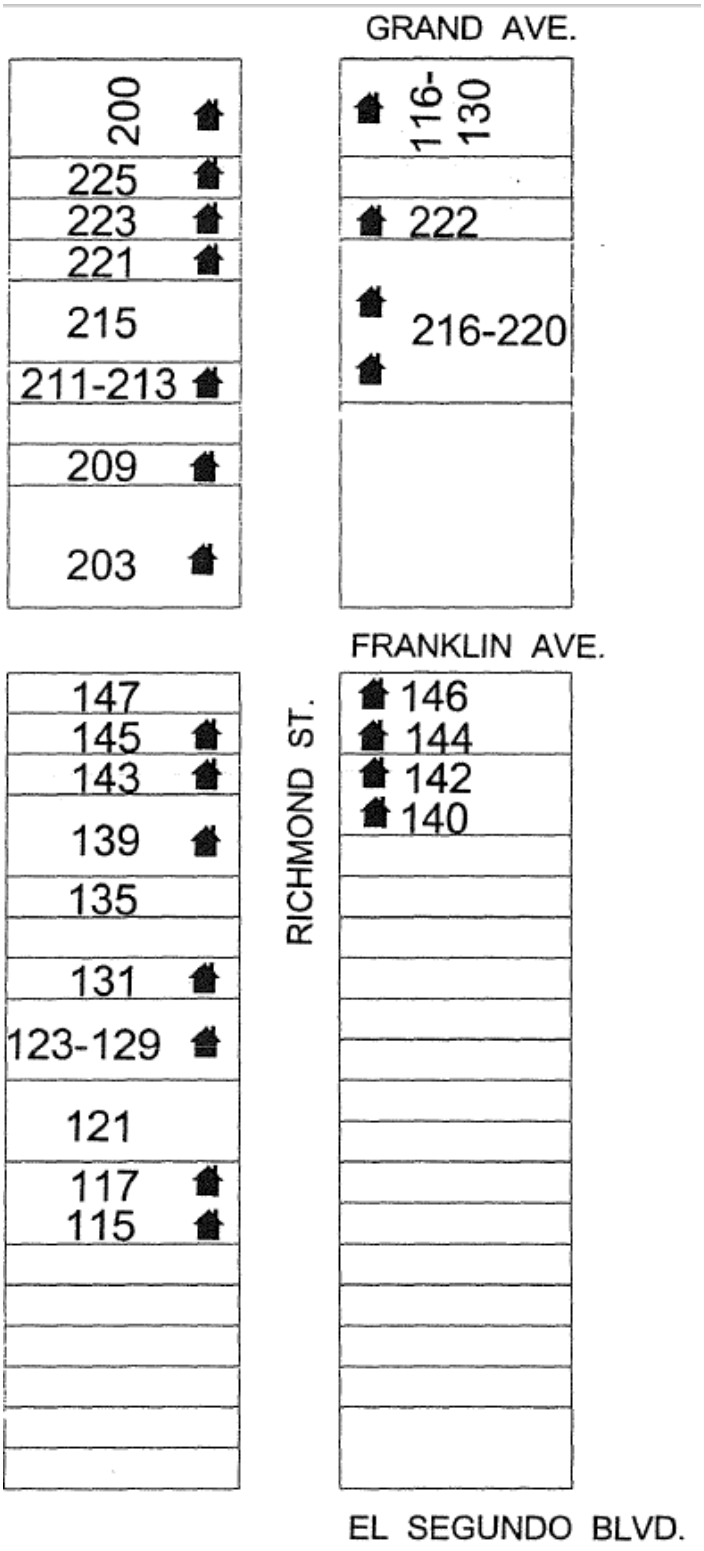
H. Historic Preservation

The City will provide incentives to owners of structures in the Richmond Street District (100-200 blocks Richmond Street) to maintain, preserve, and improve their historic properties on a completely voluntary basis. Eligible structures are not required to participate in the incentive programs. Only historically significant structures, as identified on the attached map, are eligible for these incentives.

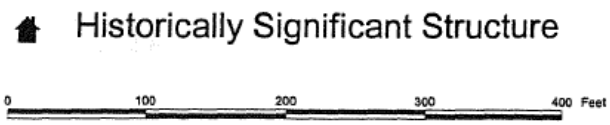
The program is a two-part approach to encourage the preservation of El Segundo's historic past. The first part is a series of incentives (regulatory or financial) to encourage historically significant properties to continue to function without major structural alterations that would affect the historical features of the building. The second part is a strong "disincentive" to discourage demolition of historically significant structures by owners which had used any incentive. This second approach does not prohibit the demolition of a historic structure if the owner has not received regulatory or financial incentives from the City.

Protecting the cultural heritage and historical architectural resources that are found in the Richmond Street District is part of the overall goal/ for the revitalization of the area. This program seeks to give owners of eligible historic properties relief from the contemporary municipal codes, ordinances, taxes and laws levied on newer contemporary structures. By assisting the owners of historic properties, the authenticity of the character of Richmond Street can be preserved, thus improving the economic climate for all owners and merchants.

EXHIBIT 7
HISTORICALLY SIGNIFICANT STRUCTURES









1. Regulatory Incentives

Historically significant properties are eligible "to apply for the following preservation benefits. The granting of any benefit shall be conditioned upon a written agreement between the City and property owner that ensures preservation of the building's historic character and strongly discourages future demolition. Government Code Section 37361 allows specific zoning criteria for historical buildings.

a. Parking
Commercial historic structures may be granted a reduction in parking requirements, to a maximum of 50 percent, based on a Parking Demand Study and the degree to which the historic character of the building is preserved and/or enhanced.

b. Building Permit and Planning Application Fees
All building permit and planning application fees for historically significant structures will be waived by the Director of Community, Economic and Development Services (subject to City Manager approval) for those proposed projects compatible with preserving the historic character of the subject building.

c. Business License Fees
Local business license tax fees will be waived or reduced for historically significant structures, by the Director of Community, Economic and Development Services, (subject to City Manager approval) for those projects that have completed construction that has renovated, improved, or preserved the historical character of the subject building.

d. Additions to Historic Commercial Structures
Historic commercial structures may add up to 50 percent of the existing floor area, not to exceed 500 square feet, without providing additional parking and without bringing other existing nonconformity's into compliance, except for permanent signs, with current Specific Plan Standards. The structures would still be required to comply with the floor area ratio (FAR) requirements of the district.

e. Setback Flexibility
Additions to historically significant structures may be allowed to maintain setbacks up to the line of existing encroachments, provided that all setbacks as required by the Uniform Building Code, are maintained for new construction.

f. State Historic Building Code
The California State Historic Building Code (SHBC) provides alternative building regulations for the rehabilitation, preservation, restoration or relocation of historically significant structures. The SHBC may only be used for officially designated historically significant structures, (cultural resources) or in official Historic Districts, in accordance with regulations detailed in Chapter 20.52, Historic Preservation, of the El Segundo Municipal Code.

These standards would be applied during the City's building permit procedure as this code would supplement or replace the Uniform Building Code (UBC) requirements.

g. Rehabilitation Tax Credit

A tax credit may be available for historically significant structures if work performed on the structure constitutes a "Certified Rehabilitation." The tax credit may only be used for officially designated historically significant structures, (cultural resources) or in official Historic Districts, in accordance with regulations detailed in Chapter 20.52, Historic Preservation, of the El Segundo Municipal Code.

h. Conservation or facade easements

A conservation or facade easement is a contract between private property owners and qualified non-profit organizations (which may be the City). The easements enable a property owner to preserve a historically significant building in perpetuity in return for certain tax benefits. The easement may only be used for officially designated historically significant structures, (cultural resources) or in official Historic Districts, in accordance with regulations detailed in Chapter 20.52, Historic' Preservation, of the El Segundo Municipal Code.

2. Financial Incentives

a. Mills Act Contracts-Property Tax reductions

As a preservation incentive, historic property agreements offer advantages to both the City and the property owner. These agreements, commonly referred to as "Mills Act contracts," provide for property tax relief for owners of qualified historic properties who agree to comply' with certain preservation restrictions. The tax credit may only be used for officially designated historically significant structures, (cultural resources) or in official Historic Districts, in accordance with regulations detailed in Chapter 20.52, Historic Preservation, of the El Segundo Municipal Code.

For purposes of this Specific Plan, this section does not detail all of the tax and revenue information of the Mills Act. This section does not provide contracts, complete Government Code sections, or Tax Code information. Any individual interested in more details on a Mills Act contract for their historic property is urged to contact the State's Office of Historic Preservation for more information.

The use of Mills Act contracts gives the City the flexibility to deal with historic structure on a case by case basis. The City has the option to choose which properties are suitable for the incentive by evaluating various factors, such as the Significance of the building to the community, development pressures on the site, or the need for rehabilitation. These contracts can be used both as a tool to preserve an individual building and as part of the broader Specific Plan Implementation Program.

For owners of historic properties, Mills Act contracts offer several distinct advantages Participation on the part of the property owner is completely **voluntary.** In areas where land value represents a large portion of the market value, such as in commercial and residential districts, the Mills Act method of the lower assessed valuation adjusts the property tax to reflect the actual use on the site, and can offer significant reduction in taxes for owners of historic buildings.

Another important benefit of this incentive is that, since historic properties continue to be protected by the contract when the property is sold, the reduced property tax valuation is passed on to the new owner. Since sale of the property does not trigger a Proposition 13 reassessment on sale, the existence of a Mills Act contract can be a real selling point when the property is on the market.

The owner of an eligible historic property may apply to the City to enter into a historic property contract. If the City agrees to a contract, it has the discretion to set such terms as are "reasonable to carry out the purposes of preservation of the property." However, the statute does provide for a number of mandatory contract provisions which are set out in Government Code Sections 50281 and 50282. In order to allow Mills Act contracts, the City needs to first adopt an enabling ordinance which would be accomplished separately from the adoption of this Plan.

The minimum term of a Mills Act contract is ten years, and each year the contract is automatically renewed for an additional year on a specified date unless a notice of non-renewal is given. Either the property owner or the local government may elect not to renew for any reason. The effect of non-renewal is to terminate the contract at the end of the current ten-year term. The specific procedures for non-renewal are found in Government Code Section 50282.

As appropriate, the contract may provide for the preservation, restoration and rehabilitation of the property according to the standards of the State Office of Historic Preservation. Several of the cities that have prepared Mills Act contracts require the use of Secretary of Interior's standard for Rehabilitation. The contract may also provide for periodic examination of the property to assure compliance with the contract terms.

Under a Mills Act contract, the property owner is obligated to prevent deterioration of the property, in addition to complying with any specific restoration or rehabilitation provisions contained in the contract. Suggested restrictions might include prohibition of demolition or alteration except with City approval, or the requirement to seismically stabilize the historic structure.

In the case of breach of contract conditions by the property owner, including the duty to prevent deterioration, the City has the option of either bringing legal action against the owner for compliance, or canceling the contract. In the event that the contract is canceled, the owner is assessed a penalty of 12-1/2 percent of the market value of the property at this time of cancellation.

The statute also provides for recordation of the contract within 20 days of its execution. Although contracts may be entered into at any time, the new valuation will not take effect until the assessment date of March 1st in any given year. Mills Act contracts are binding on all successors in interest to the original owner, subject to the provisions stated above.

To summarize:

Mills Act Contracts:

- Are voluntary and flexible.
- Offer tax benefits to owners of historically significant properties.
- Can be used with income producing properties as well as private homes.
- Remain in effect upon a change of ownership.
- May encourage home buyers to purchase designated structures.
- Can provide for permanent maintenance of historic resources.

The money saved from the reduced property tax would be available to maintain and restore the property thereby benefiting the owner as well as Richmond Street District residents and merchants.

b. Facade Improvement Program
This project is not limited to historically significant structures in the Richmond Street District. The project will provide financial grants, loans and/or matching funds to eligible property owners and ground floor tenants to upgrade the appearance of storefronts. For detailed information see Section XIII, I Implementation and Financing, Facade Improvement Program, in this Specific Plan.

c. Rehabilitation Loans, Grants and Matching Funds

This program would be limited to historically significant structures in the Richmond Street District. Similar to the Facade Improvement Program, described above, this program would provide funds for rehabilitation of existing historically significant buildings. Funds could be used for structural and seismic retrofitting, improvements to bring the structure up to current Building Code requirements, or provide for the improvement and upgrading of deteriorated buildings.

3. Demolition "Disincentives"

Properties listed as historically significant are subject to demolition "disincentives". The "disincentives" are quite simple and straightforward.

Essentially, there are two categories of buildings designated as historically significant. There are the buildings whi9h have taken advantage of the regulatory or financial incentives offered to them by the City, and there are the buildings which have not taken advantage of any City historic incentives.

If a property is listed as historically Significant and has taken-advantage of any incentive offered through this Specific Plan, and desires to demolish over 10% of the total building square footage, they must pay a $5,000 Historic Demolition Permit Fee to fund the Facade Improvement Program or any other Richmond Street historic preservation needs.

If a property is listed as historically significant and has not taken advantage of any incentive offered through this Specific Plan, and desires to demolish any portion of the building, they may do so by obtaining the necessary permits from the Building Safety Division.

Any property owner that takes advantage of any of the financial or regulatory historical incentives will be required to enter into an agreement that is a contractual obligation with the City. The contract will detail the provisions of the financial obligations of the property owner if they decide to demolish the structure in the future.

I. Facade Improvement Program

The City of El Segundo, through a Facade Improvement Program, could provide no or low interest loans, grants, and/or matching funds to eligible property owners and tenants to upgrade the appearance of storefronts/building facades in order to help create a positive retail environment in Downtown El Segundo. Loans would have to be repaid to the City, grants would not be repaid, and matching funds could be a combination of loans or grants.

Improving and upgrading building facades with Downtown, especially in the Downtown core (the Main Street District), is one of the important goals' of this Specific Plan. The Facade Improvement Program seeks to bring new life to existing buildings, which do not conform to the Design Standards of this Specific Plan or are in need of a "facelift." By assisting property owners to upgrade the appearance of their buildings, the aesthetic environment of Downtown is enhanced, thus improving the economic climate for all merchants and the City as a whole.

To qualify, the building must be located in the Downtown Specific Plan area. New construction is not eligible for assistance. Buildings in the Main Street and Richmond Street Districts will be given priority. Buildings with existing multiple ground floor storefronts/businesses are eligible for more than one loan, grant or match. Applicants must be at a minimum both the business owner and the property owner. If a storefront is vacant, the property owner may be sole applicant.

A copy of the lease must be submitted with the application. The lease period should be at least two years from the date of the application. For those applicants that do not have an executed lease of a minimum of two years from the date of the application, the property owner may apply for loan funds if the property owner enters into an agreement with the current tenant not to raise rents more than 5% per year for a two year period from the date the storefront agreement is executed (where ho lease currently exists) or for the time remaining in the two year period (when a lease is in effect) in order to receive a loan, grant or matching funds.

Applicants must verify that there are no code enforcement violations on the property. Any violations must be resolved prior to execution of the loan agreement.

If applicants have previously received business loans from the City, the payback of the loans must be up to date in order to be eligible for the Facade Improvement Program.

The tenant, the property owner, and the City will sign a contract before an applicant is eligible to receive loan funds. The applicant may not begin any work before the contract is approved and Signed by the City, and any required permits are obtained.

Types of improvements which are eligible with loan, grant or matching funds are:

- painting of entire building facade and sides of building visible from streets and alleys (all painted surfaces are required to be repainted)
- awnings
- marquees
- parapet walls
- doors
- windows
- arcade/canopy facade and display window lighting
- landscaping
- tile
- pavement between door and sidewalk
- signs • other facade improvements approved by the City
- Seismic retrofitting (structural upgrade) only on recognized historic masonry buildings.

All improvements must be approved by the City and must be consistent with this Specific Plan. Maintenance type improvements such as roofing, plumbing, and general structural (not seismic) upgrade improvements are not eligible for loans, grants, or matching funds. All interior improvements (except display window lighting) are ineligible.

No or low-interest loans, grants or matching funds may be made to eligible applicants to improve building facades. The repayment of the loans shall be made in accordance with the requirements established by the City Council. Matching funds require that the recipient invest an equal amount in improvement efforts, matching the City's investment.

Applicants are to designate one person who will be the applicant's contact person for this project. The contact person notifies all other applicants of the time and date for design meetings. All improvements must be approved in advance by the Department of Community, Economic and Development Services and the Planning Commission if a Historic building (cultural resource) is involved. Applicants of multiple storefronts within a building are encouraged to work together to receive one set of bids for an entire building. This will reduce the cost per storefront. The applicant is to receive two written bids from licensed contractors to construct the work. All work must be constructed by contractors licensed by the State of California. The applicant selects the contractor and is responsible for completing any agreements with the contractor for all improvements. Applicants are responsible for obtaining bids, selecting a contractor, and executing agreements with contractors. City staff will not provide assistance in obtaining bids, however, a list of qualified' contractors may be provided.

Painted buildings (which need repainting) with approved colors are required to be repainted under this program as the first improvement funded with loan, grant or matching funds. After painting, other eligible improvements can be funded with remaining funds.

The facade improvement program could be financed through General Fund monies, bonds, or a Business Improvement District.

I. Financing Options

The City's economic consultant for the Specific Plan, Keyser "Marston Associates, Inc. prepared two memos in which they discuss financing options for implementation of the Specific Plan. The consultant accurately indicates that the goal of the Plan is to enhance the area for the residents and employees within the City, while not desiring to draw regional visitors as the beach cities have done. Although some of the funding sources discussed are not appropriate or realistic for El Segundo, they were identified as common sources that have been used successfully in other communities. The following potential funding sources were identified:

1. Redevelopment funds

   Several nearby cities have successfully used redevelopment funds for downtown rehabilitation and facade improvement programs (Torrance, Pasadena, and Santa Monica). Under the redevelopment law's current definition of "blight" it may be difficult to make the factual findings necessary to form a redevelopment area in the Plan area.

2. Property and Business Improvement District (PBID) and Business Improvement Area (BIA)

   A PBID as well as a BIA, as discussed in Section A of Implementation and Financing, is suggested for funding a wide variety of activities. A summary of the key features of a BIA versus a PBID is provided in Appendix VII. The Montrose area of Glendale, East Village in Long Beach and numerous communities within the Cities of San Diego and Los Angeles, have created successful downtowns through the use of PBID's and BIA's.

3. Parking District

   The consultant suggests that a district could help to organize existing parking in a more efficient manner, and create new centralized parking if necessary. New development could pay in-lieu parking fees to off-set the cost of consolidated parking and/or the costs of a future parking structure. Glendale has successfully restructured the parking in their Montrose area through a parking district.

4. Community Development Block Grant (CDBG) Funds

   The total CDBG funds that the City receives annually are very limited. Of the current allocation of approximately $120,000, the majority is spent on the Residential Sound Insulation Program.

   In the current budget year there is approximately $60,000 of unallocated funds that could be used for handicapped access and ADA improvements to the Downtown and Civic Center Plaza. CDSG funds could not be used for any other type of Downtown improvements as the area does not meet the CDSG low-income criteria and the job component requirements for the use of CDSG funds would most likely not be met.

5. Assessment District

An assessment district (other than a parking assessment district) is not considered to be a viable option. The cost of financing bonds for an assessment district with improvements that are less than 2 million dollars is generally considered to be inefficient. This is because the issuance cost is too large of a percentage of the total bond cost so the effective interest rate is quite high. The same finance issues also arise with certificates of participation.

6. Development Fees

Fees based on the square footage and type of use could be imposed on new development, similar to the City's existing traffic mitigation fee program. A "nexus" study would need to be undertaken for any new development fees, in accordance with AS 1600.

7. Loans or bonds

The City could take out a loan or issue bonds to provide the seed money for a facade improvement program. The City would pledge the facade loan payments for repayment of the loan, but would need to supplement the pledge with general funds. Funds from a local lender would be another option for financing a facade improvement program. This type of funding would provide loans on an as needed basis.

8. Corporate funding

Cities, as well as non-profit groups, have successfully used corporate funding for a variety of improvements and programs. Cultural facilities, special events, and economic development activities could be financed through corporate donors. Marketing and sponsorships is another growing area of potential use of corporate funds.

Sample El Segundo
Professional Services Agreement

PROFESSIONAL SERVICES AGREEMENT
(PLANNING/ENVIRONMENTAL CONSULTING)
BETWEEN
THE CITY OF EL SEGUNDO AND
"CONSULTANT"

This AGREEMENT is made and entered into this ___ day of _____, 2020, by and between the CITY OF EL SEGUNDO, a municipal corporation and general law city ("CITY") and XXXXXXXXX, a _____ corporation ("CONSULTANT"). The parties agree as follows:

1. CONSIDERATION.

A. As partial consideration, CONSULTANT agrees to perform the work listed in the SCOPE OF SERVICES, below;

B. As additional consideration, CONSULTANT and CITY agree to abide by the terms and conditions contained in this Agreement;

C. As additional consideration, CITY agrees to pay CONSULTANT a sum not to exceed _____ dollars ($_____) for CONSULTANT's services. CONSULTANT acknowledges that it will be paid by funds received by the CITY from the Developer and/or Applicant associated with Pacific Coast Commons Specific Plan project for which CONSULTANT performs services on behalf of the CITY.

2. SCOPE OF SERVICES.

A. CONSULTANT will perform services listed in the attached Exhibit "A," which is incorporated by reference.

B. CONSULTANT will, in a professional manner, furnish all of the labor, technical, administrative, professional and other personnel, all supplies and materials, equipment, printing, vehicles, transportation, office space and facilities, and all tests, testing and analyses, calculation, and all other means whatsoever, except as herein otherwise expressly specified to be furnished by CITY, necessary or proper to perform and complete the work and provide the professional services required of CONSULTANT by this Agreement.

3. PAYMENTS. For CITY to pay CONSULTANT as specified by this Agreement, CONSULTANT must submit a detailed invoice to CITY which lists the hours worked and hourly rates for each personnel category and reimbursable costs (all as set forth in Exhibit "B") the tasks performed, the percentage of the task completed during the billing period, the cumulative percentage completed for each task, the total cost of that work during the preceding billing month, and cumulative invoiced actual expenditures to date. If the CITY agrees with all of the information listed in the invoice, CITY will then pay CONSULTANT within net 45 days from

receipt of the invoice from the Developer / Applicant account created for the project. In the event that the Developer / Applicant account does not have sufficient funds for payment of CONSULTANT's services, CITY will notify CONSULTANT immediately upon knowledge of the lack of funds in writing to suspend any work under this Agreement until the account is replenished by the Developer / Applicant. The CITY is not responsible to pay for any of CONSULTANT's services performed after the date of such written notice, unless and until the Developer / Applicant account is replenished with sufficient funds. This Agreement will cover only those costs incurred for this project and for which Developer / Applicant funds are available.

4. POLITICAL REFORM ACT. CONSULTANT agrees that it will be considered a public official subject to the Political Reform Act of 1974 for purposes of this Agreement. CONSULTANT agrees and warrants that it has no financial interests which may be materially affected by the project for which the Initial Study, as specified in the SERVICES, is being prepared. Such financial interests may include, without limitation, interests in business entities, real property, or sources of income exceeding $500 received within the past year. CONSULTANT further warrants that, before executing this Agreement, it reviewed the Political Reform Act of 1974 and the Fair Political Practices Commission regulations, including, without limitation, Chapter 7 of Title 2 of the California Administrative Code, Section 18700, et seq., in order to determine whether any conflict of interest would require CONSULTANT to refrain from performing the SERVICES or in any way attempting to use its official position to influence the governmental decisions underlying the subject project(s).

5. FAMILIARITY WITH WORK.

A. By executing this Agreement, CONSULTANT agrees that it has:

i. Thoroughly investigated and considered the scope of services to be performed;

ii. Carefully considered how the services should be performed; and

iii. Understands the facilities, difficulties, and restrictions attending performance of the services under this Agreement.

B. Although CITY has a duty to the public to independently review any environmental document, including, without limitation a negative declaration or draft EIR, prepared by CONSULTANT, that duty to the public, or the breach thereof, will not relieve CONSULTANT of its duties under this Section or any representation provided by CONSULTANT in this Agreement.

6. KEY PERSONNEL.

A. CONSULTANT's key personnel assigned to perform work under this Agreement and their level of responsibility are as follows but is not limited to:

-
-
-

B. The resume of each of the individuals identified in this Section are attached to this Agreement, collectively, as Exhibit C, and incorporated by reference.

C. In the event CITY objects to the continued involvement with this Agreement by any of the persons listed in this Section, CONSULTANT agrees that it will replace such persons with individuals that are agreed to by CITY.

7. PROJECT COORDINATION AND SUPERVISION.

Paul Samaras, AICP will be assigned as Project Manager and will personally supervise or perform the technical execution of the Project on a day-to-day basis on behalf of CITY and will maintain direct communication with CONSULTANT's Project Manager.

Paul Samaras, AICP will be assigned as CITY's Project Manager and will be responsible for project oversight, CONSULTANT performance and coordination with the Project Manager, and the CONSULTANT's Project manager as needed.

Paul Samaras, AICP will be responsible for general oversight, negotiations, and contractual matters.

8. TERM. The term of this Agreement will start on the Effective Date and end on December 31, 2023. If the term of this Agreement is extended beyond December 31, 2023, CONSULTANT reserves the right to negotiate the hourly rates outlined in Exhibit "B." Unless otherwise determined by written amendment between the parties, this Agreement will terminate in the following instances:

A. Completion of the work specified in Exhibit "A";

B. Termination as stated in Section 15.

9. TIME FOR PERFORMANCE.

A. CONSULTANT will not perform any work under this Agreement until:

i. CONSULTANT furnishes proof of insurance as required under Section 22 of this Agreement; and

ii. CITY gives CONSULTANT a written notice to proceed.

B. Should CONSULTANT begin work on any phase in advance of receiving written authorization to proceed, any such professional services are at CONSULTANT's own risk.

10. TIME EXTENSIONS. Should CONSULTANT be delayed by causes beyond CONSULTANT's control, CITY may grant a time extension for the completion of the contracted services. If delay occurs in the delivery of milestone work products, CONSULTANT must notify the Manager within forty-eight (48) hours, in writing, of the cause and the extent of the delay and how such delay interferes with the Agreement's schedule. The Manager will extend the completion time, when appropriate, for the completion of the contracted services.

11. CHANGES. CITY may order changes in the services within the general scope of this Agreement, consisting of additions, deletions, or other revisions, and the contract sum and the contract time will be adjusted accordingly. All such changes must be authorized in writing, executed by CONSULTANT and CITY. The cost or credit to CITY resulting from changes in the services will be determined in accordance with written agreement between the parties.

12. TAXPAYER IDENTIFICATION NUMBER. CONSULTANT will provide CITY with a Taxpayer Identification Number.

13. PERMITS AND LICENSES. CONSULTANT, at its sole expense, will obtain and maintain during the term of this Agreement, all necessary permits, licenses, and certificates that may be required in connection with the performance of services under this Agreement.

14. WAIVER. CITY's review or acceptance of, or payment for, work product prepared by CONSULTANT under this Agreement will not be construed to operate as a waiver of any rights CITY may have under this Agreement or of any cause of action arising from CONSULTANT's performance. A waiver by CITY of any breach of any term, covenant, or condition contained in this Agreement will not be deemed to be a waiver of any subsequent breach of the same or any other term, covenant, or condition contained in this Agreement, whether of the same or different character.

15. TERMINATION.

A. Except as otherwise provided, CITY may terminate this Agreement at any time with or without cause.

B. CONSULTANT may terminate this Agreement at any time with CITY's mutual consent. Notice will be in writing at least thirty (30) days before the effective termination date.

C. Upon receiving a termination notice, CONSULTANT will immediately cease performance under this Agreement unless otherwise provided in the termination notice. Except as otherwise provided in the termination notice,

any additional work performed by CONSULTANT after receiving a termination notice will be performed at CONSULTANT's own cost; CITY will not be obligated to compensate CONSULTANT for such work.

D. Should termination occur, all finished or unfinished documents, data, studies, surveys, drawings, maps, reports and other materials prepared by CONSULTANT will, at CITY's option, become CITY's property, and CONSULTANT will receive just and equitable compensation for any work satisfactorily completed up to the effective date of notice of termination, not to exceed the total costs under Section 1(C).

E. Should the Agreement be terminated pursuant to this Section, CITY may procure on its own terms services similar to those terminated.

F. By executing this document, CONSULTANT waives any and all claims for damages that might otherwise arise from CITY's termination under this Section.

16. OWNERSHIP OF DOCUMENTS. All documents, data, studies, drawings, maps, models, photographs and reports prepared by CONSULTANT under this Agreement are CITY's property. CONSULTANT may retain copies of said documents and materials as desired but will deliver all original materials to CITY upon CITY's written notice. CITY agrees that use of CONSULTANT's completed work product, for purposes other than identified in this Agreement, or use of incomplete work product, is at CITY's own risk.

17. PUBLICATION OF DOCUMENTS. Except as necessary for performance of service under this Agreement, no copies, sketches, or graphs of materials, including graphic art work, prepared pursuant to this Agreement, will be released by CONSULTANT to any other person or public CITY without CITY's prior written approval. All press releases, including graphic display information to be published in newspapers or magazines, will be approved and distributed solely by CITY, unless otherwise provided by written agreement between the parties.

18. INDEMNIFICATION.

A. CONSULTANT agrees to the following:

i. *Indemnification for Professional Services*. CONSULTANT will save harmless and indemnify and at CITY's request reimburse defense costs for CITY and all its officers, volunteers, employees and representatives from and against any and all suits, actions, or claims, of any character whatever, brought for, or on account of, any injuries or damages sustained by any person or property resulting or arising from any negligent or wrongful act, error or omission by CONSULTANT or any of CONSULTANT's officers, agents, employees, or representatives, in the performance of this

Agreement, except for such loss or damage arising from CITY's sole negligence or willful misconduct.

ii. *Indemnification for other Damages*. CONSULTANT indemnifies and holds CITY harmless from and against any claim, action, damages, costs (including, without limitation, attorney's fees), injuries, or liability, arising out of this Agreement, or its performance, except for such loss or damage arising from CITY's sole negligence or willful misconduct. Should CITY be named in any suit, or should any claim be brought against it by suit or otherwise, whether the same be groundless or not, arising out of this Agreement, or its performance, CONSULTANT will defend CITY (at CITY's request and with counsel satisfactory to CITY) and will indemnify CITY for any judgment rendered against it or any sums paid out in settlement or otherwise.

iii. *Exclusion for CEQA Actions.* Notwithstanding the foregoing, CONSULTANT need not indemnify, defend, or hold CITY harmless in CEQA actions initiated pursuant to Public Resources Code §§ 21167 and 21168 where CONSULTANT's work may form the basis of a lawsuit. However, should CONSULTANT's work, as contemplated by this Agreement, contain errors or omissions that results in an adverse ruling against CITY, CONSULTANT agrees to indemnify and hold CITY harmless to the extent provided for in Section 18(A)(i).

B. For purposes of this section "CITY" includes CITY's officers, officials, employees, agents, representatives, and certified volunteers.

C. It is expressly understood and agreed that the foregoing provisions will survive termination of this Agreement.

D. The requirements as to the types and limits of insurance coverage to be maintained by CONSULTANT as required by Section 22, and any approval of said insurance by CITY, are not intended to and will not in any manner limit or qualify the liabilities and obligations otherwise assumed by CONSULTANT pursuant to this Agreement, including, without limitation, to the provisions concerning indemnification.

19. ASSIGNABILITY. This Agreement is for CONSULTANT's professional services. CONSULTANT's attempts to assign the benefits or burdens of this Agreement without CITY's written approval are prohibited and will be null and void.

20. INDEPENDENT CONTRACTOR. CITY and CONSULTANT agree that CONSULTANT will act as an independent contractor and will have control of all work and the manner in which it is performed. CONSULTANT will be free to contract for similar service to be performed for other employers while under contract with CITY. CONSULTANT is not an agent or employee of CITY and is not

entitled to participate in any pension plan, insurance, bonus or similar benefits CITY provides for its employees. Any provision in this Agreement that may appear to give CITY the right to direct CONSULTANT as to the details of doing the work or to exercise a measure of control over the work means that CONSULTANT will follow the direction of the CITY as to end results of the work only.

21. AUDIT OF RECORDS. CONSULTANT will maintain full and accurate records with respect to all services and matters covered under this Agreement. CITY will have free access at all reasonable times to such records, and the right to examine and audit the same and to make transcript therefrom, and to inspect all program data, documents, proceedings and activities. CONSULTANT will retain such financial and program service records for at least three (3) years after termination or final payment under this Agreement.

22. INSURANCE.

A. Before commencing performance under this Agreement, and at all other times this Agreement is effective, CONSULTANT will procure and maintain the following types of insurance with coverage limits complying, at a minimum, with the limits set forth below:

Type of Insurance	Limits
Commercial general liability:	$2,000,000
Professional Liability	$1,000,000
Business automobile liability	$1,000,000
Workers compensation	Statutory requirement

B. Commercial general liability insurance will meet or exceed the requirements of the most recent ISO-CGL Form. The amount of insurance set forth above will be a combined single limit per occurrence for bodily injury, personal injury, and property damage for the policy coverage. Liability policies will be endorsed to name CITY, its officials, and employees as “additional insureds” under said insurance coverage and to state that such insurance will be deemed “primary” such that any other insurance that may be carried by CITY will be excess thereto. Such endorsement must be reflected on ISO Form No. CG 20 10 11 85 or 88, or equivalent. Such insurance will be on an “occurrence,” not a “claims made,” basis and will not be cancelable or subject to reduction except upon 30 days prior written notice to CITY.

C. Professional liability coverage will be on an “occurrence basis” if such coverage is available, or on a “claims made” basis if not available. When coverage is provided on a “claims made basis,” CONSULTANT will continue to renew the insurance for a period of 3 years after this Agreement expires or is terminated. Such insurance will have the same coverage and limits as the policy that was in effect during the term of this Agreement and will cover CONSULTANT for all claims made by CITY arising out of any errors or

omissions of CONSULTANT, or its officers, employees or agents during the time this Agreement was in effect.

D. Automobile coverage will be written on ISO Business Auto Coverage Form CA 00 01 06 92, including symbol 1 (Any Auto).

E. CONSULTANT will furnish to CITY duly authenticated Certificates of Insurance evidencing maintenance of the insurance required under this Agreement and such other evidence of insurance or copies of policies as may be reasonably required by CITY from time to time. Insurance must be placed with insurers with a current A.M. Best Company Rating equivalent to at least a Rating of "A:VII."

F. Should CONSULTANT, for any reason, fail to obtain and maintain the insurance required by this Agreement, CITY may obtain such coverage at CONSULTANT's expense and deduct the cost of such insurance from payments due to CONSULTANT under this Agreement or terminate pursuant to Section 05.

23. USE OF CONSULTANT. CONSULTANT must obtain CITY's prior written approval to use any consultants while performing any portion of this Agreement. Such approval must approve of the proposed consultant and the terms of compensation.

24. INCIDENTAL TASKS. CONSULTANT will meet or will participate in conference calls with CITY on an as-needed basis to provide the status on the project, which will include a schedule update and a short narrative description of progress during the past month for each major task, a description of the work remaining and a description of the anticipated work to be done before the next schedule update.

25. NOTICES. All communications to either party by the other party will be deemed made when received by such party at its respective name and address as follows:

If to CITY:	If to CONSULTANT:
El Segundo Planning & Building Safety Dept.	-
350 Main St.	-
El Segundo, CA 90245	-
Attention: Paul Samaras, Principal Planner	Attention: -
Phone: 310-524-2340	Phone: -
Email: psamaras@elsegundo.org	Email: -

Any such written communications by mail will be conclusively deemed to have been received by the addressee upon deposit thereof in the United States Mail, postage prepaid and properly addressed as noted above. In all other instances, notices will be deemed given at the time of actual delivery. Changes may be made in the names or

addresses of persons to whom notices are to be given by giving notice in the manner prescribed in this paragraph.

26. **CONFLICT OF INTEREST**. CONSULTANT will comply with all conflict of interest laws and regulations including, without limitation, CITY's conflict of interest regulations.

27. **SOLICITATION**. CONSULTANT maintains and warrants that it has not employed nor retained any company or person, other than CONSULTANT's bona fide employee, to solicit or secure this Agreement. Further, CONSULTANT warrants that it has not paid nor has it agreed to pay any company or person, other than CONSULTANT's bona fide employee, any fee, commission, percentage, brokerage fee, gift or other consideration contingent upon or resulting from the award or making of this Agreement. Should CONSULTANT breach or violate this warranty, CITY may rescind this Agreement without liability.

28. **THIRD PARTY BENEFICIARIES**. This Agreement and every provision herein is generally for the exclusive benefit of CONSULTANT and CITY and not for the benefit of any other party. There will be no incidental or other beneficiaries of any of CONSULTANT's or CITY's obligations under this Agreement.

29. **INTERPRETATION**. This Agreement was drafted in and will be construed in accordance with the laws of the State of California, and exclusive venue for any action involving this agreement will be in Los Angeles County.

30. **COMPLIANCE WITH LAW**. CONSULTANT agrees to comply with all federal, state, and local laws applicable to this Agreement.

31. **ENTIRE AGREEMENT.** This Agreement, and its Exhibit(s), sets forth the entire understanding of the parties. There are no other understandings, terms or other agreements expressed or implied, oral or written. This Agreement will bind and inure to the benefit of the parties to this Agreement and any subsequent successors and assigns.

32. **CONSISTENCY.** In interpreting this Agreement and resolving any ambiguities, the main body of this Agreement takes precedence over the attached Exhibits; this Agreement supersedes any conflicting provisions. Any inconsistency between the Exhibits will be resolved in the order in which the Exhibits appear below:

Exhibit: A: Scope of Work.
Exhibit: B: Budget / Price Quote
Exhibit: C: Resumes

33. **RULES OF CONSTRUCTION.** Each Party had the opportunity to independently review this Agreement with legal counsel. Accordingly, this Agreement will be construed simply, as a whole, and in accordance with its fair meaning; it will not be interpreted strictly for or against either Party.

34. SEVERABILITY. If any portion of this Agreement is declared by a court of competent jurisdiction to be invalid or unenforceable, then such portion will be deemed modified to the extent necessary in the opinion of the court to render such portion enforceable and, as so modified, such portion and the balance of this Agreement will continue in full force and effect.

35. AUTHORITY/MODIFICATION. The Parties represent and warrant that all necessary action has been taken by the Parties to authorize the undersigned to execute this Agreement and to engage in the actions described herein. This Agreement may be modified by written amendment.

36. ACCEPTANCE OF ELECTRONIC SIGNATURES. The Parties agree that this Agreement, agreements ancillary to this Agreement, and related documents to be entered into in connection with this Agreement will be considered signed when the signature of a party is delivered by electronic (.pdf) or facsimile transmission. Such electronic or facsimile signature will be treated in all respects as having the same effect as an original signature.

37. CAPTIONS. The captions of the paragraphs of this Agreement are for convenience of reference only and will not affect the interpretation of this Agreement.

38. FORCE MAJEURE. Should performance of this Agreement be prevented due to fire, flood, explosion, acts of terrorism, war, embargo, government action, civil or military authority, the natural elements, or other similar causes beyond the Parties' reasonable control, then the Agreement will immediately terminate without obligation of either party to the other.

39. STATEMENT OF EXPERIENCE. By executing this Agreement, CONSULTANT represents that it has demonstrated trustworthiness and possesses the quality, fitness and capacity to perform the Agreement in a manner satisfactory to CITY. CONSULTANT represents that its financial resources, surety and insurance experience, service experience, completion ability, personnel, current workload, experience in dealing with private consultants, and experience in dealing with public agencies all suggest that CONSULTANT is capable of performing the proposed contract and has a demonstrated capacity to deal fairly and effectively with and to satisfy a public agency.

[Signatures on next page]

IN WITNESS WHEREOF the parties hereto have executed this Agreement the day and year first hereinabove written.

CITY OF EL SEGUNDO

Scott Mitnick,
City Manager

CONSULTANT,.

XXXXXX, XXXXX
Chairman/CEO

ATTEST:

Tracy Weaver,
City Clerk

Taxpayer ID No. XX-XXXXXXXX

APPROVED AS TO FORM:

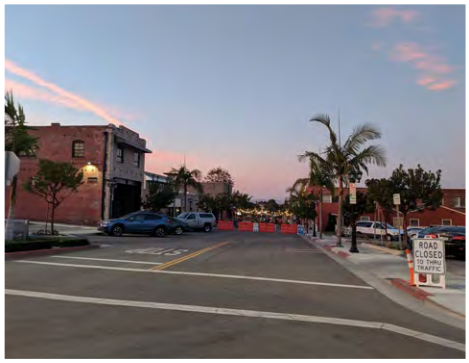
Mark D. Hensley,
City Attorney

Proposal Prepared for the City of El Segundo on December 1, 2020

EL SEGUNDO DOWNTOWN
SPECIFIC PLAN UPDATE









rrm design group

December 1, 2020

Paul Samaras
Principal Planner
City of El Segundo
350 Main Street
El Segundo, CA 90245
Psamaras@elsegundo.org

CREATING ENVIRONMENTS PEOPLE ENJOY.®

www.rrmdesign.com

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San Juan Capistrano, CA 92675
p: (949) 361-7950
f: (949) 361-7955

RE: EL SEGUNDO DOWNTOWN SPECIFIC PLAN UPDATE

Dear Mr. Samaras,

With the changes in the economy and commercial market over the last several years, El Segundo is ready to take a fresh look at the downtown and envision its future direction. This project interests our team tremendously because it is exactly the type of work RRM Design Group specializes in. We are energized and eager to create a vision that maximizes downtown El Segundo's potential, supported by community, and that is realistic and achievable.

Our team is excited about the potential to analyze, confirm, and develop strategies to meet the City's goals and objectives within the Downtown Specific Plan Update (DSPU). The DSPU will set the tone for years to come, not only in creating a sense of place but also in generating a vital area that contributes to the long-term well-being of El Segundo. Exciting opportunities exist to integrate new uses, leverage assets, and create a synergy that will ultimately result in a downtown core filled with vitality.

To make this happen, innovative design and redevelopment strategies are needed to retain desired existing uses, promote new housing, businesses, investments, and attract creative project applications from the development community. RRM has the proven success, passion, and expansive portfolio of relevant project experience to be the best-positioned team to serve you. Here is why:

We listen and love to collaborate...

RRM has been positively impacting communities for over 45 years through honest and creative engagement. We know how to work with a diverse population to gather feedback and garner trust. We have adapted quickly to the COVID-19 environment, utilizing innovative engagement tools and techniques. RRM listens and responds in a collaborative manner. We strive to be a valuable strategic advisor but find great satisfaction in operating as an extension of staff to get the job done right. We are a team of skilled professionals and creative thinkers who deliver results on time, on budget, and sensitive to political and social issues.

RRM is devoted to the community–based planning that engages the public in a meaningful way and produces a vision that will be embrace

CREATING
ENVIRONMENTS
PEOPLE
ENJOY.®

We understand small-town sensitivity...

RRM recognizes the unique nature of working in small towns. We have chosen to locate our offices in small towns and have worked hard to better similar communities around California as a principle of our practice, we even have a field office in El Segundo. We will balance the challenges of retaining El Segundo's unique character with planning for future residential densities and development opportunities.

We develop results-driven Specific Plans that are implemented ...

RRM's Specific Plans are easy to use, easy to administer, and yield results! Our multidisciplinary approach offers benefits such as development standards that are truth tested by architects who have designed and constructed residential, mixed-use, and non-residential projects. RRM has worked extensively with the private and public sectors. We understand property owner issues, City maintenance issues, development feasibility, and the real cost of public and private improvements and construction. Our collective experience working on the private development side of the equation, coupled with our experience seeing projects through construction is vital to creating an implementable DSPU that captures the community's desired character and fosters private investment. Finally, our long history with The Natelson Dale Group will make it easy to utilize their analysis and understanding of current market conditions to develop strategies that will attract future investment and development to the downtown.

Our collective experience working on the private development side of the equation, coupled with our experience seeing projects through construction is vital to creating an implementable DSPU that captures the community's desired character and fosters private investment

We are excited about this project and the prospect of bringing our experience, expertise, resources, and lessons learned from other communities to help you and your citizens achieve your goals.

Sincerely,
RRM Design Group

Jami Williams, CNU-A
Project Manager
Primary Point of Contact
jawilliams@rrmdesign.com

Debbie Rudd,
Principal-In-Charge

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RRM PROJECT
LOS ALTOS DOWNTOWN VISION
Los Altos, California

Section

I

UNDERSTANDING & APPROACH

El Segundo Downtown Specific Plan Update



Throughout our proposal you will notice several graphics and photos featuring Downtown Specific Plans, residential and mixed-use projects designed and implemented by RRM Design Group.

UNDERSTANDING & APPROACH

UNDERSTANDING

The City of El Segundo seeks professional consulting services to prepare a Downtown Specific Plan Update (DSPU) and associated CEQA document for the downtown area. The City would like a consultant who has experience in downtown visioning efforts, conducting a comprehensive community engagement process and translating the results into a plan that will attract investment.

It is critical to maintain El Segundo's small-town character and Midwestern roots while planning for future development opportunities. The existing Downtown Specific Plan was adopted in 2000. It is time for an update with a fresh approach to reimagine downtown, analyze any roadblocks to redevelopment, and reposition it to attract investment and create a vibrant pedestrian-oriented heart of El Segundo.

The City's 2020-2022 Strategic Plan sets the stage for the downtown's priorities and needs. It outlines the need to re-vision the area, a continued focus on Main Street infrastructure improvements, repurposing the Civic Center site, attracting senior housing, and identification of infill opportunities for various housing types. The DSPU needs innovative solutions that will integrate land use and circulation policies to assist in attracting context-sensitive housing and commercial uses.

Though the downtown benefits from the large daytime population of employees from Fortune 500 companies and other large employers east of Pacific Coast Highway, downtown businesses struggle in the evenings and on weekends. The changing retail environment and shifting expectations and desires of today's shoppers and merchants add to the need to reevaluate how to best position Downtown El Segundo for the future. In addition, the existing Downtown Specific Plan has parking regulations and development regulations that seem to be stifling redevelopment.

We understand the issues that Downtown El Segundo is facing. We believe we can help you navigate this process, bring the community and Council to consensus, and deliver an updated vision, regulations, and implementation measures that will serve the area's future.



APPROACH

RRM Design Group's team is committed to providing a highly customized and creative process to develop a community-based vision for downtown El Segundo that will result in a Downtown Specific Plan Update (DSPU) reflective of the community. Our approach is grounded in collaboration with community members, Council, and stakeholders to identify issues and ideas that our architects and urban designers can translate into products that can be supported by all.

We understand that downtown is currently a transitioning area with many successes and growing opportunities. The DSPU will present a clear land use plan and vision, along with understandable and easy-to-use development standards, tools, and an implementation program that will foster public and private investment.

Community Engagement

RRM Design Group has extensive experience in leading community outreach processes. We will listen, educate, and translate the community's feedback and ideas into a DSPU that will lead to implementation. A broad-based public outreach process will be the foundation on which the DSPU will be built. Our public outreach process is fun and interactive and focuses on truly listening to the community and translating their issues and ideas into a community-based document. We do this by embracing the following principles:

We Listen: We will work closely with City staff and the El Segundo community to establish a firm understanding of community needs and desires. This approach will help us continue to strengthen relationships throughout the process, build trust in the process, and ultimately prepare a DSPU supported by the community.

- **Stakeholder Outreach:** We will meet with key stakeholders early in the process to hear from them one-on-one, gaining an understanding of their interests, concerns, and ideas. Interviews with individuals or small group meetings allow stakeholders to speak candidly about downtown opportunities and constraints. Stakeholders will include a diverse group of people with varying backgrounds and interests, including:

  - *Review bodies and committees such as Council Members, Planning Commissioners, and the Diversity Equity and Inclusion Committee.* Early on, it is important to understand project concerns and goals from Council Members and Planning Commissioners. The Diversity Committee can weigh in on ways to outreach to all sectors and areas of the community.

  - *El Segundo Economic Development Advisory Council (EDAC),* meeting with EDAC, we can gather important information about business attraction and retention and tap into the larger Fortune 500 companies, The Aerospace Corporation, the LA Lakers, and downtown business such as the El Segundo Brewing Company.

  - *Downtown focused organizations and businesses,* the Downtown Chamber Committee will give us key insights into local business challenges and interests in the downtown. The Education Foundation, Old Town Music Hall, El Segundo Museum of Art, and other downtown businesses can help us understand downtown from a variety of viewpoints economically and culturally. We want to understand the challenges they face today, and ideas for solutions.

- *Little League* representatives can provide valuable input on how to reach out to families and the youth and be a champion for future outreach efforts.

- Meeting with *Rotary* representatives or engaging members at a meeting can be another excellent way to get feedback from the business community.

- As a large landowner and neighbor to downtown, we would want to reach out to *Chevron* to hear about their future opportunities and concerns.

- Local *El Segundo residents* will be critical to talk with about how they use downtown, how they get there, what they love about it, and where they see areas for improvement. It is important to reach out to different age groups to get a variety of perspectives.

◦ **Developer Interviews:** We will also meet with developers to understand their hurdles and what attracts them to invest. This is a vital step to understanding the dynamics that the El Segundo development community is facing today.

2

We Educate: Throughout the community engagement process, the RRM team will introduce concepts and options to educate the community on downtown planning and design. There are trade-offs and benefits with elements like building height, density, and downtown vitality that need to be articulated to the community. We will weave opportunities for education throughout the engagement process.

3

We Have Quickly Adapted to COVID-19: RRM has actively engaged communities throughout the COVID restrictions this year. We have a toolbox of ways to engage the community virtually. Our virtual meetings are interactive and get the community involved in polling and giving feedback. We are ready to be responsive, flexible, and able to shift our outreach plan accordingly. We know how to employ alternative approaches for workshops and charrettes that will get the community actively involved.

4

We Make it Easy to Participate from Anywhere: We will encourage opportunities for participation through a range of engagement platforms. This includes facilitating an inclusive, proactive, and multi-faceted outreach strategy to engage a diverse range of residents. It is important to provide opportunities for people to participate at their individual level of comfort. We will target all age groups, neighborhoods, businesses, employees, and employers, and utilize a variety of platforms, including:

◦ **Social Media:** Social media is an essential tool for connecting with the community. RRM will create social media posts to inform and update the community on the DSPU throughout the project process. We can utilize City's social media accounts and explore opportunities to use outside organizations, including the El Segundo Parents Network Facebook page and the El Segundo Community Network Facebook page.

- **E-Blasts:** RRM will develop and prepare news announcements to be shared via email at strategic times throughout the process. These e-blasts can be targeted to people who have signed up for updates and for organizations to push out to their members.

- **Strong Website Presence:** RRM will work with the City to create a project website that will introduce the project, announce outreach events, have opportunities for community members to sign up for updates, house documents and project materials, and links for online questionnaires.

- **Online Questionnaire:** RRM will prepare an online questionnaire to garner feedback from the community early in the process. This method is an excellent way to reach young families and busy people who will not take the time to attend a community workshop or meeting. It also allows our team to analyze the demographics of who we are getting feedback from and who we need to expand outreach. Our online questionnaire can include maps and images to create a dynamic process.

- **Pop-Up Workshop:** Pop-up workshops are a great way to reach the community where they are, rather than asking them to attend a meeting. RRM is prepared to conduct a pop-up workshop at a location convenient to a broader cross-section of the community, such as the Thursday night Farmers Market. Pop-up workshops provide an opportunity to share information about the planning process and solicit feedback on issues and proposed solutions.

- **City Council Study Session:** Meeting with the City Council to garner feedback and direction before we begin drafting the DSPU will help ensure that the DSPU will address the key interests and priorities of the Council. It also allows the community to learn about the project and give feedback on their ideas and concerns.

- **Interactive Workshop:** The RRM team will facilitate a fun and interactive workshop to inform the community about the project and gather input from residents, business owners, and stakeholders regarding their desires for downtown improvements. Workshops can be in person or online and will include ways for the participants to vote and give feedback on priorities.

- **Design Charrette Workshop:** Design charrettes allow the community to roll up their sleeves and participate in analyzing proposed mobility suggestions, building form, land uses, and urban design concepts. This is done in a workshop format to allow for a presentation of the material followed by breakout groups for the charrette portion of the event.

- **Open House Workshop:** An open house-style workshop is an excellent way to present the DSPU and get feedback on the finished document.

5

We are Authentic: It is vital to demonstrate transparency throughout the community engagement process. Transparency is a key factor in demonstrating authenticity, establishing trust, and building a solid community relationship. Throughout the process, our team will describe the intentional steps made to encourage participation, share what we hear from the community, and demonstrate how input from the community is used to draft the DSPU.

Economics and Market Demand

To ensure an actionable vision for the Specific Plan Area, The Natelson Dale Group (TNDG) will complete a series of economic studies. These analyses will support the process of defining land use policies that effectively encourage desired development and strategically target the reuse/intensification of underutilized commercial parcels. TNDG's work will include the following components:

- **Market Opportunities Study** to quantify potential development demand by major land use categories over the next 10 years.
- **Outreach to the Development Community** to identify the land use types that are likely to represent the most attractive development/investment opportunities and define potential City policies that can maximize developer interest in the project area.
- ***Pro Forma Financial Analysis (Optional)*** to estimate the development densities necessary to allow for feasible development (or redevelopment) of residential/mixed-use projects given prevailing land values (and site assembly costs) in the project area. The financial analysis will focus on defining feasibility parameters (densities, development standards, incentives, etc.) for the types of development targeted for the specific plan area.

Mobility

RRM will work closely with Fehr & Peers to analyze and propose solutions for downtown mobility and parking strategies. Off-street parking standards often act as barriers to a City achieving the housing production and overall development outcomes it seeks. Onerous parking requirements can limit the viability of developing smaller parcels in downtown areas or affect a development project's financial viability. At the same time, with the growing popularity of shared-ride services such as Uber and Lyft and renewed interest in walking and biking in mixed-use urban districts such as Downtown El Segundo, the need for parking dedicated to an isolated use continues to decline.

The City of El Segundo has an excellent opportunity to leverage these trends to right-size parking requirements, implement parking management strategies that better utilize the parking already available, while setting the framework for growth in the DSPU area that cohesively links the planned land use changes with the parking and mobility strategies that support the desired outcome.

Focused on Results

Our team is focused on results. We not only write plans, but we get projects built. We understand that Downtown El Segundo is currently a promising area with many thriving businesses. A key objective will be to further enhance the area without sacrificing the very elements that make up its small-town feel. The DSPU will present a clear pathway, along with understandable development standards and recommendations, to entice private investment and make the area easily recognizable as the heart and soul of El Segundo.

Our offices are located in quaint small towns, and we are intimately familiar with the model of how a small city works. Our uniquely qualified team has worked together on many assignments and has successfully helped communities accomplish similar revitalization efforts taking projects from vision through construction.

Efficient, On Time, and Within Budget

RRM has over 130 professionals, and together with our subconsultants, we can bring the horsepower to meet deadlines and expedite the process. Jami Williams, our project manager, is a principal of the firm and has over 20 years of Specific Plan and downtown revitalization experience. She brings the expertise and understanding of how to efficiently manage our team, proactively steer the project through a robust community engagement process, and a particular fondness for El Segundo.



OVERALL, IT MAY BE SAID . . .

Our team's approach will focus on key issues that must be addressed in the Downtown Specific Plan Update (DSPU).

1. ***Fully engage the community***, downtown merchants and employees, and those residents not often heard.
2. Maintain the small-town feel and ***character*** of Downtown.
3. Includes policies and standards that will ***spur investment*** and implement the community vision.
4. Work hand-in-hand with the ***Housing Element Update*** and ***Civic Center*** redesign efforts.
5. Strengthen connections to surrounding neighborhoods with an emphasis on ***walkability*** and ***bicycle-friendly*** solutions.
6. Establish clear goals and policies for future uses, intensity, provide design parameters, and ***historic preservation*** recommendations.
7. Analyze the needed ***infrastructure***, parking, and circulation improvements, along with implementation and financing measures.
8. Accommodate medium- to high-density ***mixed-use*** and look for senior housing opportunities, workforce housing, and affordable family housing.
9. Provide ***flexibility*** for businesses and the City to adapt to economic disruptions such as COVID-19 or the increase of online shopping.
10. Prepare an Environmental Impact Report or appropriate CEQA document.

RRM PROJECT
25TH STREET RENAISSANCE STREETSCAPE
San Diego, California

Section

2

SCOPE OF WORK

El Segundo Downtown Specific Plan Update



SCOPE OF WORK

The Request for Proposal (RFP) clearly identifies project deliverable expectations, and we are confident that we can deliver on these expectations. Our scope has been organized by like tasks to simplify oversight and management, resulting in an efficient and streamlined process. We are prepared to work to adjust this work plan as necessary to best satisfy the City of El Segundo's objectives, budget, and time frames. In an effort to be sensitive to budgetary constraints, the project team has developed a scope of "core tasks" that meet the project requirements as set forth in the RFP. We have also included optional tasks that may be selected by the City to provide value-added services in crafting and completing the Downtown Specific Plan Update (DSPU).

TASK 1: PROJECT INITIATION

In this initial phase of the project, the team will engage in a due diligence process designed to inform the team and staff on the primary issues to be addressed, and gather relevant data and background information for review.

Subtask 1.1: Project Kickoff Meeting and Virtual Site Tour

The project team will meet with City staff via an online platform to establish a mutual understanding of the key issues and discuss the scope of work, roles and responsibilities, key stakeholders, staff expectations, and project timeline. The team will also lay out significant project milestones, meeting times, and deliverable targets. We will also conduct a virtual site tour to gain additional insight related to community character and recent development projects, issues, and ideas for the Specific Plan Area.

Deliverables:

- Prepare for and attend one (1) online kickoff meeting with a virtual site tour

Subtask 1. 2: Data Gathering/Document Research and Review

RRM will gather and review data that is relevant to this project. The primary purpose of this effort is to get up to speed on past and current planning efforts and harness the wealth of existing data that can be used in the Downtown Specific Plan Update (DSPU) Process. RRM's team will collect and review data relevant to updating the DSPU, including the existing Downtown Specific Plan, General Plan, Zoning Code, Strategic Plan, Housing Element Update, development projects, and other planning efforts that have a bearing on the update effort.

Deliverables:

- One (1) conference call with City to discuss findings

Subtask 1. 3: Base Mapping and Opportunities

RRM will work with City staff to collect and review relevant digital and GIS data to prepare a project base map. The information will include City-provided data, an analysis of the study area's potential issues, opportunities, constraints, and challenges. Scope of work assumes GIS parcel, zoning, right-of-way, land use and ownership data are available from the City of El Segundo. The base mapping will provide the foundation for the existing conditions analysis, the community outreach exhibits, and planning exhibits for the DSPU. A digital copy of the base map will be provided to the City for review and reference.

Deliverables:

- Gather and review available digital data; prepare base map
- One (1) digital copy of the base map with opportunities and constraints layer

TASK 2: COMMUNITY ENGAGEMENT

We believe an effective community outreach program creates confidence in the planning process, promotes broad-based understanding and consensus, and reflects the community's interests and needs. We also believe every project and every community deserves a customized approach to maximize success.

RRM will work with City staff to develop, refine, and customize an effective outreach process, including community workshops, to build collaborative interest and consensus in the project given the diverse group of stakeholders that may have conflicting needs and expectations. Please refer to our Community Engagement Approach description in the Approach section of this proposal for more detail.

COVID-19 Flexibility

RRM has experience with several strategies and approaches for COVID-19 safe community engagement. We can help you navigate this as it rapidly changes. These include online platforms to engage the community, online meetings and interactive charettes, videos to update and present concepts, online surveys, and establishment of a robust website presence.

Subtask 2.1: Social Media/Online Engagement

Project Website, Social Media, and Project Collateral

RRM will work with City staff to leverage existing online resources, including social media platforms, and determine how new resources can augment online outreach efforts. RRM will work with staff to set up a project webpage and provide up to four email/social media project updates and companion graphics for City distribution. We will also prepare a graphically oriented and easy to understand informational flyer to provide an overview of the project, City contact information, and additional project-related information.

Online Questionnaire/My Social Pinpoint Development

RRM will develop an online questionnaire and/or My Social Pinpoint survey to gather public input. The My Social Pinpoint survey tool is an interactive mapping tool that allows stakeholders to pinpoint their comments or concerns regarding the Downtown Specific Plan Update (DSPU). The map can be focused on just the study area, and custom icon labels will be developed to help group comments by relevant categories. While this platform's main feature is the mapping component, a traditional multiple-choice survey can also be incorporated. This survey platform is available on desktop, mobile, and tablet devices. The team will ensure the platform is public focused with no technical jargon and easy for the public to use.

Deliverables:

- Coordinate with City to set up project webpage on City website
- Prepare informational material to be distributed and post on the City website, including one round of revisions based on a consolidated redline markup provided by the City
- One (1) online questionnaire and/or My Social Pinpoint survey

Subtask 2.2: Stakeholder Interviews

RRM will conduct a series of stakeholder interviews to solicit input from individuals or interest groups. The interviews involve a series of half-hour to one-hour confidential meetings (held via video/teleconference). We will collaborate with City staff to identify stakeholders. Stakeholders could include City Commissions, Council, and committees (such as the Arts and Cultural Advisory Committee and Diversity Committee), Chamber Downtown Committee, Chevron, Education Foundation, Old Town Music Hall, ESMoa, and downtown businesses, to name a few. We ask that City staff notify and manage the meeting invitations of the stakeholders. Please refer to our Community Engagement Approach description in the Approach section of this proposal for a full list of stakeholders.

Deliverables:

- Prepare for and attend up to 2 days (up to 16 hours) of interviews; prepare interview notes

Subtask 2.3: Outreach to Development Community

The Natelson Dale Group will conduct a focus group meeting with selected developers and property owners (as needed, facilitated as a virtual meeting). The purposes of this meeting would be to discuss the financial and other practical challenges associated with development in the specific plan area and to identify the real-world incentives (including density bonuses and flexible development standards) that would be most effective in encouraging targeted project types. TNDG will coordinate with City staff to create a list of developers and property owners to invite to this meeting. As appropriate, TNDG will conduct one-on-one interviews with selected developers to further develop ideas discussed during the initial meeting.

Deliverables:

- One (1) memorandum report summarizing developer input

Subtask 2.4: Community Workshop #1

RRM Design Group will prepare for and facilitate a virtual public workshop to present an overview of the DSPU, introduce the project and its goals, provide an overview of the process, and identify public interest areas. This first community workshop will include engaging exercises that encourage dialogue and participation to identify key issues and opportunities in Downtown El Segundo. RRM will prepare notices, e-flyers, and other media for the community regarding this initial workshop.

Deliverables:

- Workshop materials (e.g., presentation, maps, agendas, and summary)
- Prepare for, organize, and facilitate community workshop #1
- One (1) summary memo of participant input, ideas, and comments
- We ask that City staff be responsible for the notification (RRM to provide City with material for social media notification)

Subtask 2.5: Community Workshop #2 – Design Charrette

RRM will conduct a second workshop that will be in a design charrette format where we will present design concepts and the vision statement for the downtown and have the community brainstorm ideas and solutions and weigh in on design concepts. The bulk of the workshop will be dedicated to gathering input from the community. We will have roll-up-your---sleeve exercises in breakout groups to encourage collaboration between participants and gather input that we can translate into the final plan.

Deliverables:

- Workshop materials (e.g., presentation, maps, agendas, and summary)
- Prepare for, organize, and facilitate community workshop #2
- One (1) summary memo of participant input, ideas, and comments
- We ask that City staff be responsible for the notification (RRM to provide City with material for social media notification)

Subtask 0.1: Community Workshop #3 – Open House – Optional Task

RRM will facilitate a workshop/open house to review the public review draft DSPU. We envision this workshop to be conducted open house-style with several information stations or breakout rooms that address specific chapters of the document (e.g., land use, development standards, streetscape beautification and mobility). Participants will be encouraged to provide feedback using post-it notes, written comments, tape dots, or other interactive tools. The goal is to ensure that the DSPU addresses the aspects of downtown that are critical to El Segundo and to create community buy-in. This workshop and the feedback exercises can be designed for an in-person or virtual meeting.

Deliverables:

- Workshop materials (e.g., maps, posters, comment cards, sign-in sheets, and summaries).
- RRM will facilitate a workshop to present an overview of the DSPU
- One (1) summary memo of participant input and comments
- We ask that City staff be responsible for the notification (RRM to provide City with material for social media notification)

Subtask 0.2: Pop-Up Information Tables - Optional Task

Pop-up information tables at events can be an effective way to connect with the community where they work, shop, and recreate. At the pop-up event, the team will bring display boards and other informational material, along with paper copies of the questionnaire to gather residents' feedback. The team will prepare for one pop-up event at a farmer's market, public event, or festival. This strategy will depend on the public health situation during the development and public review phases of the DSPU. If events are not occurring during key milestones, we will refocus efforts on digital engagement.

Deliverables:

- One (1) pop-up event

Subtask 0.3: Council Study Session #1 – Optional Task

The RRM Design Group team will prepare for and facilitate a study session with El Segundo City Council to provide an overview of the process, share the input received from the community engagement to date, and foster feedback and direction for the DSPU. Early study sessions with the Council can provide the team with insight into Council priorities and interests as we develop the DSPU.

Deliverables:

- Meeting materials and facilitation of an online virtual City Council meeting
- Notes of directions given at the meeting and a confirming memorandum documenting the input



TASK 3: SETTING THE FOUNDATION

Subtask 3.1: Vision and Objectives

The RRM project team and City staff will develop a Vision Statement for Downtown El Segundo based on City staff, City Council, the community, and stakeholders' input. The Vision Statement and Objectives will:

- Articulate the future vision for downtown
- Respond to area-wide assets, issues, and opportunities
- Build on El Segundo Strategic Plan, Housing Element Update and General Plan
- Guide development and investment in Downtown El Segundo to attract investment
- Identify urban design enhancements throughout the downtown, and for key gateways and connections between downtown and surrounding neighborhoods
- Identify opportunities for creative use of public space
- Identify objectives for housing in the downtown
- Reflect local values, history, and culture to represent the unique identity of El Segundo

Deliverables:

- One (1) Draft and one (1) Final Vision Statement and Objectives

Subtask 3.2: Market Opportunities Study

To support the process of developing a future vision for the Specific Plan Area, The Natelson Dale Group (TNDG) would conduct a focused study of potential development demand over the next 10 years. The Market Opportunities Study will assess potential market demand for the following land use categories:

- Multifamily residential
- Retail/restaurant
- Office
- Mixed-use development incorporating combinations of the above land uses

The market demand projections will reflect the following economic characteristics of the trade area:

- Existing and projected demographic profile of trade area residents
- Characteristics of the regional daytime employee population
- Existing land use mix
- Commercial vacancy levels and trends
- Recent development investment in and around the Specific Plan Area
- The potential for synergy with the forthcoming repurposing of the Civic Center area
- Available opportunity sites for future "catalyst" development projects

In addition to generally quantifying the demand for development in the project area, the analysis will also consider qualitative issues affecting the project area's development potentials. In other words, the analysis will identify the specific market niches or types of development (in terms of density, market orientation, etc.) that would be appropriate for the vibrant community setting envisioned for the specific plan area.

Deliverables:

- Market Opportunities Study report (draft and final) with technical appendices

Subtask 3.3: Historic Preservation Memorandum

The historic consultant, Teresa Grimes, will review the Historic Preservation subsection of the Implementation and Financing section of the existing Downtown Specific Plan and update as appropriate to reflect programs' changes. Additionally, the consultant will work with the project team with regard to goals, objectives, and policies for historical resources. A memorandum with conclusions and recommendations will be submitted for the record. This task includes project team meetings for the historic consultant.

Deliverables:

- Historic Preservation Memo

Subtask 3.4: Key Downtown Concepts

RRM's planners, urban designers, architects, landscape architects, economists, and engineers will collaborate with the City to generate realistic concepts that consider development, placemaking, and design opportunities and constraints. As part of this task, an important consideration is coordination and alignment of key concepts with other concurrent housing-related efforts such as the Housing Element Update and the Civic Center Site redesign. The key concepts will be the basis for the DSPU and will likely include:

- Potential infill housing opportunities
- Recommended land use/zoning changes and potential districts
- Urban design framework such as building placement, form, height, and densities
- Mobility, parking, and streetscape concepts and beautification strategies

A PowerPoint presentation will be developed to illustrate key concepts presented at a community workshop or during decision making briefings.

RRM will also prepare up to three character sketches, or before and after the downtown's visual simulations to illustrate key concepts. We will coordinate with staff on the content of these renderings and desired locations.

Deliverables:

- PowerPoint presentation including a summary of key concepts
- Up to three (3) visual simulation graphics

Subtask 0.4: Vision Poster – Optional Task

A vision poster can be a valuable tool for keeping the vision alive and marketing the downtown. This task could happen right after Task 3.4 Key Downtown Concepts or at the end of the project. The RRM Design Group team would translate the solutions and ideas generated during the community outreach and key concepts efforts into a dynamic illustrative vision plan that captures the character of El Segundo. This would include a conceptual plan view graphic detailing the preferred buildings, streets, gateways, and pedestrian connections for the downtown.

RRM proposes to develop a physical, one-sided vision poster that can be printed in poster size that will communicate the community's vision through plan and perspective sketch illustrations to portray the "feel" of Downtown El Segundo clearly.

Deliverables:

- One (1) draft and one (1) final colored conceptual site plan graphic
- One (1) draft and one (1) final colored vision plan poster at 30" x 42"

TASK 4: MOBILITY ANALYSIS

Subtask 4.1: Transportation and Mobility Evaluation and Enhancements

Fehr & Peers will conduct an analysis and make recommendations related to mobility and parking.

Transportation Evaluation

To support the development of land use scenarios in the DSPU area, Fehr & Peers will evaluate potential transportation effects. This will include preparing mixed-use trip generation estimates that accurately quantify the interactions between land uses within the Downtown and accurately quantify land uses that typically generate fewer vehicle trips, such as affordable housing.

Fehr & Peers leads the transportation consulting industry to create new transportation analysis tools to support new development projects. This includes our trip generation software MXD+, which improves upon existing methods for calculating trips by accounting for contextual built environment factors and builds on earlier work with the US EPA as a partner.

They will prepare trip generation estimates for two potential land use scenarios to provide the City with data on which land use scenario performs better from a transportation perspective. Therefore, we would have the lowest potential to have significant transportation impacts and increase vehicle congestion in the DSPU area. The trip generation analysis of the preferred land use scenario would be used in the non-CEQA intersection operations report in later project phases.

Identify Mobility Enhancements

In collaboration with the design team, Fehr & Peers will develop recommendations for pedestrian and bicycle enhancements to and through Downtown El Segundo. We will conduct an in-person (socially distanced) walking audit to evaluate opportunities and constraints. We are well known as national experts on pedestrian safety and will particularly emphasize opportunities to enhance safety for users of all ages and abilities. We will evaluate the potential to build on existing plans and projects focusing on pedestrian, bicycle and transit infrastructure and services to enhance mobility. The challenges of COVID-19 have made clear the need for ample open space and flexibility in the use of the street environment for a variety of users and uses, including outside dining. Fehr & Peers will also collaborate with the design team to identify potential pilot and permanent open space opportunities through parklets, curb extensions, and other street interventions.

Deliverables:

- Fehr & Peers will summarize analysis and recommendations in a technical memorandum with accompanying figures, analysis, and data appendices

Subtask 0.5: Extensive Parking Analysis – Optional Task

As part of the existing conditions analysis and development of key concepts and the DSPU, RRM will evaluate existing parking supply, evaluate existing Specific Plan parking ratios and standards, and incorporate recommendations and revised regulations. If a more in-depth level of analysis is desired, Fehr & Peers will conduct the following at an additional fee.

Evaluate Existing & Future Parking Conditions

Fehr & Peers will conduct a parking supply count in the DSPU, including on-street and publicly available off-street parking. Any off-street parking that is not available to the public will also be counted if visible via aerial review or from the public right of way. Handicapped spaces will also be counted. The parking supply will be visualized in map form.

Fehr & Peers will also work with the City of El Segundo to identify a peak weekday and weekend hour to conduct a parking demand count. COVID-19 is affecting both parking and traffic demand, so Fehr & Peers will engage city staff to develop a qualitative understanding of pre-COVID-19 parking conditions. While understanding the existing occupancy is useful data for developing future recommendations, the key benefit of collecting the data, despite COVID-19, is to calibrate the analytical tools used to estimate future parking needs.

The Urban Land Institute (ULI) recently released an update to Shared Parking, Third Edition (2020) manual, including additional land uses and updated empirical parking demand data. With existing parcel data provided by the City, Fehr & Peers will develop an existing parking demand model for the DSPU and calibrate the model estimated demand to the existing parking demand counts, adjusted if appropriate, to reflect pre-COVID-19 conditions.

Fehr & Peers will develop a future shared parking demand estimate for the preferred land use plan taking into account the potential for future transportation services and mobility changes in Downtown El Segundo, such as those identified in the DSPU and those outside of the control of the City, such as autonomous vehicles, that could affect parking demand within the time period of the DSPU. We will compare the future parking demand to the existing parking supply to identify opportunities and constraints related to repurposing parking supply for development and open space and mobility enhancements and reduce off-street parking ratios. The parking demand estimate will consider time-of-day and seasonal fluctuations in demand based on empirically observed national data, as documented in the Shared Parking manual.

Propose DSPU Parking Management Strategies & Revised Off-Street Parking Ratios

Based on the estimates of future parking demand and potential changes to on and off-street parking supply associated with development and mobility opportunities, Fehr & Peers will estimate future parking supply needed to support the overall land use and mobility goals of the City within the DSPU. Potential parking surpluses or deficits will be estimated. Based on the results of this analysis and feedback from the City and key stakeholders, Fehr & Peers will recommend revisions to the City's current off-street required parking ratios.

Fehr & Peers will also identify policy and management recommendations that consider weekday, weekend, daytime, nighttime, and seasonal demand patterns and the management of the parking supply through time limits and long-term/short-term controls. Policies for administering a district parking strategy, such as a framework for evaluating the need for and implementing parking supply as demand increases in the future and funding strategies, such as in-lieu fees, will be summarized. Best practices in other nearby coastal cities with similar parking management goals intended to balance future land use impacts with projected parking demand will inform the development of recommendations.

Deliverables:

- Fehr & Peers will integrate this analysis and recommendations into the technical memorandum identified in Task 4.1

TASK 5: SPECIFIC PLAN PREPARATION

RRM will build upon the information provided to date and will produce a graphically rich, easy-to-use Downtown Specific Plan Update (DSPU) document and carry out the community's vision. We will retain relevant portions of the existing Downtown Specific Plan and develop new sections for the new DSPU document. This task includes the recommended formatting for the document, draft text for the sections proposed to be amended, including related development standards and all associated high-level maps and exhibits for the document.

The preparation of the DSPU is expected to be an iterative process involving drafting and refinement of the document based on public input and comments, as well as City staff review. Coordination of the DSPU effort with the Housing Element Update effort is essential to ensure that additional sites are available and viable for residential redevelopment. It will also be closely coordinated with the Civic Center project.

Subtask 5.1: Administrative Draft Specific Plan

A preliminary DSPU organization is outlined below, which may be refined based on further analysis and community feedback.

1. **Introduction, Background, and Vision:** The introductory chapter will discuss the purpose, intent, and organization of the DSPU document. It will describe the goals of the DSPU and boundaries, a description of the DSPU process, the community outreach process associated with the project, and the DSPU's relationship pertinent City documents and policies.

2. **Land Use:** This chapter will include a detailed land use plan that will also serve as the zoning map. It will document in a clear, graphically rich, and easy to use/administer manner address allowable land uses, DSPU districts, building form, and site development standards, such as height, setback, and parking.

3. **Mobility, Parking, and Streetscape Beautification:** In this chapter, RRM will coordinate with the traffic consultant to address all forms of mobility, including pedestrian, transit, bike, vehicular circulation, and parking. It will contain recommendations for the street environment, street cross-sections and key intersection improvements, parking strategies, and transit and bicycle route concepts. Urban design concepts will also be included in this chapter and promote walkability in the downtown.

4. **Infrastructure and Public Facilities:** This chapter will address needed infrastructure and public facilities. Subjects addressed will include water supply, sewer and wastewater, solid waste, storm drainage, police and fire protection, schools, and parks. These recommendations and policies will align with the City's latest Capital Improvement Plan, Urban Water Management Plan, Sewer System Management Plan, and other City-approved planning documents and information. Technical studies such as water quality, hydrologic, and hydraulic analyses are excluded from the analysis.

5. **Implementation:** This chapter will identify potential implementation strategies and priority projects to achieve the short- and long-term goals of the DSPU. Based on the economic analyses results, the implementation framework will recommend strategic public improvements and identify key catalyst projects and programs needed to make the strategic plan and DSPU's vision a reality. RRM and TNDG will work together to develop a "tool kit" of potential implementation strategies, density incentives, and financing mechanisms available to achieve the short and long-term goals of the DSPU. Particular emphasis will be given to identifying opportunities to leverage public financing with private investment. The overall implementation strategy will include the following components:
    - Prioritization of key opportunity sites
    - Recommended timing of public improvements
    - Identification of municipal incentives necessary to attract desired development/land uses
    - Identification of potential funding sources and financing mechanisms

6. **Administration:** This chapter will address the authority of the DSPU, non-conforming uses and structures, processing requirements, and the administrative procedures required for amendments to the DSPU. This section will include the City's desired multiple development tiers and level of review for each tier.

Deliverables:

- RRM will provide an Administrative Draft of the DSPU for internal review. We ask that the City provide one (1) consolidated, marked up redline version with all City comments

Subtask 5.2: Screen Check Draft Specific Plan

Following the completion of the Administrative Draft of the DSPU and receipt of the single set of redlined comments from the City on the Administrative Draft, RRM will produce a Screen Check Draft. At this point, the City's comments will have been integrated, and this draft will provide an additional internal review opportunity prior to the development of the Public Review Draft.

Deliverables:

- RRM will provide a Screen Check Draft of the El Segundo DSPU. We ask that the City provide one (1) consolidated, marked up redline version with all City comments

Subtask 5.3: Public Review Draft Specific Plan

This draft is intended for public review and will include any remaining requested revisions and edits from City staff.

Deliverables:

- Public Review Draft El Segundo DSPU (electronic copy of the suitable for distribution and posting on the City's website)

Subtask 0.6: Financial Pro Forma Analysis – Optional Task

The pro forma financial analysis would build on the qualitative information derived from the developer interviews. The primary purpose of the financial analysis would be to determine the development densities/ standards that would allow for feasible development of targeted residential and mixed-use projects given prevailing land prices (and site assembly costs) in the project area.

The financial analysis will involve the following steps:

- In consultation with the planning team, TNDG will define a range of development prototypes (i.e., housing products/densities and mixed-use concepts) to be evaluated.
- Develop an abbreviated financial pro forma that calculates developer return and residual land values based on the input development assumptions. In particular, the model will be structured to test the financial implications of variations in land use mix and development densities. The model inputs will include:
  - Development amounts and densities by land use (product type)
  - Land and construction costs by land use
  - Standard project financing assumptions
  - Projected revenue factors
- Based on the initial model results, coordinate with the planning team to refine zoning and density recommendations for the development opportunity sites under consideration. This will be an iterative process whereby TNDG will utilize the model to assist the planning team in establishing a range of feasible alternatives.
- Prepare a summary report documenting the financial analysis process. Spreadsheets of the financial model will be included as report appendices.

Deliverables:

- Memorandum report with financial analysis tables attached



TASK 6: CEQA ANALYSIS

Subtask 6.1: Project Initiation/Scoping

This task will include a project kickoff meeting with City staff, preparing an Initial Study (IS) and Notice of Preparation (NOP), attending a public scoping meeting, and AB 52 scoping.

EcoTierra's project manager will attend an EIR kickoff meeting with City staff. The purpose of this meeting is to review and discuss the project details; collect all relevant reports and drawings (or identify relevant documents needed); discuss the desired environmental document approach and format; resolve issues regarding overall assumptions; identify other key contacts at the City, and discuss communications protocols. The meeting will include a visit to the project site.

EcoTierra will prepare an administrative draft IS and NOP. We assume that due to the project's nature and location, the following topics will be scoped out from detailed analysis in the IS: agricultural and forestry resources, biological resources, geology and soils, hydrology and water quality, mineral resources, and wildfire.

EcoTierra will submit the IS and NOP to the City for review and comment, address the City's comments, and prepare the final version for publication. We will prepare the Notice of Completion (NOC) and submit the NOP/IS package to the State Clearinghouse. We will also submit the NOP to the Los Angeles County Clerk for a 30-day posting. We assume the City will distribute the NOP/IS to responsible or trustee agencies, neighboring jurisdictions, and interested parties. At the City's request, we can provide a budget for the publication of the NOP in area newspapers.

EcoTierra staff will attend the public scoping meeting and present the CEQA process and take notes on the proceedings. Following the meeting, we will review comments received in response to the NOP and prepare a summary of comments from the scoping meeting.

We will assist the City in meeting the requirements of Assembly Bill 52 (AB 52) Native American consultation requirements. These consultations will be used to inform the Tribal Cultural Resources sections of the PEIR. EcoTierra will draft consultation invitation letters on behalf of the City and documenting these letters for inclusion in the environmental document. Because the consultation is government to government, we assume the City will provide notes documenting the consultation in the PEIR. We assume that the City will have contact information for tribes that have requested consultation for projects in the City. Should that not be the case, we will contact the Native American Heritage Commission to list tribes applicable to the project area.

Deliverables:

- Administrative draft NOP/IS (Word and PDF copy), Final draft NOP/IS (PDF copy)
- Environmental Document Summary Form, Final draft NOP/IS, and NOC (State Clearinghouse)
- NOP (2 copies to Los Angeles County Clerk); project scoping meeting notes (Word and PDF copies)

Subtask 6.2: Administrative Draft PEIR

EcoTierra will prepare an Administrative Draft PEIR for review by City staff. The following identifies the major sections that will be included in the Administrative Draft PEIR.

Introduction and Summary

An introduction and summary will be included as the first section of the PEIR. The introduction and summary section of the PEIR will consist of a narrative on the background of the PEIR process, development of the project and alternatives, a short summation of the environmental review and project approval process, and a summary of expected environmental effects and mitigation measures.

We will list topics focused out from detailed environmental review, and the reader will be referred to the IS for more information on why these topics are focused out. The IS/NOP will be included in the appendix.

Overview of Environmental Setting

The environmental setting will provide a physical description of the project site and the surrounding area. Existing improvements and land use will be described. The environmental setting will also provide a physical description of the DSPU project site and the surrounding area. A discussion of related projects/cumulative development will be described.

Project Description

The project description will provide a detailed narrative and graphical presentation of the project's components, including the project timeline and schedule. The project description will include a qualitative and graphical description of the project location and boundaries, including regional and vicinity maps and aerial photos.

Environmental Impacts and Mitigation

As an introduction to this section of the PEIR, each environmental impact area determined not to have a potentially significant impact on the environment will be listed with an accompanying discussion of the reasons for the determination.

As previously mentioned, due to the nature of the project and project site (large development area and it is unknown when future development may be proposed), we assume that several Appendix G topics can be scoped out from detailed environmental review in the IS. The IS will be referenced and included as an appendix to the PEIR. We assume that the following sections will require environmental review in the PEIR, given their importance with this project type. The scope of analysis for aesthetics, air quality/GHG/energy, cultural resources, geology and soils (paleontology only), land use and planning, noise, population and housing, public services/recreation, transportation, tribal cultural resources, and utilities/service systems are provided below.

Aesthetics

EcoTierra will generally describe aesthetic resources in the DSPU area, including the project site's overall visual character, scenic vistas, and areas surrounding the site. We will describe how the proposed project has the potential to alter the existing visual character of the site and surrounding area, focusing on whether the proposed project would conflict with applicable zoning or other regulations governing scenic quality in the DSPU area. We will describe the types and relative amounts of light and glare that could be associated with the proposed project and describe how these sources might affect the surrounding area. This discussion determines whether the proposed project would result in significant aesthetic, light, and/or glare impacts.

Air Quality/GHG/Energy

The project proposes construction activities that would generate air emissions and greenhouse gases and require energy use. The following tasks are proposed for the air quality, greenhouse gas, and energy impact analysis for the preferred land use scenario, per the traffic study findings.

Existing Conditions. EcoTierra will identify the existing air quality setting in the area. We will identify applicable international, federal, state, and local rules and regulations, including the State greenhouse gas (GHG) regulations Assembly Bills (AB) 32 and 1493, Senate Bills (SB) 32, 97, 107, 375, 527, 1368, and 1771, and Executive Orders S-3-05 and S-14-08. EcoTierra will identify greenhouse gases and their associated impacts on global climate change and thresholds of significance for the criteria pollutants and greenhouse gases.

Air Quality and Greenhouse Gas Emissions Analyses. EcoTierra will evaluate and quantify regional criteria pollutant and greenhouse gas emissions associated with the proposed project's operational activities utilizing the most recent CalEEMod Model. If significant emission levels are found to be created from operational activities, feasible mitigation will be developed and quantified.

We will evaluate local NOx, CO, PM10, and PM2.5 construction and operational emissions at the nearest sensitive receptors. The emissions will be compared against the SCAQMD Look-Up Tables and will follow the methodology described in the Localized Significance Threshold Methodology, prepared by SCAQMD, July 2008.

We will evaluate and analyze the project's air quality emissions and anticipated growth in the context of the SCAQMD AQMP to determine consistency with the AQMP. We will evaluate the operational greenhouse gas emissions using CalEEMod 2016.3.2. We will prepare a qualitative CO analysis based on traffic volumes provided in the traffic report and verify if it is in accordance with the SCAQMD requirements as described in the CEQA Air Quality Handbook. The project's GHG emissions will include an analysis based on VMT data from the traffic study and will be compared to the SCAQMD's draft greenhouse gas emissions thresholds (as applicable). If the greenhouse gas emissions exceed any applicable thresholds, provide mitigation to reduce greenhouse gas emissions. The project will be compared to the goals of the City's Climate Action Plan and/or the CARB Scoping Plan (as applicable).

Odor Analysis

EcoTierra will provide a qualitative odor analysis from the construction and operation of the proposed project.

Energy Analysis

EcoTierra will Identify the existing energy use conditions and the applicable federal, state, and local rules and regulations pertaining to Energy use. The energy analysis will provide a CalEEMod-based quantitative analysis and discussion of project-related energy use during construction and operation. EcoTierra will provide an analysis of the project's consistency with renewable energy and energy efficiency plans.

Cultural Resources

The project proposes land use changes with the potential to affect historic and cultural resources. Teresa Grimes will prepare a Historic Resources Report for the project. EcoTierra will prepare the archaeology portion of the section.

The following tasks are proposed for the historic resources impact analysis:

Records Search
Teresa Grimes will request a record search from the South Central Coastal Information Center at Cal State Fullerton to determine whether any properties within the DSPU are currently listed under national, state, and local landmark or historic district programs or previously identified as historical resources in any surveys of the area. The records search will be limited to resources that are part of the built environment.

Existing Information. Teresa Grimes assumes the City will provide existing information on properties in the DSPU that have been listed as landmarks under the local ordinance or previously evaluated as potential historical resources. This information may include landmark nominations, historical resource evaluation reports, and state inventory forms. Teresa Grimes will review the existing information and identify gaps that require further research.

Reconnaissance Survey
Teresa Grimes will conduct a reconnaissance survey of the DSPU to photograph listed and previously surveyed historical resources. Properties that have the potential to qualify for listing in the California Register of Historical Resources will also be photographed. To be eligible for listing in the California Register, a property must meet one of the four criteria for significance and must retain sufficient integrity to convey its significance. The survey results will be presented in the form of a table that may be included in the DSPU and DEIR.

Research
General research will be conducted to prepare a brief history of the DSPU. The scope does not include property-specific research as an intensive-level survey is not proposed.

Historical Resource Technical Report
A draft Historical Resource Technical Report (HRTR) will be prepared and submitted electronically as a Word document. The scope does not propose an intensive-level historic resources survey of the DSPU. No buildings will be evaluated as historical resources as defined by CEQA on an intensive level. The draft HRTR will include, but not necessarily limited to:

1. An executive summary
2. An explanation of the methodology and research techniques
3. The criteria for determining historic significance and integrity under national, state, and city landmark and historic district programs
4. A brief history of the area
5. A summary of properties listed and previously surveyed as historical resources within the DSPU and those that warrant further research and evaluation for California Register eligibility.
6. A project description of the DSPU
7. The thresholds for determining impacts on historical resources
8. The direct, indirect, and cumulative impacts the DSPU may have on historical resources will be analyzed.
9. Mitigation measures will be recommended, if necessary.

Final Report
The draft HRTR will be revised based upon three rounds of comments, one from the Client and two from

the City.

Response to Comments

Teresa Grimes will assist the lead environmental consultant in responding to comments on the DEIR. Public Hearings. Teresa Grimes will attend public hearings upon request. One hearing is estimated in the budget below. Additional hearings would result in additional costs.

Archaeological Resources. EcoTierra will request an archaeological records search from the South-Central Coastal Information Center at Cal State Fullerton to determine if there are any recorded archaeological resources in the project area. We will include mitigation measures to avoid impacts to archaeological resources.

Geology and Soils

EcoTierra will contact Dr. Samuel McLeod at the Vertebrate Paleontology Division of the Natural History Museum of Los Angeles County for a paleontological resource assessment of the DSPU area. This survey would investigate paleontological resources in the DSPU area and within a 1/2-mile of the DSPU. We will include mitigation measures to avoid impacts to paleontological resources. Due to the project's nature, we assume that any individual projects would require stand-alone geological, technical reports. That information would be premature and not feasible to include. Therefore, the other geology and soil threshold questions will be responded to and scoped out in the IS/NOP.

Hazards and Hazardous Materials

Downtown El Segundo is composed primarily of commercial uses. Downtown El Segundo is located near the north entrance to the Chevron Refinery. EcoTierra will use available hazardous materials databases (e.g., GeoTracker and EnviroStor) to evaluate the potential for hazardous materials to occur on the project site. We will generally discuss the presence of existing on-site hazards and the potential for the project to create a significant hazard through the use, transport, or storage of hazardous materials or to cause impacts to emergency response plans. The project site area is developed and will be developed with a variety of commercial and residential uses; therefore, we assume that potential chemicals used on the site would consist of a variety of cleaning products, herbicides, and other commonly used chemicals. Due to the large project site size and numerous parcels, it is not appropriate to prepare a Phase I Environmental Site Assessment. The EIR will include mitigation measures for future development, including the need for hazardous materials reports for the individual future project proposed in the project area.

Land Use and Planning

The project would include updates to development standards and potentially zoning code or General Plan amendments. We will describe the existing land use and development patterns in the surrounding area and the regulatory setting. We will evaluate the project's consistency with the City's General Plan policies and applicable regional and local plans. The consistency analysis will focus on determining the project's consistency with policies adopted to avoid or reduce environmental impacts. There are no adopted habitat conservation plans that apply to the site and thus no potential conflicts. Land use compatibility with adjoining areas will also be addressed.

Noise

The project proposes activities that would generate noise and vibration. The following tasks are proposed for the noise and vibration impact analysis for the preferred land use scenario, per the traffic study findings. Background Review. EcoTierra will review relevant project and site background information, base graphics

showing the site vicinity, the proposed project and adjacent land uses.
Existing Noise Setting. EcoTierra will provide definitions for commonly used noise descriptors, identify applicable local, state and federal noise standards, identify sensitive receptors in the project area, and identify potential project generated noise sources. We will visit the project site and take up to five 10-minute representative noise measurements and one long term (24 hours) noise measurement (as needed) to document ambient noise levels.

Noise and Vibration Impact Analysis
We will calculate construction noise impacts from the project using RCNM and determine if on-site project construction noise would exceed any applicable standards at nearby sensitive receptors. We will estimate ground-borne vibration associated with construction/operational activities and determine if construction/operational vibration would exceed any applicable standards and adversely affect off-site receptors/disturb nearby sensitive receptors. We will recommend mitigation measures to reduce vibration impacts to sensitive receptors, if necessary.

EcoTierra will model future traffic noise created by the proposed project utilizing data from the traffic study and FHWA-RD-108 spreadsheets. We will determine if noise associated with the addition of project traffic on area road segments will create a significant increase.

Population and Housing
EcoTierra will provide estimates on the anticipated population, housing and employment increases created by the DSPU. EcoTierra will compare these estimates to existing population and hosing numbers as forecasted in the City's General Plan, the draft DSPU, and SCAG's 2020-2045 ConectSocal (RTP/SCS). EcoTierra will address applicable goals and policies from the General Plan and potential increases in population and employment from the DSPU.

Public Services/Recreation
The project would increase commercial development and population in the project site area, requiring police, fire, and emergency services. The project will be within the El Segundo Unified School District boundaries and generate students who would attend the schools in this district. We will contact the school district for current enrollment and capacity information. We will contact the El Segundo Police Department and the El Segundo Fire Department to confirm service ratios and existing capacity to serve the project site once it is developed. Mitigation measures will be recommended if required.

Regarding recreational impacts, EcoTierra will analyze impacts to existing and proposed recreational facilities from the increase in population on the site and the potential increase in use for community and regional facilities from increased population.

Transportation
The project proposes land use changes with the potential to generate vehicle trips. The following tasks are proposed for the transportation impact analysis.

Traffic Impact Study. The City of El Segundo has recently embarked on updating their transportation impact analysis guidelines as required under Senate Bill 743. While the City has not yet adopted new transportation impact metrics, Fehr & Peers' understanding is that the metrics will likely be similar to the recommended methodologies and impact thresholds published in the Governor's Office of Planning Research (OPR)'s technical guidance on the implementation of SB 743. The following scope of work is prepared with this assumption.

The existing transportation system in the DSPU area will be described. The following CEQA transportation impact questions will be addressed in the transportation study:

- Would the project conflict with a program, plan, ordinance, or policy addressing the circulation system, including transit, roadway, bicycle, and pedestrian facilities?
  - Under these criteria, the DSPU would significantly impact if it conflicts with a standard, action, or policy of a program, plan, or ordinance. The conflict would hinder or impair the City's ability to support multimodal (non-single occupancy vehicle) mobility options. In assessing impacts relative to Impact Question 1, the project will be reviewed against the City's adopted programs, plans, ordinances, and policies that address the circulation system.
- Would the project conflict or be inconsistent with CEQA Guidelines Section 15064.3 subdivision (b)?
  - Section 15064.3(b) of the CEQA Guidelines states that generally, VMT is the most appropriate measure of transportation impacts. As stated in OPR's Technical Guidance, the VMT metric can support three statutory goals of the State: "the reduction of greenhouse gas emission, development of multimodal transportation networks, and a diversity of uses." The regional Southern California Association of Governments (SCAG) model will be used to forecast VMT with the growth and land use changes proposed in the DSPU. The current version of the SCAG Model has the future year of 2040 and was developed for the 2016 SCAG RTP/SCS. The current 2016 SCAG Model will be updated to reflect the DSPU based on the proposed changes to the socioeconomic data (households, population, jobs) associated with the preferred land use plan. The DSPU area will be analyzed as a group, consistent with the programmatic EIR approach. The SCAG Model will be used to estimate VMT for the baseline (e.g., uses under the existing General Plan and Zoning) and cumulative scenarios (i.e., with the DSPU).
  - Fehr & Peers will assess the VMT impacts using the thresholds of significance adopted by the City (if available) or consistent with the OPR Technical Advisory if thresholds have not been adopted. If significant impacts are identified, we will develop mitigation measures including travel demand management measures, urban design measures, infrastructure improvements to support more bicycling and walking, transit service subsidies, and others as appropriate. We will assess the potential VMT reductions, which could be achieved with the measures based on literature and determine the final impact significance with mitigation.
- Would the project substantially increase hazards due to a geometric design feature or incompatible use?
  - No geometric hazards are anticipated as a result of land use changes. Potential proposes mobility changes, such as active transportation infrastructure, or open space changes, such as parklets, will be qualitatively discussed if proposed as part of the DSPU.

- Caltrans recently released draft guidance on safety impact analyses for land use and planning projects. The guidance has not yet been finalized and is generally geared towards analyzing impacts to the State Highway System. The DSPU does not contain a State Highway. However, it is possible that Caltrans could comment on the project's Notice of Preparation. Fehr & Peers would meet with Caltrans Intergovernmental Relations (IGR) to determine if Caltrans would seek a particular type of analysis as an optional task. The level of land use change associated with the DSPU would be the primary factor determining if Caltrans would seek analysis.

- Would the project result in inadequate emergency access?
  - Fehr & Peers will qualitatively evaluate the proposed land use and mobility changes of the DSPU in relation to emergency access to determine whether there is the potential for impacts to emergency response.
  - Fehr & Peers will prepare a transportation impact report documenting the results of the CEQA impact analyses. A draft of the report will be prepared and submitted to the City for review. Up to two rounds of revision in response to consolidated City staff comments are anticipated. The report will be suitable for attachment to the DSPU EIR.

Response to Comments on Draft EIR

Fehr & Peers will assist the environmental team in preparing responses to transportation-related comments received on the Draft EIR. Fehr & Peers is allocating 12 staff hours to respond to comments in the study budget. If additional time is needed due to the magnitude or complexity of the transportation-related comments, an additional scope and fee will be developed.

Public Hearings

A Fehr & Peers staff person will attend up to two public hearings as part of the EIR adoption process, assumed to be Planning Commission and City Council.

Tribal Cultural Resources

We will describe the consultation process undertaken by the City as part of Task 1. We will document the results of the City's consultation with Native American tribes. We will incorporate mitigation measures as agreed to by the City during the consultation process.

Utilities/Service Systems

The project would result in an increase in land use development, which could increase population and employment in the DSPU area. We will consult with the City's Public Works Department and utility providers and review the City's Urban Water Management Plan to determine the potential for impacts from increased water usage. We will analyze the impacts of providing water supply and compliance with solid waste regulations at the project site. We will discuss the project's compliance with federal, state, and local management and reduction statutes and regulations related to solid waste. Due to the unknown extent of proposed land use changes, this scope of work does not include a Water Supply Assessment (WSA). Should a WSA be required for the project, we will provide an additional scope of work and budget.

Alternatives to the Project

EcoTierra will analyze up to two alternatives to the project, including a No Project alternative and one other alternative that reduces significant impacts of the project. The analysis of alternatives is subject to a rule of reason, as with the range of alternatives that must be discussed. Per CEQA Guidelines Section 15126.6(d), the significant adverse environmental effects of each alternative must be discussed, but in less detail, than is required for the project's effects. The alternatives will be chosen for their potential to reduce the project's potentially significant impacts while achieving most of the project objectives. The analysis of alternatives will be qualitative in nature and will not include quantified traffic, air quality, GHG, energy, or noise. The details of the specific alternatives and analysis will be determined in consultation with the City.

Other CEQA Required Sections

We will analyze cumulative impacts from the development of the project and other projects in the vicinity. The discussion of cumulative impacts will include a cumulative list of projects approved and/or underway in El Segundo and in the vicinity. The City will provide this list. The cumulative impact analysis will discuss the project's potential, in conjunction with other City projects, to result in cumulative impacts and the project's contribution to any cumulative impacts.

We will also address growth-inducing effects, significant irreversible effects, and significant and unavoidable impacts as required by CEQA and identify report preparers.

Deliverables:

- Administrative DEIR (Microsoft Word format, PDF)

Subtask 6.3: Draft EIR

Upon receiving the City's comments on the Administrative Draft PEIR, we will discuss the City's comments and resolve any outstanding issues with City staff. This scope assumes that the City will provide a single consolidated set of comments on the Administrative Draft PEIR. EcoTierra will revise the Administrative Draft PEIR in response to City administrative comments. We will submit a screencheck track changes version of the PEIR clearly showing all revisions. Upon approval by the City, we will prepare and submit an electronic print-ready PEIR for City approval. Once approved, we will provide the City with five printed copies of the PEIR for City distribution and 15 CD-ROMs. EcoTierra typically includes all technical appendices and a PDF of the document on a CD included with each printed copy. All documents will be formatted, so they are suitable for posting on the City's website. We will provide two printed copies of the PEIR Appendices. Additional printed copies of the PEIR and appendices can be provided at a cost.
We will prepare a Notice of Availability (NOA) for the Draft PEIR. We will submit the Draft PEIR, Electronic Document Summary Submittal form, and NOC to the State Clearinghouse to begin the 45-day public review period. Additionally, we will submit the NOA to the Los Angeles County Clerk. We assume the City will distribute the NOA and Draft PEIR to responsible or trustee agencies, neighboring jurisdictions, and interested parties. At the City's request, we can provide a budget for publication of the NOA in area newspapers and distribution via certified mail to a City-provided list of recipients.
Deliverables: Screencheck (Microsoft Word format, PDF), printcheck DEIR (PDF), and public review Draft PEIR (5 hard copies of the DEIR, two hard copies of Appendices, 15 CD-ROMs, 1 PDF copy of the DEIR and Appendices), NOA (PDF for the City and two hard copies for Los Angeles County Clerk). Electronic Document Submittal Form, NOC, and Draft PEIR for distribution to the State Clearinghouse.

Subtask 6.4: Final PEIR/Response to Comments and Mitigation Monitoring and Reporting

At the conclusion of the public review period, we will scan each comment letter and number comments appropriately. EcoTierra staff will coordinate with City staff and EIR technical staff on the approach to crafting responses to comments. If many comments share similar concerns, we may recommend master responses for those groups of comments. This scope of work assumes a small number of comments of moderate complexity that will require up to 80 hours of EcoTierra staff time. Once comments are received, we will discuss the City's scope and budget to confirm the budget's adequacy.

We will prepare Response to Comments as part of the Final PEIR. The Final PEIR will include a summary table identifying persons, groups, and agencies that commented; a copy of each comment letter with a code assigned to each comment; a response to each comment; and an errata section containing any text revisions. We will provide an administrative draft Final PEIR for City review, incorporate City comments, and prepare a screencheck draft of the Final PEIR and submit it to the City for final review.

Upon receiving the City's comments on the administrative draft Final PEIR, we will discuss comments and resolve any outstanding issues with the City staff. This scope assumes that the City will provide a single, consolidated set of comments. We will prepare a screencheck Final PEIR and submit it to the City for final review. Upon approval by the City, we will prepare a Final PEIR for distribution prior to project hearings.

We will submit the Final PEIR to the State Clearinghouse for distribution to state agencies. We assume the City will distribute the Final PEIR to responsible or trustee agencies, neighboring jurisdictions, and interested parties that have commented on the Draft EIR. Upon certification of the Final PEIR, we will prepare a Notice of Determination (NOD) for the project. Upon PEIR certification, we will file the NOD with the Los Angeles County Clerk. The budget does not include the required California Department of Fish and Wildlife fee or any other additional fees required at that time.

As a related task, the Final PEIR will include the Mitigation Monitoring and Reporting Program (MMRP), pursuant to Public Resources Code Section 21971.6, as a separate chapter. The MMRP will identify all reporting and monitoring responsibilities.

Deliverables:

- Administrative and screencheck Final PEIR (Microsoft Word format, PDF), printcheck Final PEIR (PDF), and public review Final PEIR (5 hard copies, 15 CDs, 1 PDF copy of the PEIR and Appendices), Electronic Document Submittal Form and Final EIR for distribution to the State Clearinghouse; Five (5) hard copies of the NOD for posting with the Los Angeles County Clerk.

Subtask 6.5: Meeting Coordination and Attendance

Mr. Zacuto will attend up to two (2) City hearings to present the Draft PEIR, respond to questions, and receive public and City comments on the PEIR. This scope also includes three (3) other meetings, as needed, with City staff. Additional meetings can be attended on a time and materials basis.

Task 6.6: Non CEQA Traffic Operations Evaluation Report

Intersection Counts and Options to Address COVID-19 Changes to Typical Traffic Volumes

While not required for CEQA impact analysis, intersection operations are a key concern for the City of El Segundo and community residents. This assessment will be prepared in a stand-alone intersection operation report outside of the EIR process to be consistent with state law. To assess the potential for intersection operational effects, Fehr & Peers proposes to analyze the three signalized intersections contained within the DSPU area:

1. Main Street and Grand Avenue
2. Main Street Holly Avenue
3. Main Street Mariposa Avenue

Fehr & Peers includes a $1,500 traffic count allowance for counts at these intersections. Given COVID-19 related closures to schools and businesses' typical operations, traffic volumes are well below typical levels earlier in the year. Fehr & Peers will coordinate with the City to determine if historic traffic counts are available that reflect pre-COVID conditions or determine whether new counts will be sufficient for the analysis with the application of a growth factor.

While collecting traffic counts on a single day is a typical practice, a new data product is now available that allows for the averaging of vehicle counts across multiple days/weeks/months and selecting time periods in the past. Fehr & Peers works extensively with Streetlight Data, which is a key data vendor that provides cell phone-based travel data. Streetlight recently released a traffic volume and speed data product that could be used as an alternative for the traffic volumes data collection tasks above. Fehr & Peers conducted an independent validation of this Streetlight Data product and found that it performs well in accurately estimating traffic volumes. However, we note that this data product does not include pedestrian and bicycle counts and can over-state vehicle volumes on corridors with a high transit ridership.

Intersection Level of Service (LOS) Analysis

Fehr & Peers will prepare an AM and PM peak hour LOS analysis for the three study intersections using the Intersection Capacity Utilization (ICU) methodology that the City has typically required. Intersection turning movement volumes from Task 3.1 will be analyzed, along with existing intersection geometries and any potential geometric changes associated with the DSPU or other mobility projects anticipated in the study area.

The following scenarios will be analyzed for the AM and PM peak hours:

- Existing
- Cumulative Base
- Cumulative plus Project

Cumulative Base traffic volumes will be estimated by applying a growth rate derived from the SCAG model and any known development projects proposed in the vicinity of the project identified by the City of El Segundo.

Project distribution for the project area will be estimated using the SCAG model and reviewed with the City of El Segundo before embarking on project area analysis. Once an approved trip distribution pattern is identified, Fehr & Peers will use the pattern to estimate project traffic volumes at the study intersections. Mixed-use trip generation estimates prepared for the preferred land use plan in the DSPU phase will be assigned to the study intersections. These volumes will be added to the Cumulative Base traffic volumes to estimate with-project conditions.

Because the project's potential traffic operational effects will not significantly impact CEQA, no mitigation measures will be proposed (because there will be no impacts to mitigate). However, if the City wishes to evaluate potential physical changes to the intersection geometries to enhance vehicular site access and circulation in the immediate vicinity of the project area, Fehr & Peers could prepare a contract modification request whether and if this is a service that the City requests.

Intersection Operations Technical Study

This analysis will be summarized in a stand-alone technical study. We will prepare a draft report or technical memorandum for submittal to the project team and the City. We will revise following receipt of a consolidated set of comments from each.

Because this technical study is not an environmental document requiring public circulation and comment, no budget is assumed for comments or hearings specific to this task item.

Deliverables:

- Traffic counts, analysis, and report



TASK 7: PROJECT MANAGEMENT AND PLAN ADOPTION

Subtask 7.1: Public Hearings

The RRM team will prepare for and attend up to two public hearings (anticipated to be one hearing with the Planning Commission and one hearing with the City Council) to help City staff present El Segundo Downtown Specific Plan Update (DSPU).

Deliverables:

- Prepare for and attend up to two (2) public hearings
- Assist City staff in presenting the DSPU at hearings, including preparation of PowerPoint presentation materials

Subtask 7.2: Final Specific Plan

Following the action taken by the City Council, RRM will make the final edits and modifications to the DSPU. It is assumed that one set of revisions will be made, incorporating both the Planning Commission recommendations and City Council action. Errata sheets may be used to discuss preferred changes between the Planning Commission and City Council hearings.

Deliverables:

- Make final edits and provide an electronic file of the final DTSP

Subtask 7.3: Project Management and Coordination

Throughout the project, RRM will need to coordinate with City staff, various departments, subconsultants, and interest groups. This task is intended to allow for necessary coordination between the project team members and City staff, including teleconferences, meetings, correspondence, record-keeping, electronic file management, and additional necessary coordination.

Deliverables:

- Ongoing project coordination and management, as described above. This assumes an average of four (4) hours per month for up to eighteen (18) months



Section

3

RELEVANT EXPERIENCE

El Segundo Downtown Specific Plan Update



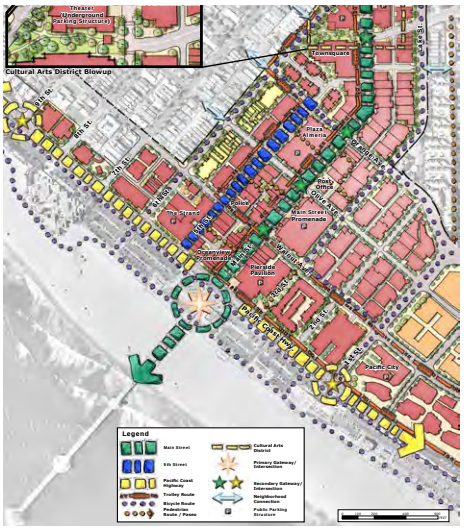


SPECIFIC PLANS

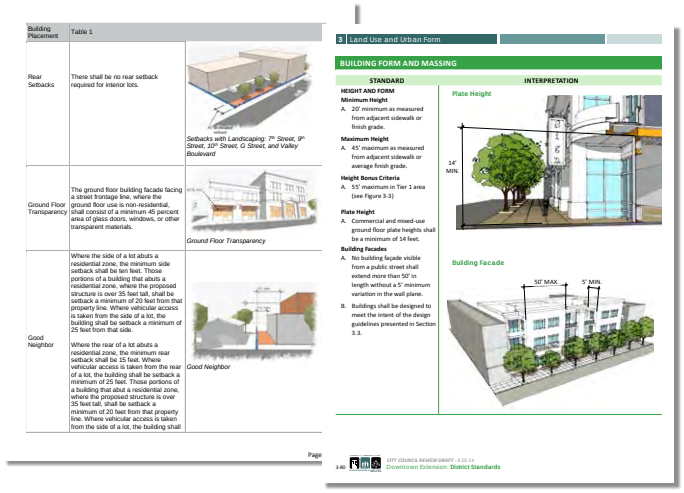
RRM has prepared Specific Plans for a wide variety of California communities, with a focus on areas in Southern California. RRM's Specific Plans draw from local and regional context and influence to provide context-sensitive urban design strategies and guidance for infill development. RRM has worked extensively in both the private and public sectors, and our documents are clear in their intent, concise in their technical expression, and rich with graphic depictions to illustrate desired outcomes. Our knowledge of the needs of both sectors provides a balance of practice that makes our plans creative yet realistic and implementation oriented. Above all, our plans are prepared in a truly collaborative process and endeavor to identify the unique attributes that represent the values and culture of each community.

Specific Plans that support vibrant, mixed-use downtowns are a particular area of expertise. RRM has completed Specific Plans for dozens of communities, including APA award-winning projects in Azusa and Yorba Linda, Thousand Oaks, and Oceanside. Our architectural practice and intimate understanding of the design and construction of projects give us an advantage in writing plans that go beyond "shelf art;" they are implementable and produce results.

ONE: CAPTURING THE VISION









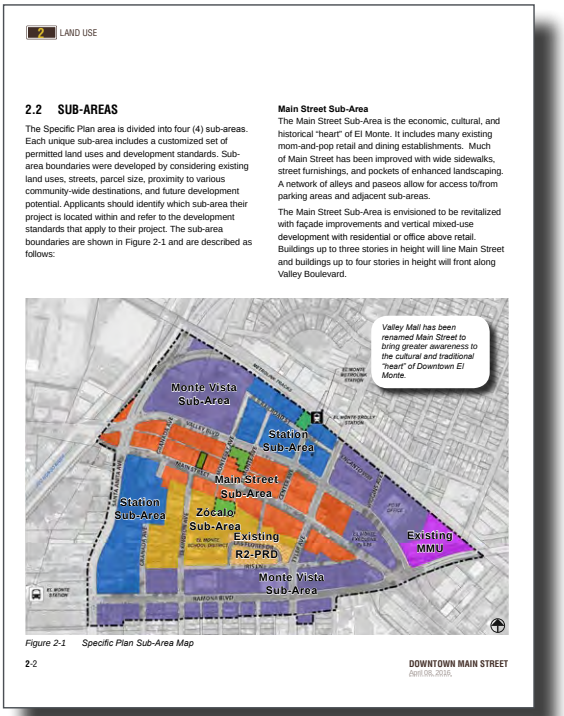




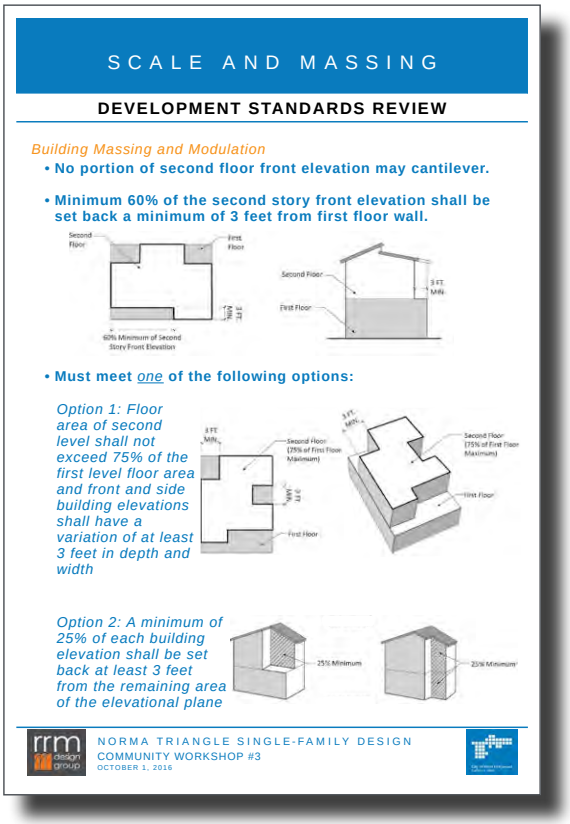
Projects featured here: Huntington Beach Downtown Specific Plan, Camarillo Commons Strategic Plan, Fullerton Downtown Core and Corridors Specific Plan, Balboa Avenue Station Area Specific Plan, El Corazon Specific Plan, San Ysidro Historic Village Specific Plan

TWO: PREPARING THE PLAN









Projects featured here: El Monte Downtown TOD Specific Plan (El Monte), Norma Triangle Overlay District and Design Guidelines (West Hollywood), Downtown Colton Development Code and Design Guidelines (Colton)

THREE: UNDERSTANDING IMPLEMENTATION

A SAMPLING OF RRM'S BUILT WORK...













Projects featured here: Paseo Chapala Mixed-Use Development (Santa Barbara), Pier Avenue Streetscape (Hermosa Beach), Yorba Linda Town Center Specific Plan, Claremont Village West Specific Plan and Design Guidelines, Tehachapi Specific Plan and Design Guidelines, Burchell Hill Specific Plan (Oakdale)

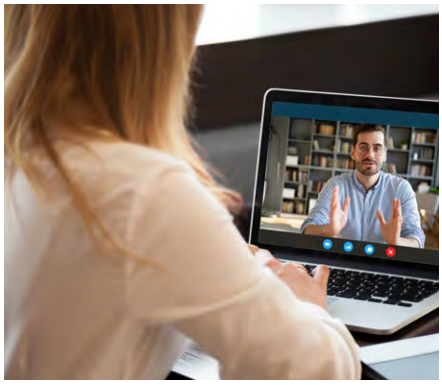
A FRESH TAKE: COMMUNITY ENGAGEMENT

Communication in our modern era has become increasingly distant, making effective and thorough engagement with communities and stakeholders more challenging. Our team utilizes a variety of methods to engage participants of diverse backgrounds, education levels, and abilities with a cross-platform approach that gives agencies the ability to listen, offer remote participation, and collect feedback from all voices in the community.

Hit the streets at a safe social distance

Connect with stakeholders in places where they already are

- *Pop-up engagement*
- *Walking tours*
- *Stakeholder interviews*
- *Student involvement*



Get the word out

Strengthen participation through education and notification

- *Project website and branding*
- *Social media advertising*
- *Newsletters and e-blasts*
- *Mailers or flyers*
- *Community ambassadors*
- *Youth organizations*



Bring people together for a conversation

Virtual or in-person platforms to engage a broad cross-section of stakeholders

- *Project committees*
- *Decision-makers feedback loops*
- *Community workshops*
- *Open houses*



Engaging with online tools

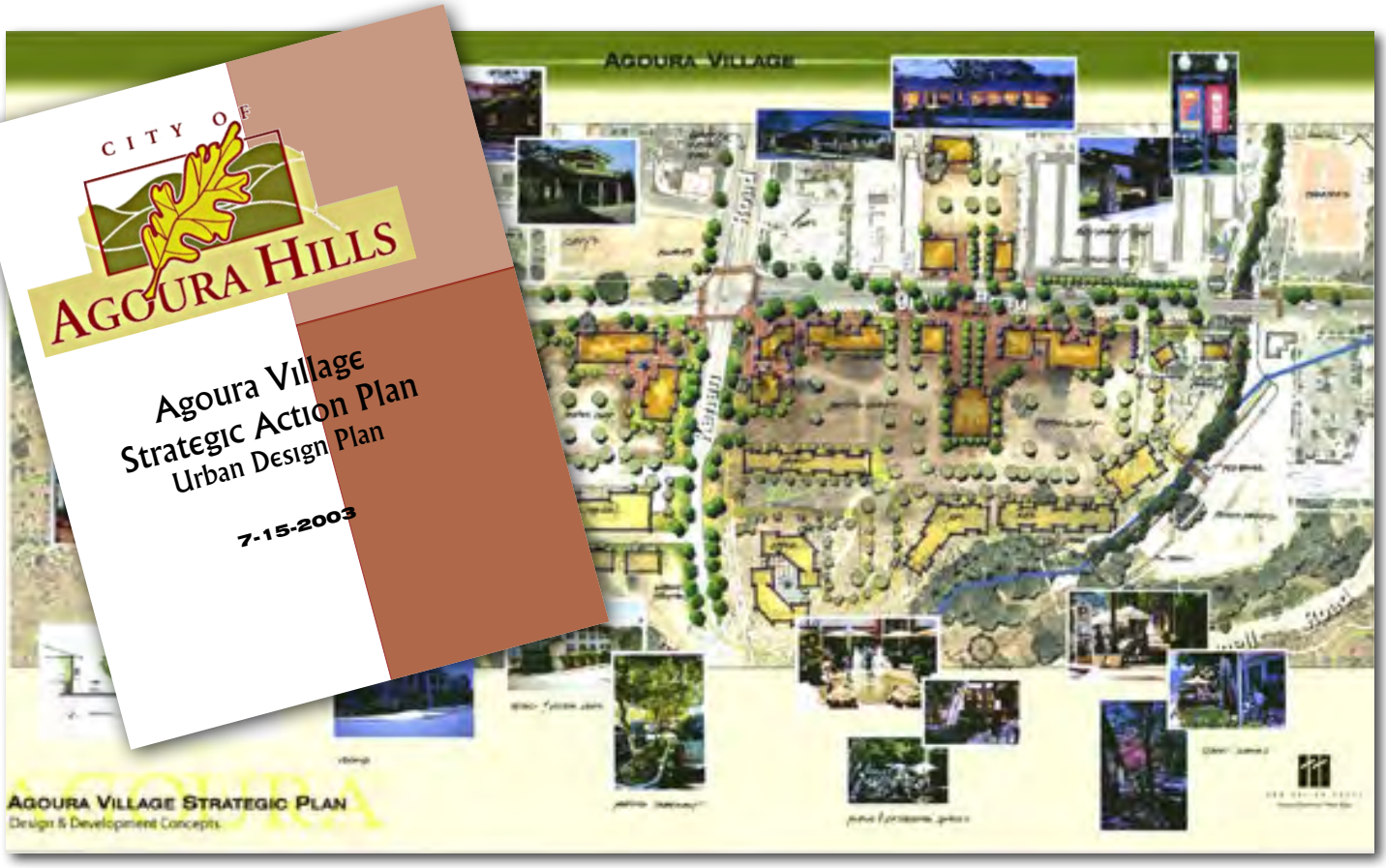
Engage with key demographics that are traditionally not represented

- *Pre-recorded videos*
- *Live streaming*
- *Mobile apps*
- *On-line and real-time surveys*
- *Google/Microsoft forms*
- *Zoom meetings and polling*



Scan with camera app or click icon to learn more!





AGOURA VILLAGE

SPECIFIC PLAN AND SPECIFIC PLAN IMPLEMENTATION & UPDATE

AGOURA VILLAGE, CA

NOTABLE INFO AND STATS:

***Client**: City of Agoura Hills*

***Project Dates:** Ongoing*

RRM SERVICES PROVIDED:

Planning, Architecture, Landscape Architecture

Using an extensive outreach process to forge community consensus, RRM Design Group prepared the Agoura Village Specific Plan surrounding the Kanan Road/Agoura Road intersection within the City of Agoura Hills. The focus of the Specific Plan was to create a unique "village-like" destination in the city. The plan designates a mix of residential, commercial and office uses, creating a pedestrian-oriented destination within an attractive, lively neighborhood setting. The plan was adopted in October of 2008. The City of Agoura has since retained RRM to prepare an update to the plan. We are working with the City, economists, and traffic engineers to refresh the vision and provide a document that responds to current and future market trends, climate and fire management, and RHNA allocation to better serve the City of Agoura Hills and contribute to successful build-out of the Specific Plan Area.

> *"We found RRM to be responsive to the City's goals and needs, and adept at providing creative solutions to design issues."*
>
> ---
>
> *-Michael Kamino, City of Agoura Hills*
> *Director of Planning and Community Development*









ANAHEIM

CENTER CITY CORRIDORS, EXISTING CONDITIONS, OPPORTUNITIES ANALYSIS, VISION PLAN, AND SPECIFIC PLAN

ANAHEIM, CA

NOTABLE INFO AND STATS:
***Client**: City of Anaheim*

RRM SERVICES PROVIDED:
Planning, Landscape Architecture, Engineering, and Architecture

RRM Design Group was retained by the City of Anaheim to conduct a SCAG grant-funded Vision Plan to analyze the Center City Corridors area. Grant goals focused on identifying opportunities to enhance transportation, land use, infrastructure, aesthetics, parks, and open space. To understand the existing planning framework and policy context for the Center City Corridors area, RRM undertook a robust due diligence and background research process. Building upon these work efforts, a variety of community outreach events were conducted in two phases, including a community workshop, open house, two online surveys, and targeted pop-up events designed to engage the Anaheim community. Primary opportunity themes received from the community during the outreach process were developed into guiding principles and used as the foundation to complete the Vision Plan effort, which was finalized in Spring 2020. As an extension of the Vision Plan project, RRM is now working with the City to complete a Caltrans grant-funded Specific Plan for the Center City Corridors area that is expected to be completed in early 2022.



Award of Merit for Economic Planning & Development

- APA Los Angeles Section, 2016







AZUSA
DOWNTOWN SPECIFIC PLAN AND TOD GENERAL PLAN/ DEVELOPMENT CODE UPDATE

AZUSA, CA

NOTABLE INFO AND STATS:

***Client**: City of Azusa*

***Project Time Line:** 2014-2016*

RRM SERVICES PROVIDED:

Planning, Architecture, Engineering, Landscape Architecture

The City of Azusa retained RRM to prepare a 350-acre Downtown Specific Plan and TOD General Plan/ Development Code Update focusing on Azusa's downtown, two future Gold Line transit stations, and adjacent residential neighborhoods. Funded through a Los Angeles Metropolitan Transportation Authority (Metro) grant, the work effort addresses a mix of commercial, residential, and entertainment-related land uses that will be instrumental in creating a vibrant mixed-use, pedestrian-oriented environment. The project market analysis informs recommended land uses and development standards, which are complemented by design guidelines to ensure high quality, compatible development. Inclusive community engagement incorporates ideas voiced by residents, business owners, and decision-makers. The overall effort is complemented by an integrated CEQA process for an Environmental Impact Report.

STREETSCAPE AND REDEVELOPMENT IMPROVEMENTS



BEFORE

Award of Merit for Best Practices

- APA San Diego, 2020





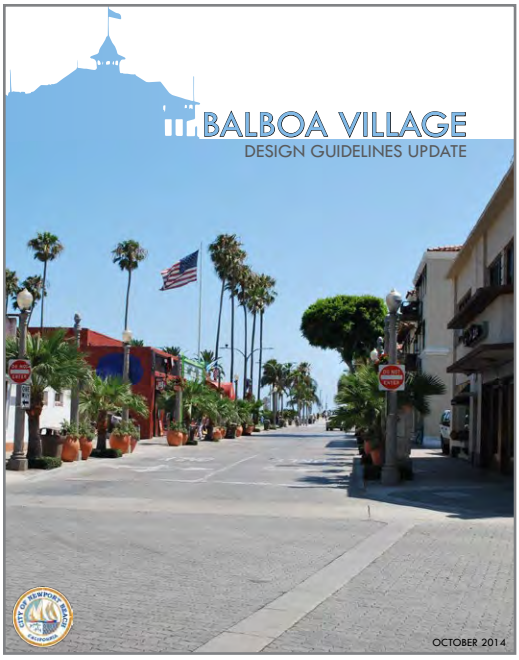


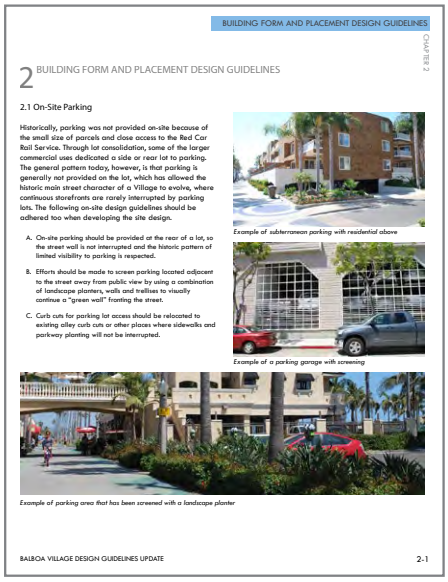
BALBOA AVENUE
STATION AREA SPECIFIC PLAN
SAN DIEGO, CA

NOTABLE INFO AND STATS:
***Client**: City of San Diego*
***Planning Timeline:** 2015-2018*

RRM SERVICES PROVIDED:
Planning, Architecture, Landscape Architecture

The City of San Diego received a SANDAG Sustainable Communities Planning Grant and retained RRM Design Group to develop the Balboa Avenue Station Area Specific Plan. Throughout the planning effort, multi-modal improvements were identified to increase bicycle, pedestrian, and transit access to the station. The area is currently constrained with significant traffic and mobility issues that do not effectively address TOD or multi-modal access to the station. Additionally, the corridor has an abundance of under-maintained, older structures as well as undeveloped parcels and surface parking and storage lots that provide vast opportunities for transit oriented development (TOD) and the infusion of residential. RRM conducted a robust community outreach process that engaged communities to produce a Specific Plan and implementation program that addresses transportation demand, economic market analysis, urban design concepts, and multi-modal improvement projects.




BUILDING FORM AND PLACEMENT DESIGN GUIDELINES

CHAPTER 2

2 BUILDING FORM AND PLACEMENT DESIGN GUIDELINES

2.1 On-Site Parking

Historically, parking was not provided on-site because of the small size of parcels and close access to the Red Car Rail Service. Through lot consolidation, some of the larger commercial uses dedicated a side or rear lot to parking. The general pattern today, however, is that parking is generally not provided on the lot, which has allowed the historic main street character of a Village to evolve, where continuous storefronts are rarely interrupted by parking lots. The following on-site design guidelines should be adhered too when developing the site design.

A. On-site parking should be provided at the rear of a lot, so the street wall is not interrupted and the historic pattern of limited visibility to parking is respected.

B. Efforts should be made to screen parking located adjacent to the street away from public view by using a combination of landscape planters, walls and trellises to visually continue a "green wall" fronting the street.

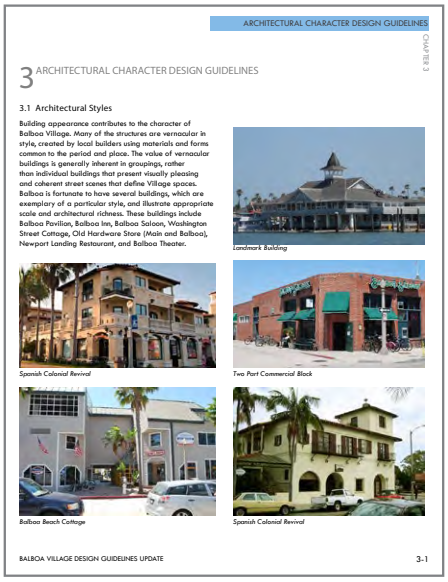
C. Curb cuts for parking lot access should be relocated to existing alley curb cuts or other places where sidewalks and parkway planting will not be interrupted.

Example of subterranean parking with residential above

Example of a parking garage with screening

Example of parking area that has been screened with a landscape planter

BALBOA VILLAGE DESIGN GUIDELINES UPDATE 2-1


ARCHITECTURAL CHARACTER DESIGN GUIDELINES

CHAPTER 3

3 ARCHITECTURAL CHARACTER DESIGN GUIDELINES

3.1 Architectural Styles

Building appearance contributes to the character of Balboa Village. Many of the structures are vernacular in style, created by local builders using materials and forms common to the period and place. The value of vernacular buildings is generally inherent in groupings, rather than individual buildings that present visually pleasing and coherent street scenes that define Village spaces. Balboa is fortunate to have several buildings, which are exemplary of a particular style, and illustrate appropriate scale and architectural richness. These buildings include Balboa Pavilion, Balboa Inn, Balboa Saloon, Washington Street Cottage, Old Hardware Store (Main and Balboa), Newport Landing Restaurant, and Balboa Theater.

Landmark Building

Spanish Colonial Revival

Two Part Commercial Block

Balboa Beach Cottage

Spanish Colonial Revival

BALBOA VILLAGE DESIGN GUIDELINES UPDATE 3-1



> *" I have been extremely pleased with the work of staff and outside consultants in achieving this goal, and in particular with the work of RRM Design Group in leading the formulation and consideration of the final recommendations."*
>
> ---
>
> *Mike Henn, City Councilmember, City of Newport Beach*

BALBOA VILLAGE

DESIGN GUIDELINES, STREETSCAPE IMPROVEMENT PLAN, AND WAYFINDING SIGN PROGRAM

NEWPORT BEACH, CA

NOTABLE INFO AND STATS:

***Client**: City of Newport Beach*
***Planning Timeline:** 2014*

RRM SERVICES PROVIDED:

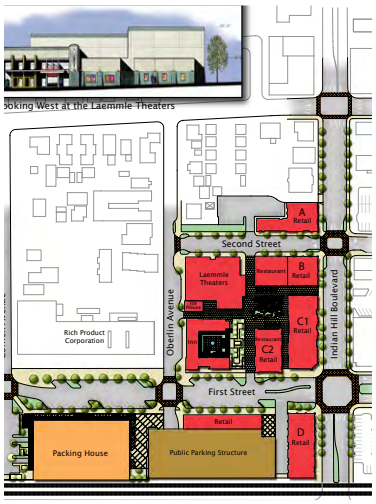
Planning, Architecture, Landscape Architecture

The City of Newport Beach hired RRM Design Group to assist with a three-pronged revitalization effort for Balboa Village. Work product included updating the Balboa Village Design Guidelines (adopted in 2002), creating conceptual streetscape improvement plans for the primary village streets, and developing a wayfinding sign program (provided by Graphic Solutions). The project was completed in six months, included six public meetings, was unanimously approved by City Council, and came in on time and under budget!



> *"**RRM Design Group played a key role in leading our comprehensive planning process**...they were very good at soliciting input from the public and responding to it in a way that kept us on track. We ended up with a very workable plan that met all of the City's goals, and is now in the process of being built out!*
>
> ---
>
> *Brian Desatnik, Director of Community Development*





CLAREMONT
VILLAGE WEST SPECIFIC PLAN
CLAREMONT, CA

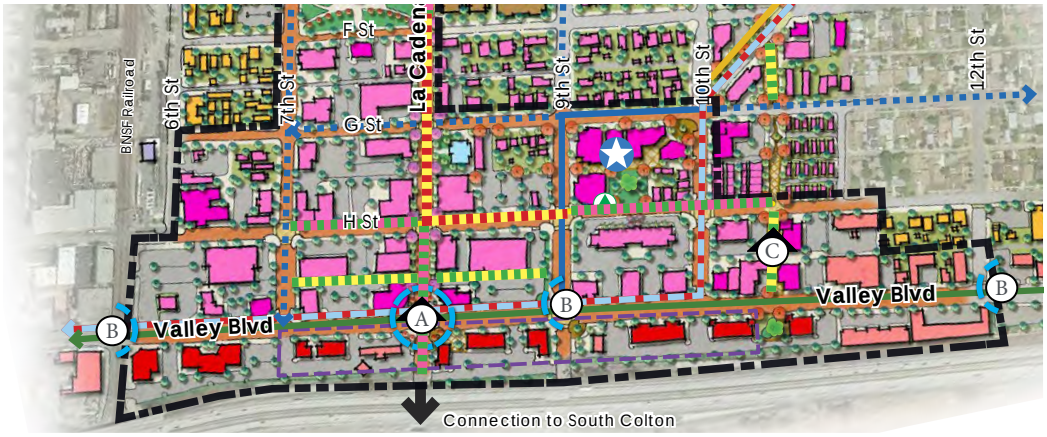
NOTABLE INFO AND STATS:

***Client**: City of Claremont*
***Planning Time Line:** 1998-2001*
***Implementation:** 2007-2017*

RRM SERVICES PROVIDED:

Planning, Architecture, Landscape Architecture

RRM prepared a Specific Plan and site reuse plan for a City-owned 35-acre area adjacent to the railroad tracks and just west of a Metrolink station in historic Downtown Claremont Village. Through an extensive public outreach program, RRM developed adaptive re-use strategies, circulation studies, an urban design plan, design guidelines, and development standards for a mix of land uses including retail, office, entertainment, light industrial, and residential uses of various densities. The project also devised a reuse strategy for a vacant historic citrus packing facility and integrated multiple historic buildings. The transit-oriented development concepts contained in the plan have since been fully implemented resulting in condominiums, a parking structure, a movie theater, a boutique hotel, and supporting commercial and office uses.



Award of Merit, Comprehensive Plan - Small Jurisdiction

- APA Inland Empire Section, 2017



DOWNTOWN COLTON

DEVELOPMENT CODE AND DESIGN MANUAL

COLTON, CA

NOTABLE INFO AND STATS:

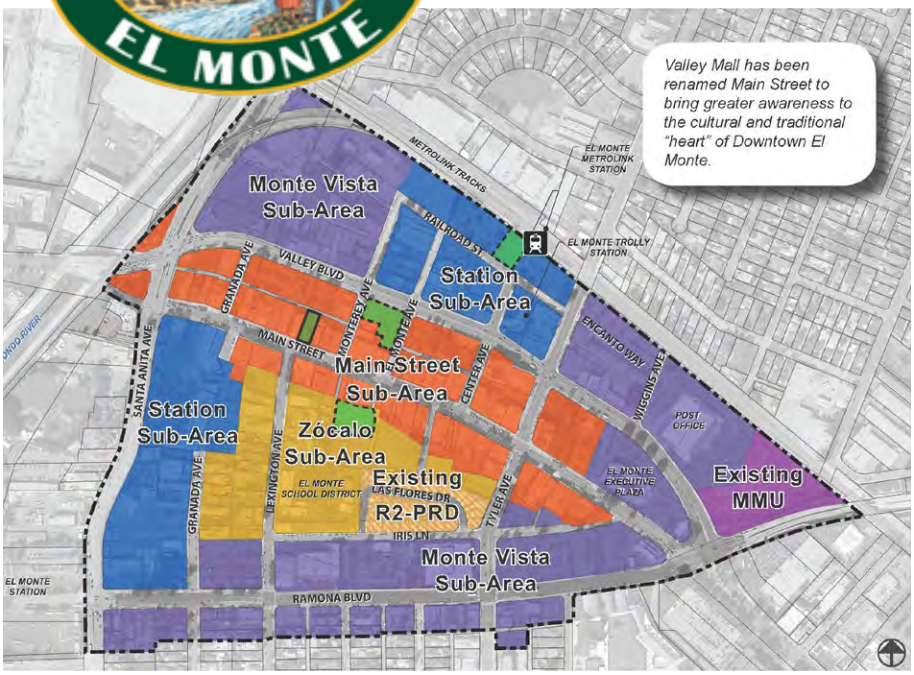
***Client**: City of Colton*

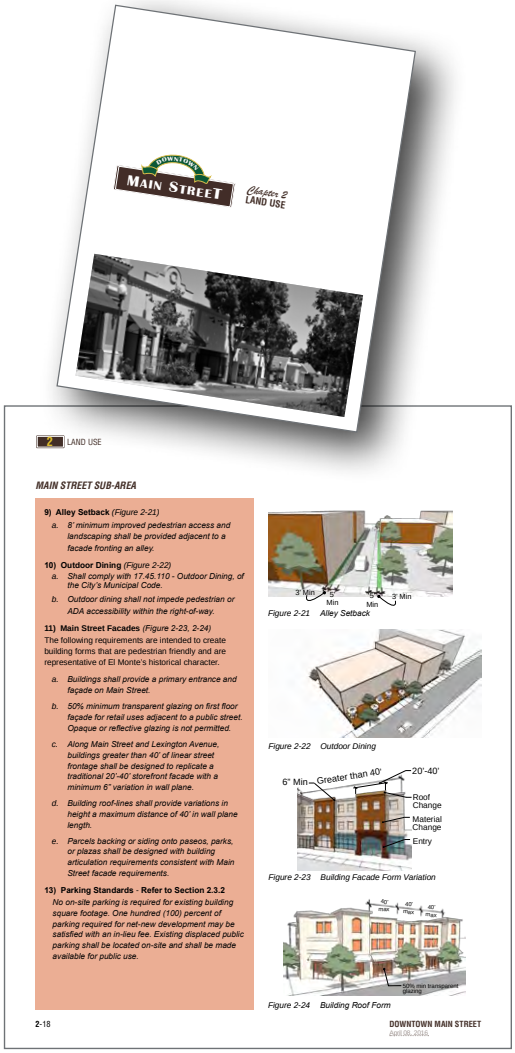
***Project Time Line:** 2015-2016*

RRM SERVICES PROVIDED:

Planning, Architecture, Engineering, Landscape Architecture

Funded through a Sustainable Communities Planning Grant, the City of Colton retained RRM Design Group to focus on 258 acres of Downtown Colton. Project goals included addressing infill/compact development, embracing the small-town character, encouraging a mix of uses, improving the pedestrian environment, enhancing mobility, creating incentives for market-driven redevelopment, and establishing design criteria to facilitate a unique and attractive downtown. The community-driven vision was developed through an engagement process including stakeholder interviews, a community workshop, and Planning Commission/City Council study sessions. Recommendations integrated guidance from market economics to help realize the vision and provide flexibility for the changing needs in commercial and downtown environments. The planning process resulted in an adopted Development Code Update and Design Manual to foster a more inviting downtown for residents and visitors alike.





EL MONTE
DOWNTOWN TOD SPECIFIC PLAN
EL MONTE, CA

NOTABLE INFO AND STATS:

***Client**: City of El Monte*
via Evan Brooks Associates
***Project Time Line:** 2013-2017*

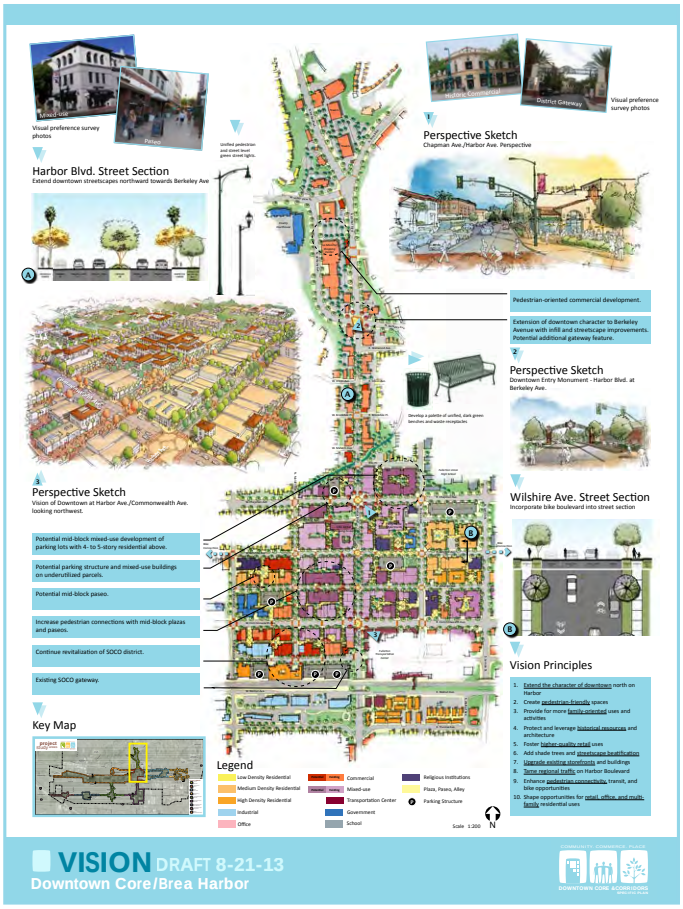
RRM SERVICES PROVIDED:

Planning, Architecture, Engineering, Landscape Architecture

The City of El Monte selected RRM Design Group to develop a Downtown Main Street TOD Specific Plan. The project provides the regulatory land use and planning framework for implementing the vision articulated in the adopted 2011 Vision El Monte General Plan. The plan focuses on the revitalization and plans for physical improvements to Main Street and infuses the downtown with new housing opportunities. In addition, RRM was asked to develop streetscape improvement construction documents to enhance the City's downtown urban core. The streetscape beautification, now under construction, is the first phase of enhancements, which include pedestrian crossing improvements, new street trees, landscape planted parkways, and new seating areas along this vibrant street. The design also includes improvements to paseo access to the street, new street pedestrian lighting, traffic calming features, and the design of bioswales and permeable pavement to capture urban storm runoff.







FULLERTON
DOWNTOWN CORE & CORRIDORS SPECIFIC PLAN
FULLERTON, CA

NOTABLE INFO AND STATS:

***Client**: City of Fullerton*
***Project Timeline:** 2012-2015*
***Project Size:** 1,310 Acres*

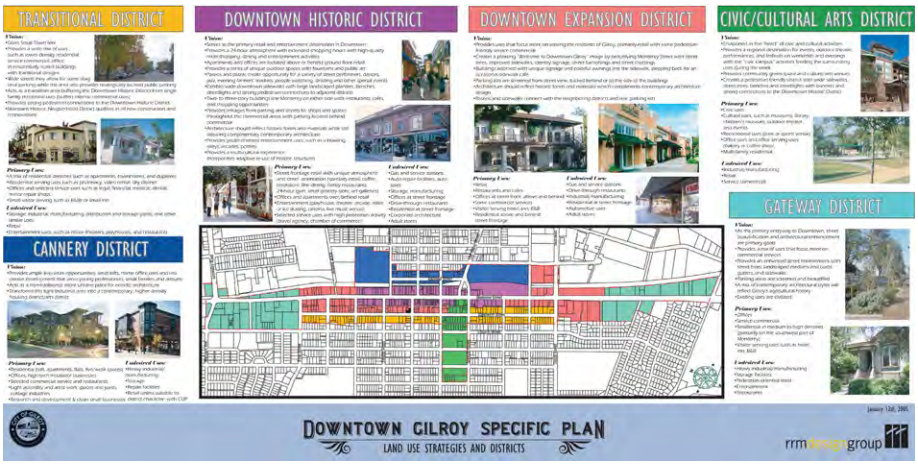
RRM SERVICES PROVIDED:

Planning, Architecture, Graphic Design

As a result of a national recruitment process, the City of Fullerton retained RRM Design Group to prepare the 1,310-acre Fullerton Downtown Core and Corridors Specific Plan. Funded through a California Sustainable Communities Planning Grant, the project focuses on developing a community-based vision for downtown Fullerton and its major entry corridors, including Harbor, Commonwealth, Chapman, Euclid and Orangethorpe. The resulting Specific Plan provides clear direction on how properties within the various districts should be developed, as well as addresses a variety of issues including mobility, bike and pedestrian improvements, streetscape enhancements, sustainability, infrastructure, historic resources, architectural guidelines and incentives for amenities. Form-based approaches, market-driven revitalization, complete streets and sustainability are emphasized. The broad community engagement process included a 36-member advisory committee, community workshops, charrettes, focus groups and online forums.







> *"The City of Gilroy just adopted a brand-new Downtown Specific Plan... much of the credit is due to RRM Design Group, and their successful facilitation in bringing together a plethora of wants & needs. The RRM Design team was very much a part of our achievement."*
>
> ---
>
> *- Bill Faus, Former Planning Division Manager, Planning Commission, City of Gilroy*

GILROY

DOWNTOWN VISIONING CHARRETTE, SPECIFIC PLAN, AND DESIGN GUIDELINES

GILROY, CA

NOTABLE INFO AND STATS:

***Client**: City of Gilroy*
***Dates:** 2004-2006*

RRM SERVICES PROVIDED:

Planning, Landscape Architecture, Architecture

RRM was retained by the City of Gilroy to craft a Specific Plan for its downtown area centered on its busy MTA rail transit station in its historic downtown core. Beginning with a three-day visioning charrette and interactive exercises, interviews, and walking tours, RRM Design Group engaged local residents, merchants, land owners, and developers in identifying issues and goals for the City of Gilroy's Specific Plan. Working with the Downtown Task Force, RRM's team of urban designers, landscape architects, architects, and support staff, RRM developed a Specific Plan that has created a vibrant downtown hub showcasing restored historic buildings, striking new buildings near its bustling transit center with regional rail service, new housing development, mixed-use development, pedestrian-oriented public spaces and amenities, and a new town plaza. The plan introduced alternative residential housing types such as live/work and lofts and transit-oriented mixed uses to surround and complement the Gilroy Caltrain multimodal station. The plan area is approximately 160 acres composed of 416 parcels.



> *"The Vision for Downtown Los Altos that you and your team at RRM developed is taking root and generating some interest here in the Bay Area region."*
>
> ---
>
> *Jon Biggs, Community Development Department, City of Los Altos*







LOS ALTOS DOWNTOWN VISION PLAN

LOS ALTOS, CA

NOTABLE INFO AND STATS:

***Client**: City of Los Altos*

***Project Timeline:** Adopted in 2018*

RRM SERVICES PROVIDED:

Planning, Architecture, Landscape Architecture

Award of Merit, Comprehensive Planning

- American Planning Association (APA), Northern California Chapter, 2020

RRM was retained by the City of Los Altos to craft a 20-year Vision Plan for the 76-acre downtown area. Through a robust outreach process that included unique, targeted outreach events and a variety of online engagement, a community-based vision plan was crafted that maintains the history, values, and desired intensity of development, while also allowing for incremental change that builds upon the exceptional character and qualities of Los Altos. The community was initially divided over building height and the amount of change they wanted in the downtown, but they all agreed that the lack of vitality and activity in the weekends was an issue, through the outreach, we were able to develop a plan that garnered their support. The plan envisions a series of public spaces, office, residential, and commercial uses, and walkable and bike-friendly solutions. This fulfills the community vision for the downtown area while also incorporating a phasing action plan that identifies short-, mid-, and long-term implementation items to guide the City's efforts.









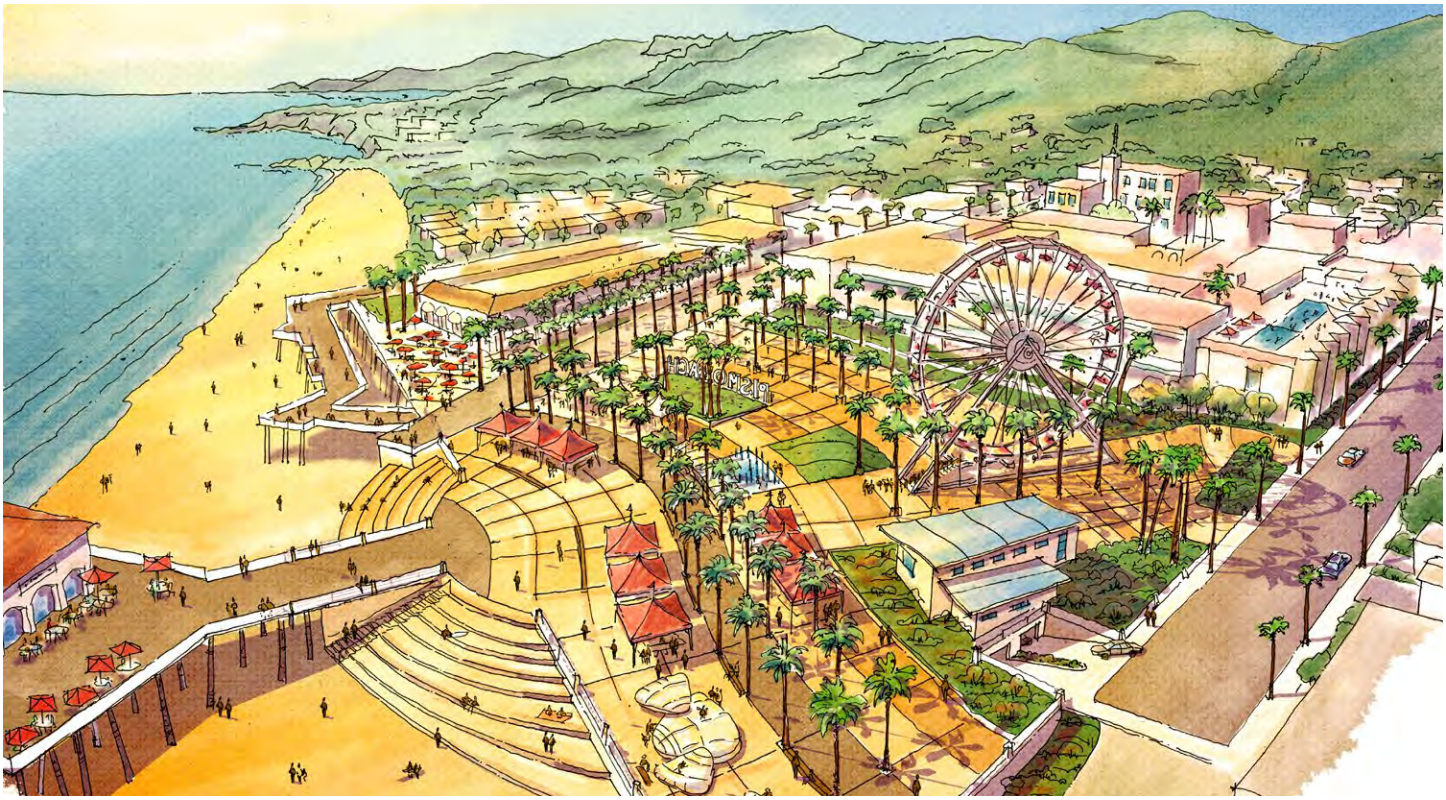


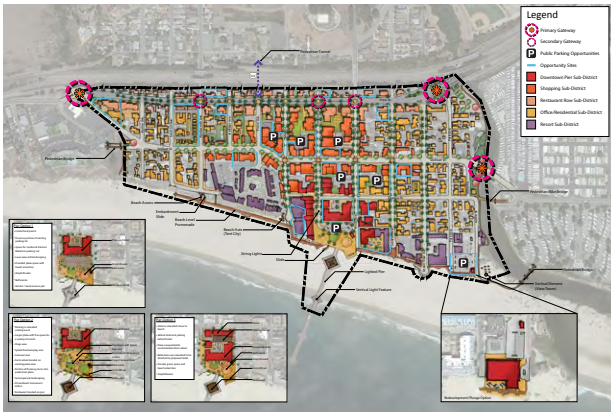
MISSION COVE
MIXED-USE DEVELOPMENT
OCEANSIDE, CA

NOTABLE INFO AND STATS:
***Client**: National CORE via the City of Oceanside*
***Project Size:** 288 affordable units + commercial space*

RRM SERVICES PROVIDED:
Architecture, Planning, Engineering

Mission Cove is a 288-unit multifamily residential development located in Oceanside, California. The project includes a combination of affordable family apartments, senior apartments, special needs housing, commercial office space, a leasing office, and a community resource center. Eleven of the community's buildings are Green Point rated Gold. The various residential buildings are connected by a well-lit network of walkways, plazas, courtyards, trails, and open spaces. Located along a high frequency bus line, which provides direct access to many community amenities, the development proposes to add a new transit stop along the project frontage. In addition, the site is also located within a half mile of an established park and ride lot.





> *"Thank you for all your hard work and efforts at making this an award winning plan for the Community – it has certainly set a direction for the downtown and will help guide us long into the future."*
>
> ---
>
> *Jon Biggs, Former Community Development Director, City of Pismo Beach*

PISMO BEACH
DOWNTOWN CORE VISION, GOALS, AND STRATEGIC PLAN
PISMO BEACH, CA

NOTABLE INFO AND STATS:
***Client**: City of Pismo Beach*
***Project Timeline:** 2013-2014*
***Constructed:** 2020*

RRM SERVICES PROVIDED:
Planning, Landscape Architecture, Architecture, Civil Engineering

RRM prepared a Vision and Strategic Plan that provided the City of Pismo Beach with a roadmap for future development and reinvestment in its downtown core. The project required extensive public outreach, including stakeholder interviews and a series of interactive public meetings and workshops. Through these workshops, RRM was able to establish a clear vision by using design solutions that maintain Pismo's classic eclectic coastal community feel.

RRM recently completed the construction of the downtown plaza. There has been renewed interest and investment in the downtown since the adoption of the Strategic Plan, including two new hotels, residential, and restaurant uses.









POMONA
DOWNTOWN SPECIFIC PLAN UPDATE
POMONA, CA

NOTABLE INFO AND STATS:

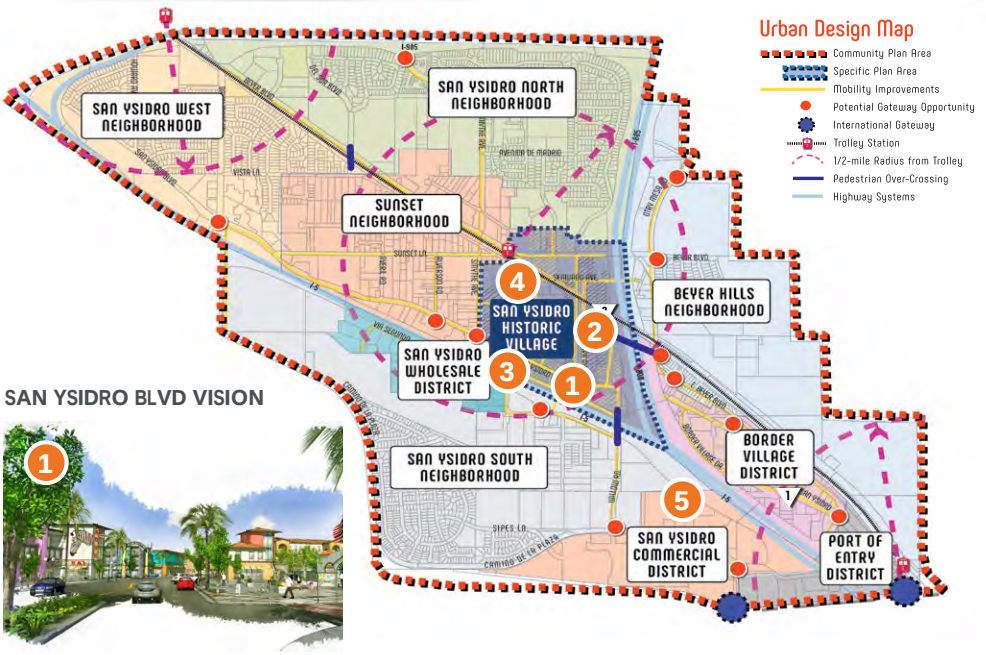
***Client**: City of Pomona*
***Project Time Line:** 2016-2019*

RRM SERVICES PROVIDED:

Planning, Architecture, Engineering, Landscape Architecture; Robust Community Engagement, Downtown Visioning, Infusion of Residential in the Downtown, Attracting Investment; Walkablity and Bike-Friendly Solutions

Downtown Pomona is the cultural, civic, and historic heart of the City, surrounding the increasingly popular Downtown Pomona Transit Station. RRM Design Group was retained by the City of Pomona to update the existing 1994 Downtown Specific Plan to support transit-oriented development and further implement the General Plan vision for a vibrant downtown. Goals include improving mobility, reducing greenhouse gas emissions, and enhancing sustainability. Key themes include eliminating contradictory regulations, improving ease of use, coordinating with the concurrent Zoning Code Update, enhancing downtown identity and placemaking, and updating development regulations, implementation actions, and incentives to align with market-driven revitalization. Stakeholder meetings, community workshops, study sessions, and associated website supported development of the updated plan.

SPECIFIC PLAN IMPLEMENTATION



SAN YSIDRO BLVD VISION

PROJECT SUCCESS TO DATE

- Point of entry wayfinding signage
- Neighborhood pocket park utilizing old fire station site
- 15,000sf Library
- Community linear park playground
- 50-Unit senior village apartments
- 137-Unit affordable housing development

AFFORDABLE HOUSING DEVELOPMENT



COMMUNITY PLAYGROUND



NEIGHBORHOOD POCKET PARK



WAYFINDING

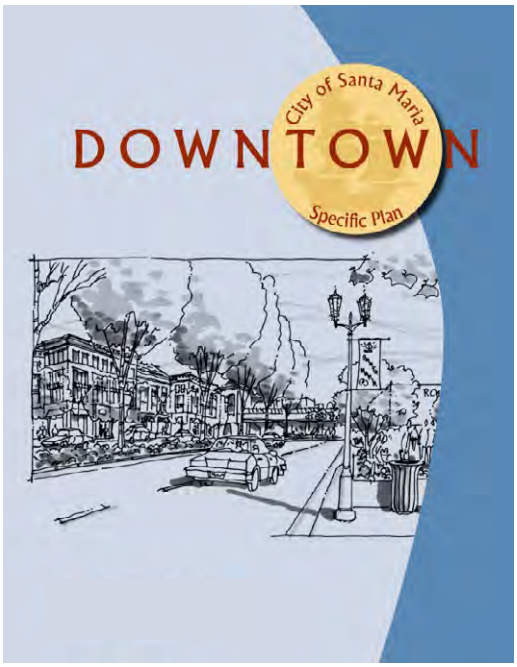


SAN YSIDRO
HISTORIC VILLAGE SPECIFIC PLAN
SAN DIEGO, CA

NOTABLE INFO AND STATS:
***Client**: City of San Diego*
***Project Timeline:** 2015-2017*

RRM SERVICES PROVIDED:
Planning, Landscape Architecture

The San Ysidro Historic Village Specific Plan provides realistic and context-specific concepts that consider land use, mobility, parking, infrastructure, market demand, and design opportunities and constraints to catalyze development projects appropriate for and in support of the larger vision established within the San Ysidro Community Plan. The village area is the heart of the community and roughly a half mile square, providing convenient access to goods and services within a 10-15 minute walk surrounding San Diego's Beyer Boulevard Trolley Station. The plan provides guidance on neighborhood village mixed-use concepts, connectivity and mobility improvements, and public space expansion within San Ysidro's most historic neighborhood





Award of Merit, Neighborhood Planning

- American Planning Association (APA), California Chapter, Central Coast Section


DISTRICT LAND USES

Primary Uses

With the intent of encouraging pedestrian activity in the Gateway District, residential and office uses, in general, are not allowed on the first floor at the street frontage of any building. This allows residential and office uses to be located at the back of a building on the first floor, or on the upper floors, but reserves the street frontage for more pedestrian oriented uses. A list of allowable uses is outlined in the Specific Plan Land Use Matrix on the following page.



Broadway looking north towards Main Street



GATEWAY DISTRICT



"RRM was easy to work with and listened well to citizen and staff comments ... thank you, RRM, for making this possible."

- Kirk Lindsey, Former Planning Director (retired), City of Santa Maria

SANTA MARIA
DOWNTOWN SPECIFIC PLAN
SANTA MARIA, CA

NOTABLE INFO AND STATS:

***Client**: City of Santa Maria*

***Dates:** 2003-2006*

RRM SERVICES PROVIDED:

Planning, Landscape Architecture, Architecture

Engaging local Hispanic and Mixteco populations in a robust community engagement process, RRM Design Group prepared an innovative Downtown Specific Plan to help make Santa Maria's downtown a primary Central Coast destination with an image distinctly its own. RRM first developed a forward-thinking vision for the downtown, brimming with entertainment and recreational activities. The plan, funded by a grant from Caltrans, creates a pedestrian- and transit-oriented model for urban planning along two state highways. Responding to the needs of downtown businesses, pedestrians, and the established agriculture industry, the Plan's precise design standards and guidelines beautify the area by including livable community concepts, mixed-use opportunities, traffic calming and control tactics, revitalization of an existing mall, recovery of deteriorating downtown housing stock, and business attraction, retention, and expansion strategies.





> *"Redevelopment of the Safeway site was a highly-visible, politically charged, labor-intensive project... RRM Design Group exhibited dexterity and the utmost professionalism throughout."*
>
> ---
>
> *Ethan Bindernagel, AICP, Senior Planner, City of Walnut Creek*



SHADELANDS GATEWAY

SPECIFIC PLAN

WALNUT CREEK, CA

NOTABLE INFO AND STATS:

***Client**: City of Walnut Creek*
Project Timeline:** 2011-2014 **Project
***Project Size:** 25 Acres*

RRM SERVICES PROVIDED:

Planning, Civil Engineering, Architecture

Award of Merit, Implementation Plan - Small Jurisdiction

- APA Northern California Chapter, 2018

RRM Design Group was retained by the City of Walnut Creek to prepare a Specific Plan, General Plan amendment, and rezoning for a strategically located 25-acre parcel owned by Safeway Stores at the strategic eastern gateway to the city. This project involved significant public outreach working with an appointed steering committee to develop a mixed-use plan for a pedestrian-oriented project that serves the neighborhood while preserving mature oak trees and providing open space. The Specific Plan introduced new uses into the area, and spurred new development of Senior Housing, commercial, and recreation uses. The built project has revitalized the Shadelands Business Park, one of the main employment centers of the community.



View 1 - East of Cunningham Rd. - Existing Conditions



View 2 - East of Zuniga Ridge Pl. - Existing Conditions



View 3 - Looking East towards Live Oak St. - Existing Conditions



View 1 - East of Cunningham Rd. - Potential Conditions



View 2 - East of Zuniga Ridge Pl. - Potential Conditions



View 3 - Looking East towards Live Oak St. - Potential Conditions

> *"RRM Design Group's knowledge and expertise in preparing Specific Plans was evident in the final product which was adopted unanimously by the City Council."*
>
> ---
>
> *Haider Alawami, Assistant City Manager, City of Thousand Oaks*



THOUSAND OAKS
BOULEVARD SPECIFIC PLAN
THOUSAND OAKS, CA

NOTABLE INFO AND STATS:
***Client**: Thousand Oaks Blvd Association*
***Project Date:** 2012*

RRM SERVICES PROVIDED:
Planning, Landscape Architecture, Civil Engineering, Surveying

AWARDS & RECOGNITION:
***Award of Excellence, Planning Achievement Award, Hard Won Victories,** American Planning Association (APA), California Chapter, Central Coast Section, 2012*

The Thousand Oaks Boulevard Association hired RRM Design Group to design a Specific Plan that improves the identity of the Boulevard by introducing innovative form-based zoning and streetscape improvements. Covering over 275 acres along a 3-mile corridor and encompassing the city's civic core, the Specific Plan provided recommendations to promote a unique commercial destination that is economically viable, self-sustainable and pedestrian-friendly. Enhancing the creativity of the downtown, the plan introduces the opportunity for mixed-use development and encourages infill development and redevelopment of existing underutilized parcels. RRM also focused on revitalizing the current landscaping, providing tools to enhance the streetscape elements along the corridor by introducing a unified collection of landscaping and street trees, as well as new street furniture.







> *"RRM is...commended for advocating a higher quality built environment without losing sight of community expectations and market realities."*
>
> ---
>
> *Steve K. Harris, AICP, Director of Community Development, City of Yorba Linda*



YORBA LINDA
TOWN CENTER SPECIFIC PLAN
YORBA LINDA, CA

NOTABLE INFO AND STATS:
***Client**: City of Yorba Linda*
***Project Time Line:** 2009-2015*

RRM SERVICES PROVIDED:
Planning, Architecture, Landscape Architecture, Graphic Design

AWARDS & RECOGNITION:
Planning Achievement Award: Hard Won Victories
American Planning Association (APA), California Chapter, Orange County Section, 2012

The Town Center Specific Plan was developed as a result of significant public dissatisfaction, which resulted in the City Council's rescinding an approved development plan, passing a citizen's "right-to-vote" referendum on development issues, unseating the City Council majority, and a change in several senior management staff positions. RRM led an intensive community engagement process with months of public meetings, workshops, study sessions, and public hearings while developing a plan that was ultimately embraced by the community and adopted unanimously by the City Council. Key features of the Specific Plan for this include retail land use districts, infusion of residential land uses, relocation of an existing public library from a prime retail location to the central core of the planning area, inclusion of a public open space, design guidelines based on the existing historic architectural palette and a "tiered-density" approach to allow the Specific Plan to be adopted ahead of the required community-wide vote.

RRM PROJECT
LOS ALTOS DOWNTOWN VISION PLAN 3D MODEL
Los Altos, California

Section

4



FIRM PROFILE & RESUMES

El Segundo Downtown Specific Plan Update

FIRM PROFILE | *RRM Design Group*

Firm Information:

RRM exists because we love creating environments people enjoy. That is what got us into the business over 45 years ago, and it is why we continue to thrive today. Our planners, engineers, surveyors, landscape architects, and architects work with our clients and their communities to create the parks our children play in, the roads we drive down on our way to work, the neighborhoods we come home to. We take planning beyond theory and into the realm of successful project implementation. RRM Design Group is committed to plan for and design beautiful and functional spaces as well as reshape underutilized and transit-oriented areas. The depth of experience in our staff promotes exceptional effectiveness in creative project solutions, establishing consensus, client relationships, and public representation, which is evidenced through the numerous implemented RRM projects across the state.

Principal Place of Business

32332 Camino Capistrano, Ste. 205
San Juan Capistrano, CA 92675
(RRM has a field office in El Segundo)
P: (949) 361-7950 F: (949) 361-7955

Firm Representative:

Jami Williams, CNU-A, Principal
(805) 543-1794 | jawilliams@rrmdesign.com

Organization Information:

RRM Design Group is a California corporation
Incorporated November 26, 1974
Tax Identification Number: 95-2923783

Office Locations:

San Juan Capistrano, San Luis Obispo, San Leandro, Santa Barbara

Firm Size

Total staff of 136

Personnel by Discipline

20	California Licensed Architects
26	Architecture Designers
13	California Licensed Civil Engineers
2	California Licensed Structural Engineers
15	Engineering Designers
16	California Licensed Landscape Architects
10	Landscape Designers
10	Community & Urban Planners
1	Licensed Surveyor
4	Surveying Technicians
22	Administrative Support Staff
20	*LEED® Accredited Professionals*
3	*Certified Planners (AICP)*
4	*Congress for New Urbanism Accredited Professionals*



ASSEMBLING OUR TEAM

RRM is dedicated to "Creating Environments People Enjoy." We understand what it takes for a Specific Plan to be successful. Our team has extensive experience engaging with the public and private sides of planning efforts. Whether a large adaptive reuse Specific Plan or a small affordable housing entitlement project, we give both the same amount of care and attention. We understand the desires of a community and how to balance that with the needs of private property owners and developers. We listen, collaborate, and bring solutions to the table that are place-based yet realistic in the sense that future projects can be implemented and brought to fruition.

CITY OF EL SEGUNDO

RRM DESIGN GROUP



DEBBIE RUDD, LEED AP
PRINCIPAL-IN-CHARGE



JAMI WILLIAMS, CNU-A
PROJECT MANAGER

Plus More Than 30 Additional Planning/Landscape Staff

ARCHITECTURE

SCOTT MARTIN
AIA, LEED AP, CNU-A
Project Architect

PLANNING

MATT OTTOSON
CNU-A
Senior Planner

ENGINEERING

DARREN CHOY
PE, ENV SP
Civil Engineer

LANDSCAPE ARCHITECTURE

LANCE WIERSCHEM
PLA, LEED AP
Urban Designer +
Virtual Media Specialist

BRIAN HANNEGAN
ASLA
Streetscape Specialist

SUBCONSULTANTS

ENVIRONMENTAL

ECOTIERRA
Katrina Hardt-Holoch
Sr. Project Manager

HISTORIC PRESERVATION

TERESA GRIMES
Teresa Grimes
Principal

ECONOMICS

NATELSON DALE GROUP
Roger Dale
Principal

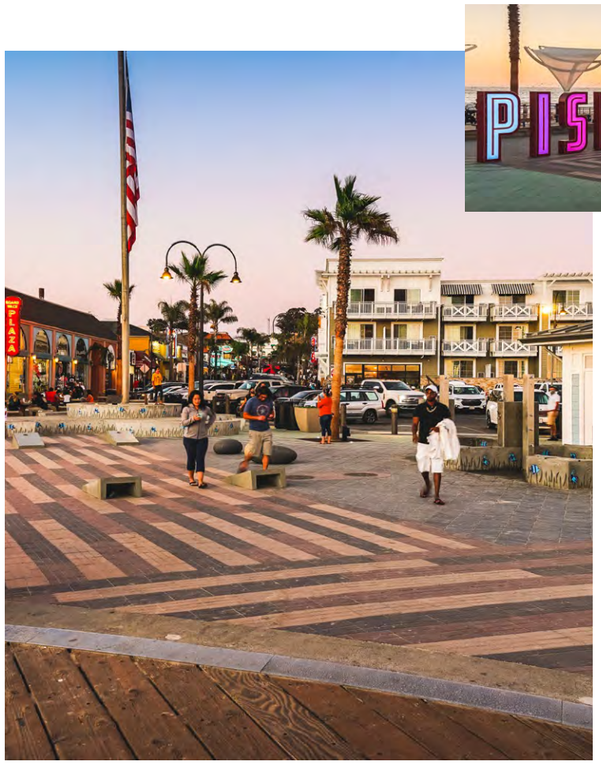
TRANSPORTATION

FEHR AND PEERS
Anjum Bawa
Principal

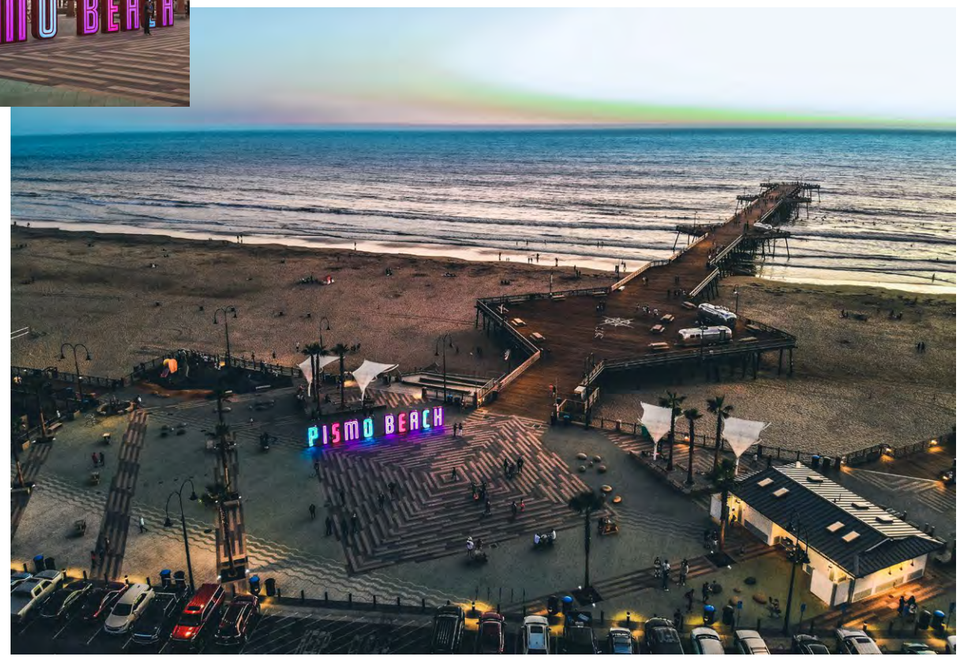
INTRODUCING DEBBIE...

Debbie's understanding of public and private development and placemaking are vital elements in successfully addressing the unique challenges that Downtown el Segundo faces. She anticipates and resolves issues collaboratively with property owners, developers, citizens, community organizations, and agency staff.









Debbie served as project manager for the Pismo Beach Downtown Core Vision, Goals, And Strategic Plan and Pismo Beach Pier Plaza and Parking Lot Upgrade and Price Street Streetscape projects, located in Pismo Beach, California

DEBBIE RUDD | *LEED AP*

Debbie Rudd delivers 32 years of urban design experience with RRM Design Group, advancing projects from the early visioning and policy stages to construction. She undertakes urban design plans and policy documents with a realistic approach that brings about implementation. As principal and a co-leader of the urban revitalization team, Debbie is well-versed in community, commercial and streetscape planning principles that maximize design, minimize costs, and materialize community consensus. She excels in public outreach, identifying public concerns and preferences and translating them into cutting-edge workable designs and policy documents easily understood by the public and implemented by the City.

Role

PRINCIPAL-IN-CHARGE

Experience

32 YEARS

RELEVANT PROJECTS

- *Agoura Village Strategic Plan, Agoura Hills*
- *Big Bear Village Specific Plan Update, Big Bear Lake*
- *Chula Vista Urban Core Specific Plan and Design Guidelines*
- *Claremont Village West Specific Plan and Design Guidelines*
- *Cloverdale Sawmill Specific Plan*
- *Fullerton Downtown Core & Corridors Specific Plan*
- *Gilroy Downtown Visioning Charrette, Specific Plan, and Design Guidelines*
- *Huntington Beach Downtown Specific Plan*
- *Huntington Park Downtown Specific Plan*
- *Los Altos Downtown Vision*
- *Moorpark Specific Plan*
- *North 40 Specific Plan, Los Gatos*
- *Pismo Beach Downtown Core Vision, Goals and Strategic Plan*
- *Santa Maria Downtown Specific Plan and Design Guidelines*
- *Scotts Valley Town Center Specific Plan and EIR*
- *Shadelands Gateway Specific Plan, Walnut Creek*
- *Soledad Miravale III Specific Plan*
- *Yorba Linda Town Center Specific Plan*

EDUCATION

- *Bachelor of Science, Interior Architecture/Space Planning, Kansas State University, Manhattan, KS*

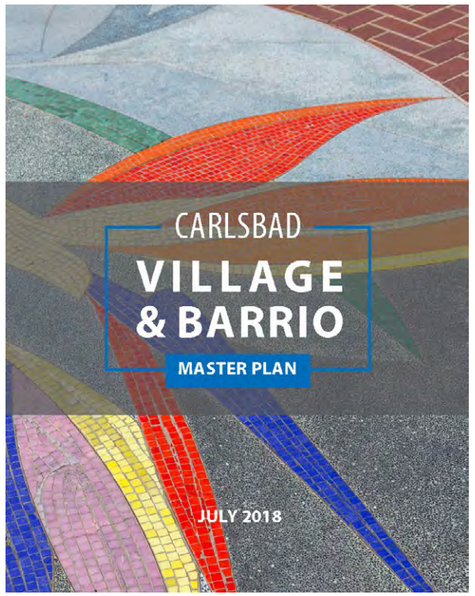
ACCREDITATIONS • LICENSES • AFFILIATIONS

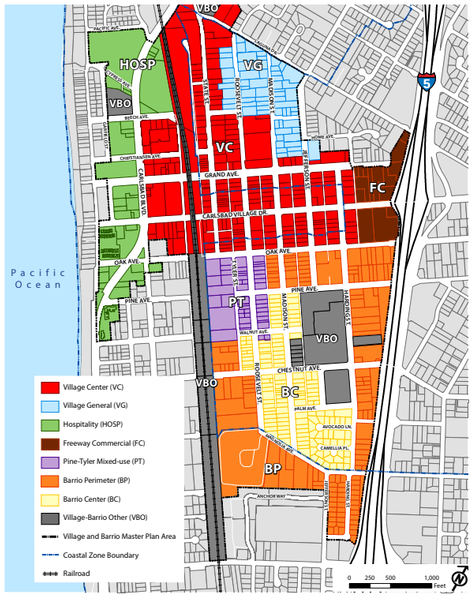
- *Leadership in Energy and Environmental Design Accredited Professional (LEED AP)*
- *American Planning Association (APA) No. 124878*
- *LEED-ND Corresponding Committee*
- *Economic Vitality Corporation (EVC) - Building, Design and Construction Cluster*

INTRODUCING JAMI...

Jami is well-versed in smart growth, mixed-use, and downtown planning principles that maximize quality design, minimize costs, and build on community consensus. She excels in public outreach, identifying public concerns and preferences, and translating them into cutting-edge workable designs and policy documents that can be easily understood by community members and implemented by her public agency clients. Further, Jami's strong communication and organization skills consistently ensure she delivers projects on time, and on budget, always with a focus on client satisfaction.







Jami served as the principal-in-charge, project manager, and creative director for the Village and Barrio Master Plan in Carlsbad. After two drafts of the Master Plan (produced by another consultant) were not successfully adopted, the City of Carlsbad retained RRM to develop a new plan. RRM developed a Master Plan that incorporated easy-to-understand graphics and design solutions that aligned with public input and the City's overall community vision..

Building Orientation



Building Entrances



JAMI WILLIAMS | *CNU-A*

Jami, with a Bachelor of Architecture degree and a Master of Business Administration, possesses the qualities necessary to produce creative, realistic and business-conscious design solutions that will guide future improvements for the City of El Segundo. With over 20 years of experience as an urban designer and project manager, Jami's unique perspective enables her to advance projects from the early community outreach and visioning stages to the development of urban design plans and policy documents that are creative yet realistic and implementation focused.

Role

PROJECT MANAGER

Experience

24 YEARS

RELEVANT PROJECTS

- *Agoura Village Specific Plan, Agoura Hills*
- *Anaheim Center City Corridors Vision Plan and Specific Plan*
- *Anaheim As-Needed Planning and Design Review Services*
- *Azusa TOD General Plan/Development Code Update and Specific Plan*
- *Balboa Avenue Station Area Specific Plan, San Diego*
- *Carlsbad Village and Barrio Master Plan*
- *Claremont Village West Specific Plan*
- *Colton Downtown Development Code and Design Manual*
- *El Corazon Specific Plan, Oceanside*
- *El Monte Downtown Specific Plan*
- *Fullerton Downtown Core Specific Plan*
- *Gilroy Downtown Visioning Charrette, Specific Plan, and Design Guidelines*
- *Huntington Beach Downtown Specific Plan, and Research & Technology Zone*
- *Long Beach Urban Design Element and On-Call Planning Services*
- *North 40 Specific Plan, Los Gatos*
- *Oceanside Mission Avenue Affordable Housing Vision and Strategic Plan*
- *Pomona Downtown Specific Plan Update*
- *San Ysidro Historic Village Specific Plan, San Diego*
- *Shadelands Gateway Specific Plan, Walnut Creek*
- *West Fillmore Business Park Master Plan*
- *Yorba Linda Housing Element Implementation and Multifamily Design Guidelines*
- *Yorba Linda Town Center Specific Plan*
- *Yucca Valley Senior Housing Specific Plan*

EDUCATION

- *Master of Business Administration, Architecture Management Track, California Polytechnic State University, San Luis Obispo, CA*
- *Bachelor of Architecture, California Polytechnic State University, San Luis Obispo, CA*

ACCREDITATIONS • LICENSES • AFFILIATIONS

- *Congress for the New Urbanism Accredited (CNU-A)*
- *American Planning Association (APA), Member*
- *Urban Land Institute (ULI), Associate Member*

INTRODUCING SCOTT...

Scott's unique balance of both public and private relationships gives him an understanding of the realities of development and the priorities of a community. He excels in working directly with owner and user groups to set project goals and priorities. Scott blends cohesive design solutions with his strong technical skills to bring the vision of a project to reality.







The Thousand Oaks Boulevard Association hired RRM Design Group to design a Specific Plan that improves the identity of the Boulevard by introducing innovative form-based zoning and streetscape improvements. Covering over 275 acres along a 3-mile corridor, the Specific Plan provided recommendations to promote a unique commercial destination that is economically viable, self-sustainable and pedestrian-friendly. Enhancing the creativity of the downtown, the Plan introduces the opportunity for mixed-use development and encourages infill development and redevelopment of existing underutilized parcels. RRM also focused on revitalizing the current landscaping, providing tools to enhance the streetscape elements along the corridor by introducing a unified collection of landscaping and street trees, as well as new street furniture.. ***Scott served as the Project Architect.***

SCOTT MARTIN | *AIA, LEED AP, CNU-A*

Scott is a talented architect with a keen ability to be simultaneously innovative and sensitive to clients' needs. His project focus and experience is wide-ranging; from illustration, master planning, urban design, needs assessments, design review, to the production and construction of facilities. Scott is a LEED Accredited Professional and has a high level of expertise in design and implementation of sustainable solutions.

Role

PROJECT ARCHITECT

Experience

19 YEARS

RELEVANT PROJECTS

- *Azusa TOD General Plan/Development Code Update and Specific Plan*
- *Balboa Avenue Station Area Specific Plan, San Diego*
- *Bellflower Town Center Plaza*
- *Big Bear Village Specific Plan Update*
- *Chula Vista Urban Core Specific Plan and Design Guidelines*
- *Colton Downtown Development Code and Design Manual*
- *El Monte Downtown TOD Specific Plan, Zoning Code, and Design Guidelines Updates*
- *Florence/La Brea Transit-Oriented Development District*
- *Huntington Beach Downtown Specific Plan, and Research & Technology Zone*
- *Oceanside Mission Avenue Affordable Housing Vision and Strategic Plan*
- *Pasadena Urban Design Consulting*
- *Pomona Downtown Specific Plan Update*
- *Santa Maria Downtown Specific Plan and Design Guidelines*
- *Scotts Valley Town Center Specific Plan and EIR*
- *Shadelands Gateway Specific Plan, Walnut Creek*
- *Los Angeles (South and Southeast) New Community Plan Updates and TOD Implementation Zoning*
- *Thousand Oaks Boulevard Specific Plan*
- *West Hollywood Urban Design Program*
- *Yorba Linda Housing Element Implementation and Multifamily Design Guidelines*
- *Yorba Linda Town Center Specific Plan*
- *Yucaipa Citywide Design Guidelines*

EDUCATION

- *Bachelor of Architecture, California Polytechnic State University, San Luis Obispo, CA*

ACCREDITATIONS • LICENSES • AFFILIATIONS

- *Architect, CA, C32348*
- *Architect, CO, 00405508*
- *Leadership in Energy and Environmental Design Accredited Professional (LEED AP)*
- *Congress for the New Urbanism Accredited (CNU-A)*
- *American Institute of Architects (AIA), San Luis Obispo Chapter*
- *United States Green Building Council, California Central Coast Chapter (C4), Regional Council Board, 2008 - Present*
- *Architecture for Humanity, Board Member, 2009 - Present*
- *Atascadero Main Street Association, Design Committee Member, 2008 - Present*



CREATING ENVIRONMENTS PEOPLE ENJOY.

Project Role

SENIOR PLANNER

Experience

9 YEARS OF EXPERIENCE

MATT OTTOSON | *CNU-A*

Matt focuses his efforts on writing clear and concise plans, designing high-quality, easy-to-understand maps and graphics, and providing exceptional service for public and private sector clients. With past experience working as a planner in the public sector, Matt's knowledge of local governmental agencies' approach to plans and policy documents ensures delivery of effective plans that help communities and clients achieve their goals. As a key contributor to RRM's design review projects, Matt has assisted numerous cities in reviewing current planning projects for community-specific design consistency while balancing the realities of current construction methodologies. Matt served on the Board of Directors for the local USGBC chapter, educating, and advocating in the community for the advancement of green building best practices.

RELEVANT PROJECTS

- *Anaheim Center City Corridors Existing Conditions and Opportunities Analysis*
- *Anaheim On-Call Architecture, Urban Design, and Landscape Architecture*
- *Arcadia Design Guidelines Update*
- *Azusa TOD General Plan/ Development Code Update and Specific Plan*
- *Balboa Avenue Station Area Specific Plan, San Diego*
- *Carlsbad Village and Barrio Master Plan*
- *Colton Downtown Development Code and Design Manual*
- *Del Mar Design Guidelines and Municipal Code Amendments*
- *El Monte Downtown TOD Specific Plan*
- *Fullerton Downtown Core and Corridors Specific Plan*
- *Long Beach Urban Design Element and On-Call Planning Services*
- *Los Altos Downtown Vision*
- *Morro Bay Comprehensive General Plan, Local Coastal Plan, and Zoning Code Updates and EIR*
- *Pismo Beach Downtown Core Vision, Goals, and Strategic Plan*
- *Pomona Downtown Specific Plan Update*
- *San Ysidro Historic Village Specific Plan, San Diego*

EDUCATION

- *Bachelor of Arts, Geography, Emphasis in Environmental Analysis, California State University, Fullerton, CA*
- *Master of Urban & Regional Planning, Emphasis in Land Use and Design, California Polytechnic State University, Pomona, CA*

ACCREDITATIONS • LICENSES • AFFILIATIONS

- *Congress for the New Urbanism Accredited (CNU-A)*
- *American Planning Association (APA) Member*
- *US Green Building Council (USGBC), Central Coast Chapter, Board of Directors, 2015-2018*
- *Congress for the New Urbanism (CNU) Urbanist Member*
- *Urban Land Institute (ULI) Associate Member*



CREATING ENVIRONMENTS PEOPLE ENJOY.

Project Role

CIVIL ENGINEER

Experience

12 YEARS OF EXPERIENCE

**Work performed prior to joining RRM*

DARREN CHOY | *PE, ENV SP*

Darren is a licensed professional civil engineer who joined RRM in 2020. Darren manages multidisciplinary parks, transportation, and surface water projects, prepares regional business development proposals, and oversees staff engineers. His current design responsibilities include parks, roadway improvements, erosion control, creek restoration, hydrologic, hydraulic, and water quality/C.3 calculations and reports, ADA compliance, signing and striping layouts, plan review, and construction PS&E development. At his previous jobs, his land development and public works engineering responsibilities included preparation of quality control documents, environmental assessments, Fire Code compliance, construction PS&Es, and engineering reports.

RELEVANT PROJECTS

- *Anaheim Center City Corridors Specific Plan*
- *Arastradero Rd-Los Trancos Creek Storm Damage Repair**
- *Arcadia Gold Line Station Pedestrian Linkage*
- *Bay Point Fire Station No. 86*
- *Belmont Creek Watershed Management Plan**
- *Capitola Mall Design Peer Review Services*
- *Carlsbad Village Grand Ave Improvements**
- *City of Oakland Complete Streets**
- *King City Downtown Plaza Con Docs*
- *Logan Heights LID Retrofit**
- *Pilgrim Creek Golf Course Phases 1 and 2**
- *Rancho Del Oro Basin and Levee**
- *San Lorenzo Park Phase 2 and 3 Construction Documents*
- *San Pablo Park Improvements, Berkeley*
- *Shell Beach Elementary School Parking Lot*
- *Tennyson Park Construction Documents, Hayward*
- *Rosemead Freeway Corridor Mixed-Use Overlay Zone, Rosemead, CA*
- *Verdugo Street Beautification, San Juan Capistrano, CA*

EDUCATION

- *Bachelor of Science, Civil Engineering, University of Arizona, Tucson, AZ*

ACCREDITATIONS • LICENSES • AFFILIATIONS

- *Professional Engineer, CA, 85505*
- *American Public Works Association (APWA), Member #837301*



CREATING ENVIRONMENTS PEOPLE ENJOY.

Project Role

URBAN DESIGNER + VIRTUAL MEDIA SPECIALIST

Experience

14 YEARS OF EXPERIENCE

LANCE WIERSCHEM | *PLA, LEED AP*

Lance is a licensed landscape architect with over a decade of experience. His minor in City and Regional Planning brings added value to landscape and planning projects. Lance is well-versed in all aspects of project administration: from visioning and policy stages, public workshops and community outreach, programming and schematic design through to construction document preparation. His versatility has aided in the success of projects including the Big Bear Village Specific Plan and El Monte Downtown Specific Plan. Outside of RRM, Lance crafts colorful custom lithomosaics that provide a sense of place in installations throughout the Western United States.

RELEVANT PROJECTS

- *Azusa TOD General Plan/ Development Code Update and Specific Plan*
- *Balboa Avenue Station Area Specific Plan, San Diego*
- *Big Bear Village Specific Plan Update, Big Bear Lake*
- *Colton Downtown Development Code and Design Manual*
- *El Monte Downtown TOD Specific Plan*
- *Fullerton Downtown Core & Corridors Specific Plan, Fullerton*
- *Huntington Beach Downtown Specific Plan, Huntington Beach*
- *Los Altos Downtown Vision*
- *Malibu Sycamore Village Specific Plans*
- *North 40 Specific Plan, Los Gatos*
- *North Fillmore Specific Plan Architectural Design Guidelines*
- *Pismo Beach Downtown Core Vision, Goals and Strategic Plan*
- *San Ysidro Historic Village Specific Plan, San Diego*
- *Scotts Valley Town Center Specific Plan and EIR*
- *Shadelands Gateway Specific Plan, Walnut Creek*
- *Soledad Miravale III Specific Plan, Soledad, CA*
- *Thousand Oaks Boulevard Specific Plan, Thousand Oaks, CA*
- *Yorba Linda Town Center Specific Plan, Yorba Linda*

EDUCATION

- *Bachelor of Science, Landscape Architecture, California Polytechnic State University, San Luis Obispo, CA*
- *Minor, City and Regional Planning, California Polytechnic State University, San Luis Obispo, CA*

ACCREDITATIONS • LICENSES • AFFILIATIONS

- *Professional Landscape Architect, CA, 6210*
- *Leadership in Energy and Environmental Design (LEED AP)*



CREATING ENVIRONMENTS PEOPLE ENJOY.

BRIAN HANNEGAN | *ASLA*

Brian demonstrates a comprehensive understanding of all phases of project planning, design, and construction. Brian's 25 plus years of project experience includes landscape architecture, city park and greenway design, trail and bikeway facilities, streetscape and walkable community design. He has led multidisciplinary design projects from inception through public outreach, design development and implementation for many agencies throughout the west. Brian's ability to translate the community's vision into designs, coordinate consultant input and communicate with the project team brings clarity to the design process. Central to his experience is Brian's ability to work with diverse groups, his commitment to clear communication and his genuine enthusiasm for his work in creating livable communities.

Project Role

STREETSCAPE SPECIALIST

Experience

29 YEARS OF EXPERIENCE

RELEVANT PROJECTS

- *Azusa TOD General Plan/ Development Code Update and Specific Plan*
- *Balboa Avenue Station Area Specific Plan, San Diego*
- *Big Bear Village Specific Plan Update*
- *Carlsbad Village and Barrio Master Plan*
- *Chula Vista Urban Core Specific Plan and Design Guidelines*
- *El Monte Downtown TOD Specific Plan*
- *Foothill Boulevard Master Plan for Public Improvements, Claremont*
- *Huntington Beach Downtown Specific Plan*
- *Long Beach Urban Design Element and On-Call Planning Services*
- *Oceanside Mission Avenue Affordable Housing Vision and Strategic Plan*
- *Orange Depot-Plaza Pedestrian Connection Plan*
- *Rancho Alegre Master Plan and Reconstruction, Santa Barbara*
- *Thousand Oaks Boulevard Specific Plan*
- *University Village District Master Plan, Pomona*
- *Whittier Boulevard Specific Plan Improvements*
- *Whittier Greenway Trail*
- *Yorba Linda Town Center Specific Plan*
- *Yucaipa Citywide Design Guidelines*

EDUCATION

- *Bachelor of Science, Landscape Architecture, California Polytechnic State University, San Luis Obispo, CA*

ACCREDITATIONS • LICENSES • AFFILIATIONS

- *American Society of Landscape Architects (ASLA), Southern California Chapter*
- *Trust for Historic Preservation*
- *San Diego County Bicycle Coalition*
- *Orange County Bicycle Coalition*
- *International Mountain Biking Association*
- *Surfrider Foundation*



KATRINA HARDT-HOLOCH | *AICP*

Katrina is a senior project manager at EcoTierra Consulting with over 20 years of experience managing and preparing CEQA and NEPA environmental documents. She leads and directs multidisciplinary teams conducting environmental reviews and compliance activities for various projects, including commercial and residential development; educational and institutional facilities; park and recreational plans and facilities; master and specific plans; roadway, bicycle and rail facilities; restoration; and general plan updates. Katrina will provide overall project management, project scoping, budgeting, scheduling; sub-consultant management; document preparation; and work product quality control.

Project Role

CEQA + NEPA CONSULTANT

Experience

18 YEARS OF EXPERIENCE

RELEVANT PROJECTS

- *Titlow Hill General Plan Amendment, Zone Reclassification, and Subdivision Certifications EIR, Humboldt County*
- *Rosati Annexation, Hollister*
- *Hollister Park Facility Master Plan IS/MND*
- *Crystal Springs Uplands School EIR, Belmont*
- *Tolay Lake Master Plan EIR, Sonoma County Regional Parks*
- *Sacred Heart Schools Master Plan EIR, Atherton*
- *Britannia Cove at Oyster Point Specific Plan Subsequent EIR, South San Francisco*
- *Gateway Business Park Master Plan EIR, South San Francisco*
- *Healdsburg 2030 General Plan EIR*
- *San Francisco Housing Element Update EIR*
- *City of Los Angeles Community Plan EIRs*
- *Alameda Point General Plan Amendment EIR*
- *Antioch General Plan Update EIR*
- *Campbell General Plan Update EIR*
- *Foothill De Anza Community College Facilities Master Plan EIR, Los Altos Hills*
- *East Garrison Specific Plan Subsequent EIR, County of Monterey*

EDUCATION

- *Master of Urban and Regional Planning, Planning, Portland State University, Portland, OR*
- *Bachelor of Science, Physical Geography, University of New Mexico, Albuquerque, NM*

ACCREDITATIONS • LICENSES • AFFILIATIONS

- *American Institute of Certified Planners (AICP), #017806*
- *American Planning Association (APA)*



TERESA GRIMES | Historic Preservation

Project Role

HISTORIC PRESERVATIONIST

Experience

32 YEARS OF EXPERIENCE

TERESA GRIMES

Teresa Grimes has 30 years of experience in historic preservation in the private, public, and non-profit sectors. She graduated from the University of California, Los Angeles with a Bachelor of Arts degree in Political Science and a Master of Arts degree in Architecture. Teresa's professional experience includes a wide range of historic preservation projects, including historic context statements and resources surveys; national, state, and local landmark and historic district nominations; Federal Rehabilitation Tax Credit and Mills Act applications; Historic Structure Reports, and California Environmental Quality Act compliance documents. Teresa has served on several boards and commissions, including the West Hollywood Cultural Heritage Advisory Board, Highland Park Heritage Trust, and Pasadena Heritage.

RELEVANT PROJECTS

- *Art Center College of Design Master Plan, Pasadena*
- *Campbell Hall Master Plan, Los Angeles*
- *Claremont Graduate University Master Plan*
- *Claremont McKenna College Master Plan*
- *City of Hope Specific Plan, Duarte*
- *East Colorado Boulevard Specific Plan, Pasadena*
- *Los Angeles Biomedical Research Institute, Torrance*
- *Los Angeles County Museum of Art Master Plan*
- *Metro Universal Project, Los Angeles*
- *Rose Hill Courts Redevelopment, Los Angeles*
- *Times Mirror Square Redevelopment, Los Angeles*

EDUCATION

- *Master of Arts, Architecture, University of California, Los Angeles, CA*
- *Bachelor of Science, Political Science, University of California, Los Angeles, CA*

ACCREDITATIONS • LICENSES • AFFILIATIONS

- *Meets the Secretary of the Interior's Professional Qualifications Standards for history and architectural history pursuant to the Code of Federal Regulations, 36 CFR Part 61, Appendix A*



ROGER DALE

Roger has been affiliated with The Natelson Dale Group (TNDG) since 1988 and currently serves as the firm's managing principal. His background encompasses the fields of real estate development, economic development, and regional economic analysis. His project experience includes real estate market forecasting, pro forma financial analysis, demographic research and modeling, fiscal impact analysis, downtown revitalization, business retention/attraction, and infrastructure financing programs. He has completed feasibility studies and development strategies for mixed-use projects in Huntington Beach, Rosemead, Alhambra, Monterey Park, Pasadena, Azusa, Covina, Pomona, Los Angeles, Santa Monica, and Fullerton.

Project Role

PROJECT ECONOMIST

Experience

32 YEARS OF EXPERIENCE

RELEVANT PROJECTS

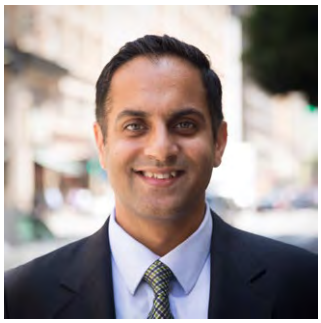
- *Economic Feasibility Studies for Downtown/TOD Projects, Santa Monica*
- *Implementation/Financing Strategy for Downtown Specific Plan, Huntington Park*
- *Market Study and Implementation Strategy for Downtown Specific Plan, Fullerton*
- *Market Study for Downtown Specific Plan, Huntington Beach*
- *Economic Studies for Garvey Avenue Specific Plan, Rosemead*
- *Market Study for General Plan Update, Monterey Park*
- *Market and Financial Feasibility Studies for General Plan Update, Alhambra*
- *Market and Financial Feasibility Studies for East Colorado Boulevard Specific Plan, Pasadena*
- *Market Study and Development Strategy for Gold Line Station Area Plans, Azusa*
- *Development Strategy for Florence/ La Brea TOD, Inglewood*

EDUCATION

- *Master of Arts, Resource and Environmental Economics, University of California, Riverside, CA*
- *Bachelor of Economics,Claremont McKenna College, Claremont, CA*

ACCREDITATIONS • LICENSES • AFFILIATIONS

- *California Association for Local Economic Development (CALED)*
- *International Economic Development Council*
- *Roberts Environmental Center (Board Member)*



FEHR PEERS

ANJUM BAWA | *AICP*

Anjum has over 18 years of experience in transportation planning and engineering, specializing in traffic operations and parking, site access, and circulation planning. He has managed and assisted with various traffic studies, parking studies, special-event planning, and traffic engineering. Anjum's expertise includes traffic impact analysis, parking and shared parking analysis, site access and circulation plans, multimodal simulation studies, conceptual roadway designs, and land use planning with GIS tools and statistical packages.

Anjum has prepared parking and vehicular circulation plans for NFL Stadium, Glendale, Arizona; Dodger Stadium, Los Angeles; the proposed A's Stadium, Fremont; and Galen Center at the University of Southern California, Los Angeles. He has also completed several parking and circulation studies for retail and mixed-use projects and has contributed to many college and university master planning efforts.

Project Role

TRANSPORTATION PRINCIPAL PLANNER

Experience

18 YEARS OF EXPERIENCE

RELEVANT PROJECTS

- *Pointe at El Segundo*
- *Plaza El Segundo*
- *Raytheon El Segundo*
- *Impact of Disruptive Transportation Trends and New Mobility Solutions on Parking Demand – White Paper for City of Hood River, OR*
- *Westfield Shoppingtown Fox Hills Traffic and Parking Studies*
- *Dodgers Stadium Parking and Circulation Plan, Los Angeles*
- *NFL Rose Bowl Study, Pasadena*
- *Transportation and Parking Assessment of Carson Football Stadium Initiative*

EDUCATION

- *Bachelor of Science, Business Administration, Southeast Missouri State University, Cape Girardeau, MO*

ACCREDITATIONS • LICENSES • AFFILIATIONS

- *American Institute of Certified Planners (AICP)*
- *American Planning Association (APA)*

Section

5

REFERENCES

El Segundo Downtown Specific Plan Update





REFERENCES

JON BIGGS
Community Development Director

City of Los Altos
1 N. San Antonio Road
Los Altos, CA 94022
(650) 947-2635 | jbiggs@losaltosca.gov

PROJECT(S):
Los Altos Downtown Vision
See full project description on page 50
(Also former Community Development Director, City of Pismo Beach)

JASON MIKAELIAN
Planning Services Manager

City of El Monte
11333 Valley Boulevard
El Monte, CA 91731
(626) 580-2064 | jmikaelian@elmonteca.gov

PROJECT(S):
El Monte Downtown TOD Specific Plan
See full project description on page 47

DAVID BRANTLEY
Community Development Director

City of Yorba Linda
4845 Casa Loma
Yorba Linda, CA 92886
(714) 961-7130 | dbrantley@yorba-linda.org

PROJECT(S):
Yorba Linda Housing Element Implementation Program
See full project description on page 58

SARA OSBORN
Senior Planner

City of San Diego
1010 Second Avenue
San Diego, CA 92101
(619) 236-6368 | sosborn@sandiego.gov

PROJECT(S):
San Ysidro Historic Village Specific Plan
See full project description on page 54

Section

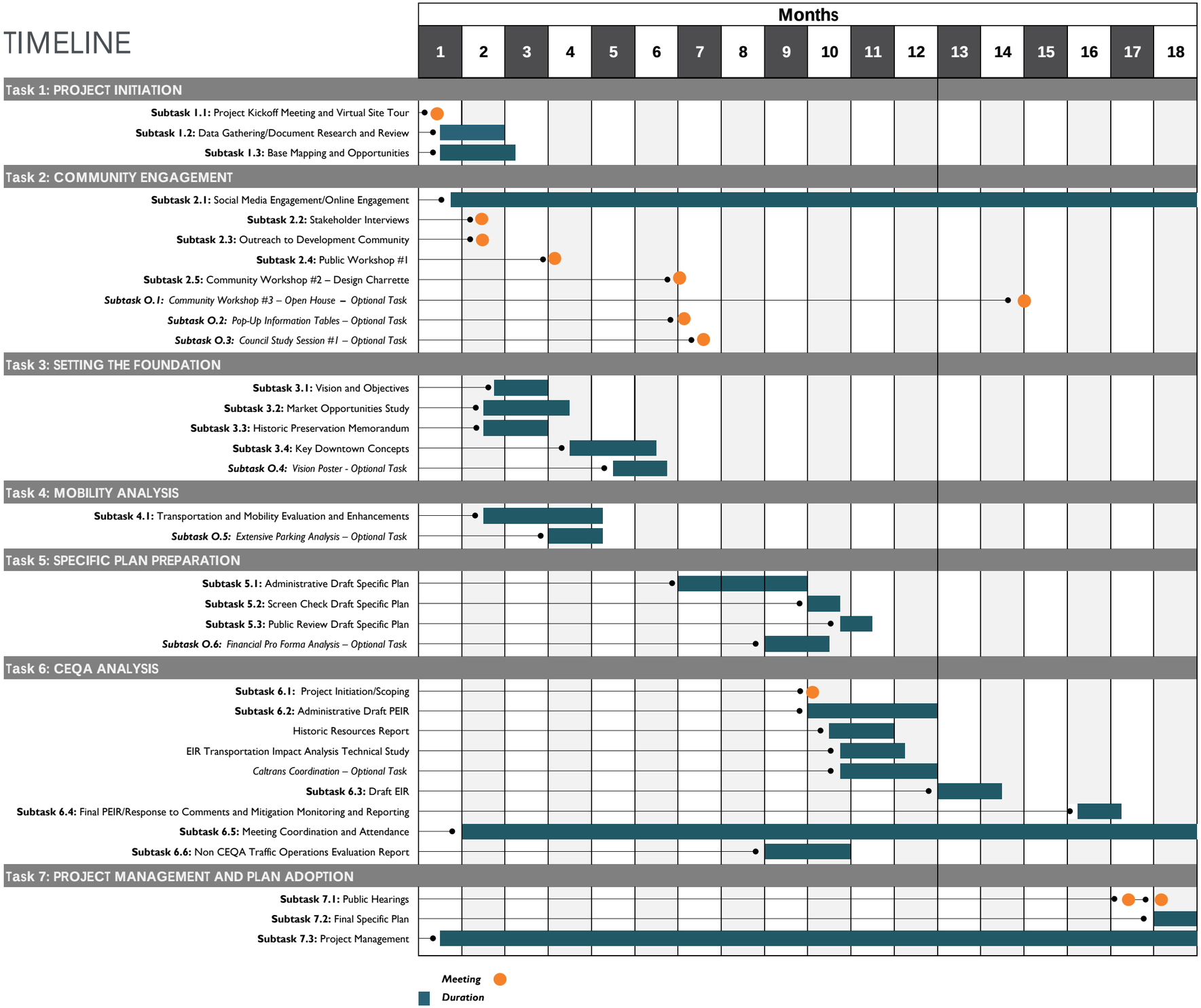
6



TIMELINE & BUDGET

El Segundo Downtown Specific Plan Update

TIMELINE


Months
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
Task 1: PROJECT INITIATION
Subtask 1.1: Project Kickoff Meeting and Virtual Site Tour
Subtask 1.2: Data Gathering/Document Research and Review
Subtask 1.3: Base Mapping and Opportunities
Task 2: COMMUNITY ENGAGEMENT
Subtask 2.1: Social Media Engagement/Online Engagement
Subtask 2.2: Stakeholder Interviews
Subtask 2.3: Outreach to Development Community
Subtask 2.4: Public Workshop #1
Subtask 2.5: Community Workshop #2 – Design Charrette
Subtask O.1: Community Workshop #3 – Open House – Optional Task
Subtask O.2: Pop-Up Information Tables – Optional Task
Subtask O.3: Council Study Session #1 – Optional Task
Task 3: SETTING THE FOUNDATION
Subtask 3.1: Vision and Objectives
Subtask 3.2: Market Opportunities Study
Subtask 3.3: Historic Preservation Memorandum
Subtask 3.4: Key Downtown Concepts
Subtask O.4: Vision Poster - Optional Task
Task 4: MOBILITY ANALYSIS
Subtask 4.1: Transportation and Mobility Evaluation and Enhancements
Subtask O.5: Extensive Parking Analysis – Optional Task
Task 5: SPECIFIC PLAN PREPARATION
Subtask 5.1: Administrative Draft Specific Plan
Subtask 5.2: Screen Check Draft Specific Plan
Subtask 5.3: Public Review Draft Specific Plan
Subtask O.6: Financial Pro Forma Analysis – Optional Task
Task 6: CEQA ANALYSIS
Subtask 6.1: Project Initiation/Scoping
Subtask 6.2: Administrative Draft PEIR
Historic Resources Report
EIR Transportation Impact Analysis Technical Study
Caltrans Coordination – Optional Task
Subtask 6.3: Draft EIR
Subtask 6.4: Final PEIR/Response to Comments and Mitigation Monitoring and Reporting
Subtask 6.5: Meeting Coordination and Attendance
Subtask 6.6: Non CEQA Traffic Operations Evaluation Report
Task 7: PROJECT MANAGEMENT AND PLAN ADOPTION
Subtask 7.1: Public Hearings
Subtask 7.2: Final Specific Plan
Subtask 7.3: Project Management
Meeting
Duration

BUDGET

		FEE TYPE		RRM DEBBIE RUDD		RRM JAMI WILLIAMS		RRM MATT OTTOSON		RRM SCOTT MARTIN		RRM LANCE WIERSCHEM		RRM BRIAN HANNEGAN		RRM DARREN CHOY		RRM STAFF		ECO TIERRA	TERESA GRIMES	NATELSON DALE	FEHR AND PEERS
				Principal-in-Charge		Project Manager		Senior Planner		Architect		Urban Designer		Landscape Designer		Civil Engineer		Production Staff		Envorionmental	Historic Preservation	Economics	Traffic
				240 $ per hour		220 $ per hour		135 $ per hour		205 $ per hour		130 $ per hour		160 $ per hour		195 $ per hour		128 $ per hour		lump sum per task	lump sum per task	lump sum per task	lump sum per task
Task 1: PROJECT INITIATION																							
1.1	**Project Kickoff Meeting and Virtual Site Tour**	T&M NTE	**$ 3,600**	2	$480	4	$880	2	$270	2	$410	0	$0	0	$0	0	$0	0	$0	$0	$0	$720	$840
1.2	**Data Gathering/Document Research and Review**	T&M NTE	**$ 6,168**	0	$0	4	$880	24	$3,240	0	$0	0	$0	0	$0	0	$0	16	$2,048	$0	$0	$0	$0
1.3	**Base Mapping and Opportunities**	T&M NTE	**$ 5,677**	4	$960	4	$880	2	$270	1	$205	1	$130	1	$160	0	$0	24	$3,072	$0	$0	$0	$0
	Task 1 Value:		**$ 15,445**																				
Task 2: COMMUNITY ENGAGEMENT																							
2.1	**Social Media/Online Engagement**	T&M NTE	**$ 10,392**	0	$0	10	$2,200	0	$0	0	$0	0	$0	0	$0	0	$0	64	$8,192	$0	$0	$0	$0
2.2	**Stakeholder Interviews**	T&M NTE	**$ 6,388**	0	$0	16	$3,520	0	$0	4	$820	0	$0	0	$0	0	$0	16	$2,048	$0	$0	$0	$0
2.3	**Outreach to Development Community**	T&M NTE	**$ 5,160**	0	$0	0	$0	0	$0	0	$0	0	$0	0	$0	0	$0	0	$0	$0	$0	$5,160	$0
2.4	**Community Workshop #1**	T&M NTE	**$ 6,303**	0	$0	16	$3,520	0	$0	0	$0	0	$0	0	$0	0	$0	16	$2,048	$0	$0	$0	$735
2.5	**Community Workshop #2 – Design Charrette**	T&M NTE	**$ 8,178**	3	$720	16	$3,520	3	$405	3	$615	3	$390	3	$480	0	$0	16	$2,048	$0	$0	$0	$0
O.1	***Community Workshop #3 – Open House – Optional Task***	*T&M NTE*	***$ 5,568***	*0*	*$0*	*16*	*$3,520*	*0*	*$0*	*0*	*$0*	*0*	*$0*	*0*	*$0*	*0*	*$0*	*16*	*$2,048*	*$0*	*$0*	*$0*	*$0*
O.2	***Pop-Up Information Tables – Optional Task***	*T&M NTE*	***$ 3,496***	*0*	*$0*	*4*	*$880*	*8*	*$1,080*	*0*	*$0*	*0*	*$0*	*0*	*$0*	*0*	*$0*	*12*	*$1,536*	*$0*	*$0*	*$0*	*$0*
O.3	***Council Study Session #1 – Optional Task***	*T&M NTE*	***$ 5,164***	*0*	*$0*	*8*	*$1,760*	*0*	*$0*	*0*	*$0*	*0*	*$0*	*0*	*$0*	*0*	*$0*	*8*	*$1,024*	*$0*	*$0*	*$1,540*	*$840*
	Task 2 Value:		**$ 36,421**																				
Task 3: SETTING THE FOUNDATION																							
3.1	**Vision and Objectives**	T&M NTE	**$ 4,524**	2	$480	8	$1,760	2	$270	2	$410	2	$260	2	$320	0	$0	8	$1,024	$0	$0	$0	$0
3.2	**Market Opportunities Study**	T&M NTE	**$ 26,180**	0	$0	4	$880	0	$0	0	$0	0	$0	0	$0	0	$0	0	$0	$0	$0	$25,300	$0
3.3	**Historic Preservation Memorandum**	T&M NTE	**$ 4,080**	0	$0	4	$880	0	$0	0	$0	0	$0	0	$0	0	$0	0	$0	$0	$3,200	$0	$0
3.4	**Key Downtown Concepts**	T&M NTE	**$ 13,820**	2	$480	4	$880	0	$0	8	$1,640	2	$260	2	$320	0	$0	80	$10,240	$0	$0	$0	$0
O.4	***Vision Poster – Optional Task***	*T&M NTE*	***TBD***	*0*	*$0*	*0*	*$0*	*0*	*$0*	*0*	*$0*	*0*	*$0*	*0*	*$0*	*0*	*$0*	*0*	*$0*	*$0*	*$0*	*$0*	*$0*
	Task 3 Value:		**$ 48,604**																				
Task 4: MOBILITY ANALYSIS																							
4.1	**Transportation and Mobility Evaluation and Enhancements**	T&M NTE	**$ 27,361**	0	$0	8	$1,760	0	$0	0	$0	0	$0	8	$1,280	0	$0	0	$0	$0	$0	$0	$24,321
O.5	***Extensive Parking Analysis - Optional Task***	T&M NTE	***$ 19,668***	0	$0	4	$880	0	$0	0	$0	0	$0	0	$0	0	$0	0	$0	$0	$0	$0	$18,788
	Task 4 Value:		**$ 27,361**																				
Task 5: SPECIFIC PLAN PREPARATION																							
5.1	**Administrative Draft Specific Plan**	T&M NTE	**$ 60,080**	4	$960	80	$17,600	16	$2,160	24	$4,920	16	$2,080	8	$1,280	24	$4,680	160	$20,480	$0	$0	$5,920	$0
5.2	**Screen Check Draft Specific Plan**	T&M NTE	**$ 29,820**	4	$960	48	$10,560	0	$0	8	$1,640	4	$520	0	$0	4	$780	120	$15,360	$0	$0	$0	$0
5.3	**Public Review Draft Specific Plan**	T&M NTE	**$ 7,760**	0	$0	12	$2,640	0	$0	0	$0	0	$0	0	$0	0	$0	40	$5,120	$0	$0	$0	$0
O.6	***Financial Pro Forma Analysis – Optional Task***	*T&M NTE*	***$ 14,240***	*0*	*$0*	*4*	*$880*	*0*	*$0*	*0*	*$0*	*0*	*$0*	*0*	*$0*	*0*	*$0*	*0*	*$0*	*$0*	*$0*	*$13,360*	*$0*
	Task 5 Value:		**$ 97,660**																				
Task 6: CEQA ANALYSIS																							
6.1	**Project Initiation/Scoping**	T&M NTE	**$ 15,760**	0	$0	2	$440	0	$0	0	$0	0	$0	0	$0	0	$0	0	$0	$15,320	$0	$0	$0
6.2	**Administrative Draft PEIR**	T&M NTE	**$ 61,040**	0	$0	8	$1,760	0	$0	0	$0	0	$0	0	$0	0	$0	0	$0	$59,280	$0	$0	$0
	Historic Resources Report	T&M NTE	**$ 13,600**	0	$0	0	$0	0	$0	0	$0	0	$0	0	$0	0	$0	0	$0	$0	$13,600	$0	$0
	EIR Transportation Impact Analysis Technical Study	T&M NTE	**$ 44,540**	0	$0	8	$1,760	0	$0	0	$0	0	$0	0	$0	0	$0	0	$0	$0	$0	$0	$42,780
	Caltrans Coordination – Optional Task	*T&M NTE*	***TBD***	*0*	*$0*	*0*	*$0*	*0*	*$0*	*0*	*$0*	*0*	*$0*	*0*	*$0*	*0*	*$0*	*0*	*$0*	*$0*	*$0*	*$0*	*$0*
6.3	**Draft EIR**	T&M NTE	**$ 13,840**	0	$0	4	$880	0	$0	0	$0	0	$0	0	$0	0	$0	0	$0	$12,960	$0	$0	$0
6.4	**Final PEIR/Response to Comments and Mitigation Monitoring and Reporting**	T&M NTE	**$ 13,360**	0	$0	0	$0	0	$0	0	$0	0	$0	0	$0	0	$0	0	$0	$13,360	$0	$0	$0
6.5	**Meeting Coordination and Attendance**	T&M NTE	**$ 5,080**	0	$0	0	$0	0	$0	0	$0	0	$0	0	$0	0	$0	0	$0	$5,080	$0	$0	$0
6.6	**Non CEQA Traffic Operations Evaluation Report**	T&M NTE	**$ 11,740**	0	$0	0	$0	0	$0	0	$0	0	$0	0	$0	0	$0	0	$0	$0	$0	$0	$11,740
	Task 6 Value:		**$ 178,960**																				
Task 7: PROJECT MANAGEMENT AND PLAN ADOPTION																							
7.1	**Public Hearings**	T&M NTE	**$ 6,856**	0	$0	16	$3,520	0	$0	4	$820	0	$0	0	$0	0	$0	12	$1,536	$0	$0	$0	$980
7.2	**Final Specific Plan**	T&M NTE	**$ 3,440**	0	$0	4	$880	0	$0	0	$0	0	$0	0	$0	0	$0	20	$2,560	$0	$0	$0	$0
7.3	**Project Management**	T&M NTE	**$ 17,600**	0	$0	80	$17,600	0	$0	0	$0	0	$0	0	$0	0	$0	0	$0	$0	$0	$0	$0
	Task 7 Value:		**$ 27,896**																				

Subtotal without Optional Tasks	**$ 432,347**
Total for Optional Tasks	*$ 48,136*
Reimbursable Expenses	**$ 12,030**
Estimated Project Total (without Optional Tasks)	**$ 444,377**

Fee Footnotes

Estimated fees for tasks shown as "Time and Materials - Not to Exceed" (T&M/NTE) are provided for informational purposes only. Amounts billed for these tasks, which will reflect actual hours, will not be exceeded without prior approval by the client.

Reimbursable Expenses

RRM is waiving our typical 10% markup on subconsultants for this project and the fee included the fee for utilizing SocialPinpoint service.

Incidental expenses incurred by RRM Design Group are reimbursed by the client at actual cost plus 10% to cover its overhead and administrative expenses.

Adjustment to Hourly Billing Rates

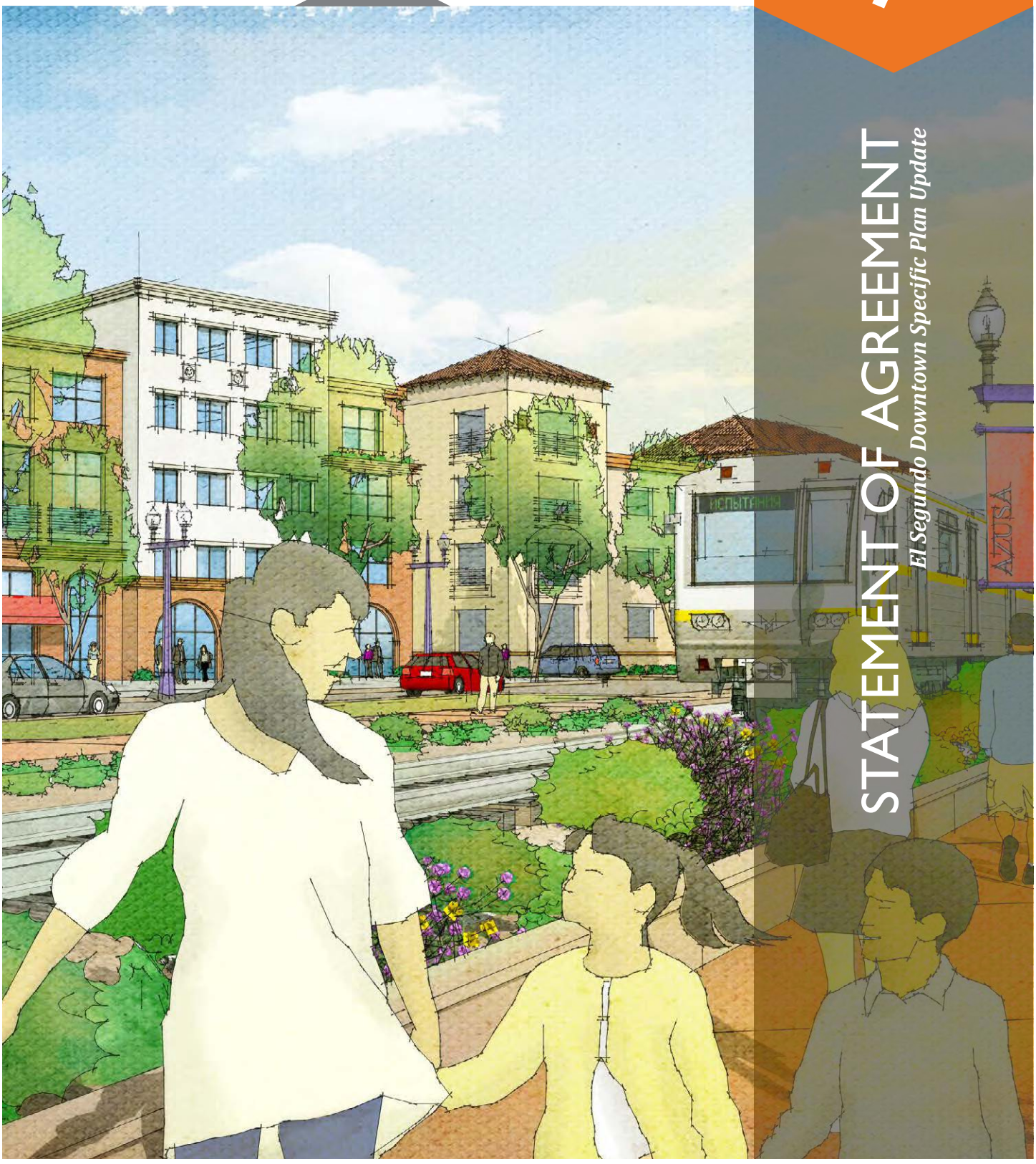
RRM reserves the right to adjust hourly rates on an annual basis.

Section

7

STATEMENT OF AGREEMENT

El Segundo Downtown Specific Plan Update



STATEMENT OF AGREEMENT

RRM Design Group is in substantial agreement with the City's proposed City Professional Services Agreement, however there are some items that we feel would be of mutual benefit to discuss.




rrm
design
group

TITLE

Authorize City Manager to develop and issue: 1) Request for Proposals (RFP) from planning consultants to update or replace Downtown Specific Plan, and, 2) Request for Qualifications (RFQ) from developers to redevelop and repurpose Civic Center site.

RECOMMENDATION

Direct City Manager to develop and issue:

1. Request for Proposals (RFP) from planning consultants to update or replace Downtown Specific Plan and prepare the necessary accompanying applications and documents, including a General Plan Amendment, Zone Change, and Program Environmental Impact Report (EIR); and,

2. Request for Qualifications (RFQ) from developers to redevelop and repurpose Civic Center site.

FISCAL IMPACT

There will not be any direct costs to the General Fund for both of these projects. Indirect cost impacts associated with staff time and use of an outside consultant (Kosmont Companies) will be absorbed via the existing General Fund Budget. Updating or replacing the Downtown Specific Plan is estimated to cost between $350,000 and $450,000 with funding coming from the General Plan Maintenance Fund (not the General Fund). A future budget appropriation request will be made when a planning consultant recommendation is presented to City Council.

CITY STRATEGIC PLAN COMPLIANCE

Goal 5—Champion Economic Development and Fiscal Sustainability

Objective 5A—El Segundo promotes economic growth and vitality for businesses and the community.

City Council Top Priorities:

2. Identify further infrastructure and downtown improvements for Main Street.

3. Conduct a study of repurposing City Hall (Civic Center site)

Activities

10. "Re-imagine" the downtown, which includes developing a vision, beautification, promoting the downtown, and creating a funding source for marketing it.

Prepared by: Gregg McClain, Planning Manager
Reviewed by: Sam Lee, Planning and Building Safety Director
Approved by: Scott Mitnick, City Manager

BACKGROUND

Historic Heart of the City

Downtown El Segundo has long been recognized as the historic heart and soul of the community. With the continued shift of economic investment toward business centers east of Pacific Coast Highway and south of El Segundo Boulevard, the downtown area has struggled. However, in recent years, the downtown has exhibited signs of renewed investment and diversification of tenants. At this stage in the City's evolution, there is a need for a more clear vision and cohesive strategic approach to land use and development to ensure long-term sustainability of the downtown area.

Downtown Specific Plan

In 2000, City Council adopted Ordinance No. 1319 which created the Downtown Specific Plan. Please refer to Attachments A and B for vicinity and location maps of the Downtown Specific Plan area. This document contained a ten-year vision for the future which included the following objectives:

- Provide a better balance of uses.
- Create a more thoughtful and creative use of public space.
- Organize creative and consistent programming of events and public activities.
- Create a consistent public-private partnership to market El Segundo's assets to investors and customers.
- Strengthen commitment to the strategic use of key parcels in the Downtown
- Create more attractive landscaping and street furnishings.
- Improve signage.

Over the past two decades, progress was made toward realizing this vision. Today, the downtown is experiencing new life in some areas; however, not in all areas. At this time, it is appropriate to revisit the Downtown Specific Plan to reevaluate its continued usefulness.

City Strategic Plan

The City's 2020-2022 Strategic Plan also addresses the need to improve the downtown area via calling for:

- Main Street infrastructure improvements.
- Repurposing of Civic Center site.
- "Re-imaging" the downtown area.

Please refer to Attachment C for a map of the Civic Center site.

DISCUSSION

To address the need to update or replace the 20-year old Downtown Specific Plan and direction contained in the 2020-2022 City Strategic Plan, two actions are required at this time to simultaneously perform these tasks. The first action is to begin the process of determining the future of the Downtown Specific Plan. The second action is to review qualifications of potential developers and select one that is capable of creating and implementing a new vision for the Civic Center site to serve as a catalyst for the broader downtown.

Downtown Specific Plan

The Downtown Specific Plan has outlived its expected lifespan and is ready for a thorough reconsideration. Selection of a planning and environmental consultant through a competitive RFP process to work with City staff is needed to address the existing Downtown Specific Plan and reset the vision and goals for downtown and adjacent C-RS zone. Consideration of a new zone will strive to prioritize and preserve the positive gains over the past two decades with integrated land use and circulation policies to assist the delivery of quality housing and commercial uses along with improved mobility, fluid transition between indoor and outdoor spaces, and improved open space amenities. The consultant will also assist with the preparation of other planning and environmental documents, including a Program Environmental Impact Report (EIR).

Re-imaging Downtown, Repurposing Civic Center, & Main Street Infrastructure Improvements

Selection of a developer through a competitive RFQ process is needed to take the next step to focus on the potential repurposing of the Civic Center site. The RFQ will be structured to elicit the necessary information to determine which development partner would be optimal for a downtown investment based on the City's understanding of the developer's approach, expertise, and financial resources needed to effectuate an acceptable revitalization program. Based on recent economic challenges from COVID-19, it is anticipated that the private sector will consider future real estate opportunities with an adjusted perspective as to economically viable uses. Going forward, it is possible that the supportable mix of retail, office, and residential land uses may shift. The RFQ provides the City with the ability to engage the private sector directly as related to the Civic Center site.

This approach will encourage the development community to apply private sector market supply-demand and investment return parameters as part of their assessment of what it views as viable for downtown El Segundo. This will include the whole of downtown's land use zoning policy efforts and will educate the City as to key private sector investment preferences related, but not limited to, density, parking, height, design, building quality, and willingness to deliver new relocated public facilities, and applying a possible Public/Private Partnership (P3) approach. The selected developer will be required to engage the community through a series of public meetings and workshops. Ultimately, it will be up to City Council to determine which of the proposed development components are acceptable to the community.

NEXT STEPS / TIMELINE

Downtown Specific Plan - Planning Consultant RFP Process

1. City issues Request of Proposal (RFP) -- September 2020
2. Deadline for consultants to submit proposals -- December 31, 2020

   Consultants will be asked to submit a proposal package to the City by end of December 2020. Information requested will include; a scope of work, approach to the project, public outreach practices, proposed timeline, budget, resumes of team members and sub-consultants, as well as relevant experience and professional references.

3. Consultant Selection Process -- February 2021

   Consultant proposals will be reviewed by staff and independently graded on various criteria in the RFP. Top candidates will be selected by consensus and invited to make presentations. Staff will make its recommendation of the final selection and a contract will be drawn up by the end of February 2021. The draft contract, copy of the RFP, recommended consultant proposal, necessary budget appropriation, and full staff report will be placed on the applicable City Council agenda.

4. City Consultant Selection and Budget Appropriation by City Council -- March 2021
5. Consultant Commences Project -- April 2021

   After City Council approves consultant's contract, the consultant team will commence work to update or replace downtown zoning in April of 2021, ensuring the project is well underway in time for the Housing Element update and other notable downtown development projects. The process will begin with research and analysis, public outreach (e.g. workshops involving charretes), and consultation with stakeholders before developing a strategy to move forward with planning and environmental documents. Primarily due to the Program EIR, the entire project will take approximately 14 months.

6. Planning Commission and City Council Public Hearings -- July 2022 to August 2022
7. New Downtown Zoning Adoption -- August 2022
8. New Downtown Zoning Implementation – September 2022

Repurposing Civic Center Site – Developer Selection RFQ Process

To achieve the selection of an acceptable and qualified developer to re-imagine the downtown area and repurpose the Civic Center site, the RFQ will include the following elements and approximate time line:

1. City Issues Request for Qualifications (RFQ) -- September 2020
2. Deadline for developers to submit qualifications -- December 31, 2020

   Potential developers will be asked to submit a qualifications package to the City by end of December 2020. Information requested will include; a summary of similar development projects completed, a high-level description of proposed land uses and tenant types/tenants, similar project experience, initial validation of financial capacity, and public outreach practices. City staff, and outside subject matter consultant (Kosmont Companies) will assist in evaluating the initial packages.

3. Request for Vision & Approach -- January 2021 to June 2021

   Qualified finalists will be invited to prepare a package illustrating each developer's approach for the site. Requested information will be high level and may include specific details of site layout, massing, or refined design. Requested information will include a broad summary of each developer's vision with regard to land use themes, general tenant types, and inspirational projects completed elsewhere that would be drawn upon in developing a proposal for the Civic Center site. Requested information will also include a high-level summary of each developer's approach to plan a creative development, engage with the public to better understand the community's desires and preferences, and examples of how each developer's engagement process has been used successfully elsewhere.

4. Developer Selection Process and Letter of Intent -- July 2021

   After City staff and subject matter consultant (Kosmont Companies) review the top proposals, the recommended developer will be asked to submit a Letter of Intent (LOI) outlining their proposal, including a high-level summary of proposed land uses, massing, financial structure, potential public facility relocation, desired elements, and public engagement.

5. Developer Selection by City Council – August 2021

   After all of the above steps are completed, City staff and subject matter consultant (Kosmont Companies) will submit a recommended developer to City Council for consideration.

6. Developer Commences Project Design Process -- September 2021

   This will include holding series of community outreach meetings.

7. Planning Commission and City Council Public Hearings -- July 2022 to August 2022

8. Project Start Date -- September 2022

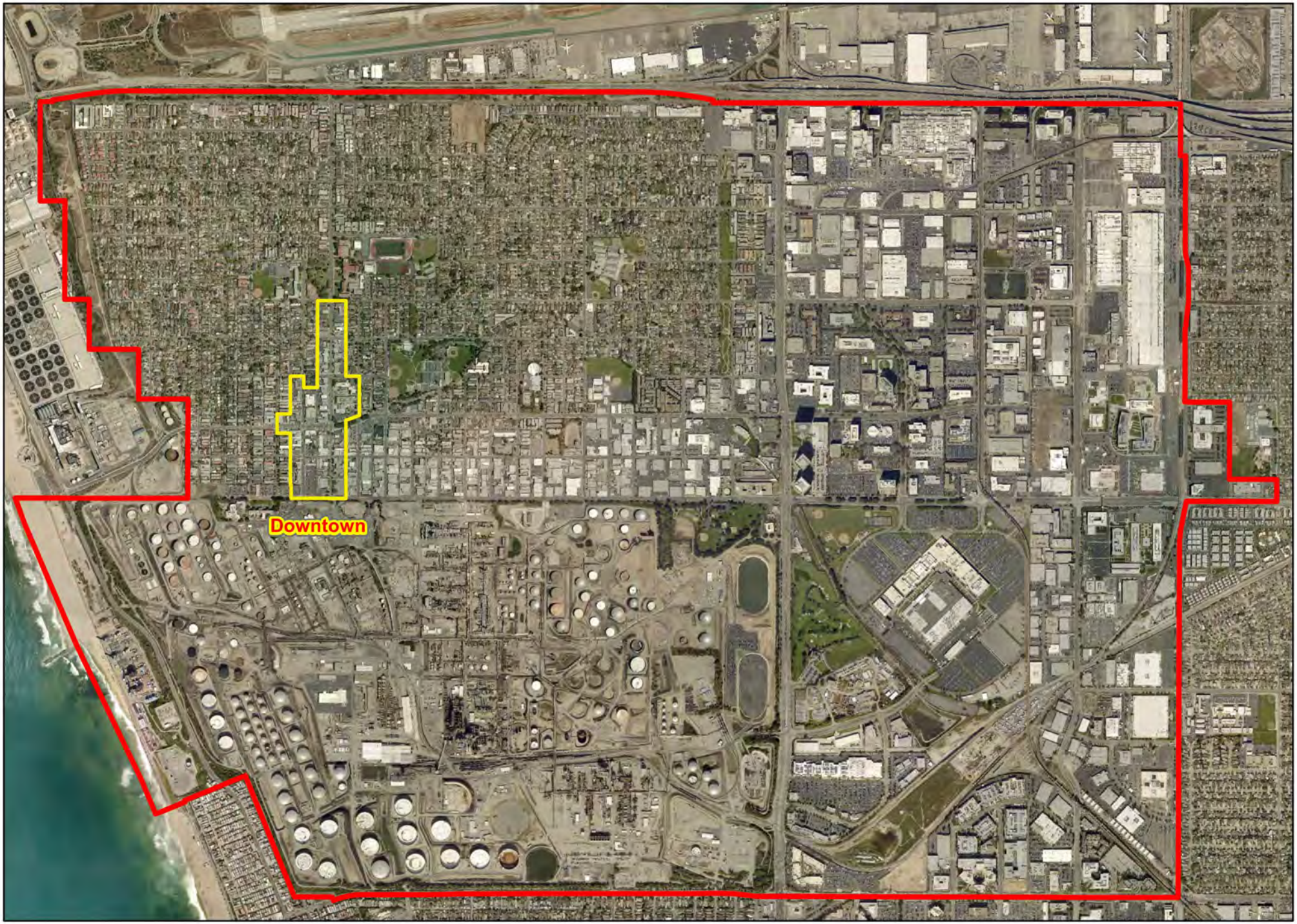
ATTACHMENTS

A. Downtown Vicinity Map

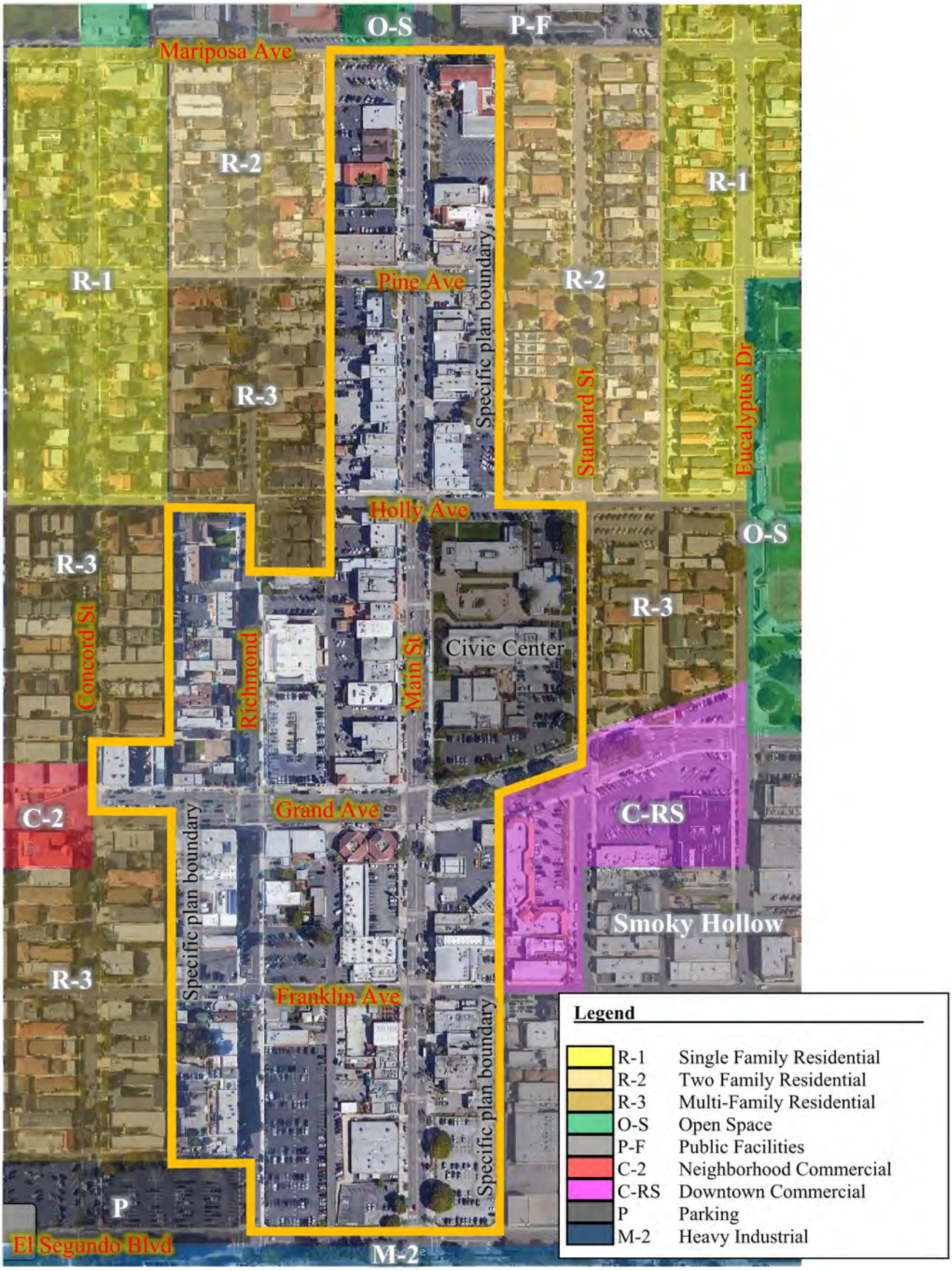
B. Downtown Specific Plan Area Location Map

C. Civic Center Site Location Map

Attachment A - Downtown Vicinity Map



Attachment B —Downtown Area Map (with zones)



Attachment C —Civic Center Location Map



DOWNTOWN SPECIFIC PLAN CONSULTANT PROPOSALS

COMPANY(S) *(SP/EIR)*	SUBCONSULTANTS	COST	TIME-FRAME	COMMENTS
Dudek	Proforma Advisors -economics Place-It! – public outreach Altitude Design -branding & signage	SP - $238,060 EIR – 261,140 $499,200	16 mo.	SP Exp. - Golden State SP, Burbank; Mira Mesa (San Diego Community Plan update; Globemaster Corridor SP (Long Beach) Downtown/Urban Exp. – Burbank, LA, Colton E. S. Exp. – Pacific Coast Commons EIR CEQA - Extensive Conclusion -seem to have strong staff, but not the most planning experience.
EPD Solutions	Concord Group – Market & Finance Bassenian-Lagonji – Land Planning/ Design Material Culture Consultants – Arch. & History Hilman Consulting – hazardous materials	SP – $126,900 EIR – 191,745 $318,645	18 mo.	SP Exp. – Old Town Tustin SP Downtown/Urban Exp. – Old Town Tustin SP E. S. Exp. – None Provided CEQA - Extensive Conclusion – Very little SP or downtown experience.
Gensler/DeNovo	KOA Corp. -Transportation KPFF Engineers - infrastructure	SP - $541,735 EIR – 233,282 $775,0175	18 mo.	SP Exp. – Citrus Heights

				Downtown/Urban Exp. – Culver Studios, Downtown Las Vegas, Anaheim, Brea, Santa Ana, San Pedro (LA), Lake Elsinore E. S. Exp. – 888 Douglas Blvd, Raytheon Campus, Smokey Hollow (KOA – traffic), many more CEQA - Extensive Conclusion – Knows the City well, significant effort on the RFQ, good downtown experience.
KTGY/Psomas	Nuvas – Landscape archit. HR&A - Economics	SP – $412,890 EIR – 248,410 $661,300	13 mo.	SP Exp. – Realto, West Covina, Walnut Downtown/Urban Exp. – Little downtown or urban background. CEQA - Extensive E. S. Exp. – Psomas - Raytheon EIR, other CEQA Conclusion – have done SP's but more suburban, little downtown work.
Placeworks (formerly The Planning Center) /**Kimley-Horn**	Here LA - Public outreach KOA - Parking Kimley-Horn – Traffic, Infrastructure	SP –$745,858 EIR – 446,040 $1,191,898	18 mo.	SP Exp. – Many Downtown/Urban Exp. – Extensive E. S. Exp. – None provided CEQA – Kimley-Horn – Raytheon EIR Conclusion – Excellent company, well qualified, but way too Expensive/over-priced.
Rincon Consultants	RFQ only			

RRM/EcoTerra	Natelson Dole Group – Economics Fehr & Peers – Transportation, Parking Teresa Grimes - Historic	SP – $265,417 EIR – 178,960 $444,377+ $48,136 for options (parking?)	18 mo.	SP Exp. – Huntington Beach Downtown SP, El Monte, Yorba Linda, Claremont, Tehachapi, Agora, Anaheim, Azusa, Gilroy, Santa Maria, Walnut Creek, Thousand Oaks. Downtown/Urban Exp. – Huntington Beach, Fullerton, San Ysidro, El Monte, Yorba Linda, Anaheim, Azusa, Gilroy, Los Altos, Pismo Beach, Santa Maria E. S. Exp. – CEQA – Conclusion – More specific plans and downtown work than all others, probably combined. Includes many smaller cities that are like E. S.
WHA/VHS	Land Concern – Landscape Huitt-Zollars – Civil Eng. Lanscott – Traffic/Transportation	SP – $203,404 EIR – 177,447 $380,851	12 mo.	SP Exp. – Rancho Cucamonga Downtown/Urban Exp. – Newport Beach (Lido project) E.S. Exp. – None provided CEQA – VHS –some EIR's, many NDs, parts of EIRs. Descriptions not clear. Conclusion – Most work is in specific site, building or multi-building projects. Little specific plan or greater downtown projects.
Specific Plan Only				
CallisoraRTKL	Consensus – Public input	SP – $571,635	12 mo.	SP Exp. - Santa Clara Lawrence Station SP

	Keyser Marston – economics & housing Kimley – Horn – mobility, parking, infrastructure Interwest – zoning, dev. standards			Downtown/Urban Exp. – Santa Clara, Burbank, Culver City, Phoenix Airport, Downtown LA, Downtown Las Vegas, Honolulu E. S. Exp. – None provided Other – Includes VMT an LOS analysis, but not CEQA.
Tortin Gallas	Consensus – public engagement Gibson Transportation – parking and transportation Captive Group – Strategic programing? Vibemap – vibe testing? KPFF - Infrastructure	SP – $298,070	17 mo.	SP Exp. – Sacramento, Westminister, CO., Babaylon, NY., Downtown Exp. – Santa Monica, Sacramento Downtown SP, Babylon NY., Oceanside, Memphis, Tenn., Arlington, Vir., E. S. Exp. – None provided Conclusion – Unique proposal but has planning experience. As they have a different approach they should be interviewed. Propose form-based code?
EIR Only				
ESA	KOA Transportation	EIR – $386,391	12 mo.	CEQA – Extensive E.S. – Continental Grand Campus EIR, 540 East Imperial Ave. EIR
Infrastructure Engineers	ELMT Consulting – all technical studies – noise, bio, energy, traffic, hydrology BCR Consulting – Cultural Resources	EIR – $136,080	12 mo.	CEQA – Mostly MNDs, some EIRs

City Council Agenda Statement

Meeting Date: April 20, 2021
Agenda Heading: STAFF PRESENTATIONS

TITLE:

Agreement with RJM Design Group to Prepare Recreation Park Needs Assessment

RECOMMENDATION:

1. Award consultant contract to RJM Design Group to prepare a Recreation Park Needs Assessment;
2. Authorize City Manager to execute an agreement with RJM Design Group in an amount not to exceed $95,000;
3. Appropriate $25,000 from the Parks Developer Fees Reserve (001-274-0000-1274) to the CIP Teen Center Renovation Account (301-400-8202-8222); and
4. Appropriate $20,000 from the Gas Tax Fund Balance (106-299-0000-2990) to the Gas Tax Contractual Services Account (106-400-8206-6206)

FISCAL IMPACT:

The RJM Design Group contract is for $95,000. Funds are available in the following FY 2020-21 Community Services and Public Works budgets: Capital Improvement Program (CIP) Fund for Teen Center Renovation ($50,000); Gas Tax Fund for ADA Accessibility Requirements ($20,000), and Parks Developer Fees Reserve ($25,000).

Additional appropriations: Yes
Account(s):

1. Transfer $25,000 from Parks Developer Fees Reserve (001-274-0000-1274), and appropriate to CIP Fund for Teen Center Renovation (301-400-8202-8222);
2. Appropriate $25,000 to 001-400-0000-9301 (Transfer out to CIP Fund) to record the $25,000 transfer from Parks Developer Fees Reserve to CIP Fund for Teen Center Renovation; and
3. Transfer $20,000 from Gas Tax Fund Balance (106-299-0000-2990), and appropriate $20,000 to Gas Tax Contractual Services Fund (106-400-8206-6206)

The contract will be charged to accounts 301-400-8202-8222 ($75,000) and 106-400-8206-6206 ($20,000).

BACKGROUND:

Recreation Park History and Use

The City purchased land in 1954 for a large central park located at 401 Sheldon Street (please refer to attached vicinity and location maps), and constructed many of the recreational amenities community members continue to enjoy today, including a baseball field for use by the El Segundo High School team, another field for Little League and other youth leagues, a softball field, a two-story community clubhouse, tennis and basketball courts, concession stands, and picnicking space.

Over the years, the City has continued to improve and add to Recreation Park, constructing additional buildings, including the Checkout Building (1961), Joslyn Center (1966), and Teen Center (1980) as well as volleyball courts, pickleball courts, a paddle tennis court, a roller hockey rink, a community garden, and more.

Community members continue to advocate for additional Recreation Park improvements with recent requests focusing on expansion of pickleball courts and the community garden as well as renovation of public restrooms and the Skate Park. Due to age and deferred maintenance, significant investment is needed to upgrade or replace existing Recreation Park facilities.

In order to best serve El Segundo residents, park facilities and recreation services must continue to evolve, responding to the community's changing demographics and interests. A comprehensive Recreation Park Needs Assessment will reflect community needs, address aging infrastructure, serve as a planning document for Capital Projects, help prioritize needs, and serve as a practical plan of action for meeting immediate, short-term, and long-range goals for City of El Segundo parks and recreational facilities.

Authorization to Solicit Request for Proposals

The Adopted FY 2019-2020 General Fund CIP Budget included $800,000 to fund the planning, design, and construction of needed renovations to the El Segundo Teen Center site located at 405 E. Grand Avenue. The 0.55 acre Teen Center complex currently contains the following three uses: (1) a 5,480 square foot Teen Center building, (2) outdoor basketball court, and (3) outdoor Skate Park.

On February 18, 2020, the City Council authorized staff to issue a Request for Proposals (RFP) to conduct a Recreation Park Needs Assessment in order to obtain a more comprehensive understanding of community needs with respect to all Recreation Park facilities and operations as well as facility conditions prior to spending a large amount of money renovating the City's traditional stand-alone Teen Center.

Recreation Park's interior and exterior community gathering spaces are the cornerstone of the City's recreation and enrichment opportunities. It is possible that the Teen Center complex could be utilized in a way that better meets the needs of a broader spectrum of the community. Understanding evolving community needs is essential for the success of this and other future capital projects.

DISCUSSION:

RFP and Contract Award

RFP #20-05 was issued on December 10, 2020 for a consultant team to lead the Recreation Park Needs Assessment, including public engagement and visioning, recreation and parks trend analysis, comprehensive review of City recreation programming, facility condition assessments, accessibility survey and American Disabilities Act (ADA) requirements, and master plan recommendations and cost estimates.

The Recreation Park Needs Assessment includes ADA accessibility requirements for each building, including the restrooms, as well as accessibility requirements from each facility to the parking lot and from the parking lot to the public street along with estimated costs for design and construction of the improvements. This part of the study will be paid for using funding from the State Gas Tax Fund.

The RFP closed on January 21, 2021 and three proposals were received from the following consultants - RJM Design Group (based in San Juan Capistrano, CA), Conservation Technix (Orinda, CA), and Management Learning Laboratories (Winston-Salem, NC). Staff from the Community Services and Public Works Departments and a representative from the Recreation and Parks Commission evaluated the proposals and shortlisted and interviewed two consultant teams. The interview team is recommending RJM Design Group as the best qualified firm based on team composition; relevant experience with similar projects, including Needs Assessments and Master Plans for San Dimas, Temecula, Riverside, Costa Mesa, and Huntington Beach; knowledge of and familiarity with the City of El Segundo; and overall proposal quality and ability to meet the scope of work.

The Recreation Park Needs Assessment will take approximately nine months to complete. With a project kickoff in May 2021, a presentation to City Council is anticipated to take place by February 2022.

CITY STRATEGIC PLAN COMPLIANCE:

Goal 1: Enhance Customer Service, Engagement, and Communication; Embrace Diversity, Equity, and Inclusion
Objective 1A: El Segundo Provides unparalleled service to internal and external customers.

Goal 4: Develop and Maintain Quality Infrastructure and Technology
Objective 4A: El Segundo's physical infrastructure supports an appealing, safe and effective community.

PREPARED BY:
Melissa McCollum

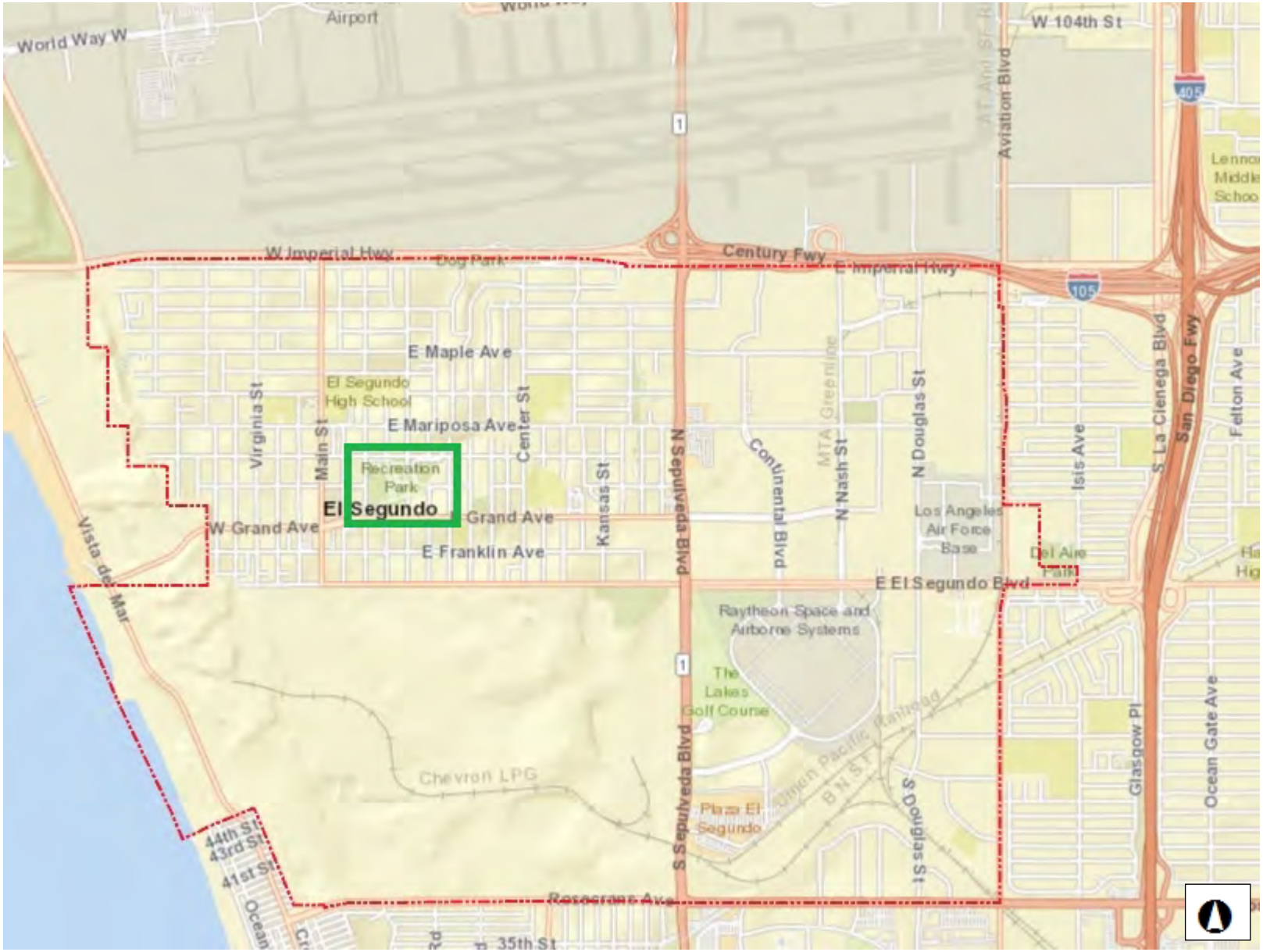
REVIEWED BY:
Melissa McCollum
Elias Sassoon
Joseph Lillio
Barbara Voss

APPROVED BY:
Barbara Voss

ATTACHED SUPPORTING DOCUMENTS:

1. Rec Park Needs Assessment, vicinity map RFP 20-05
2. Rec Park Needs Assessment, location map RFP 20-05

RFP 20-05: Recreation Park Needs Assessment
Vicinity Map

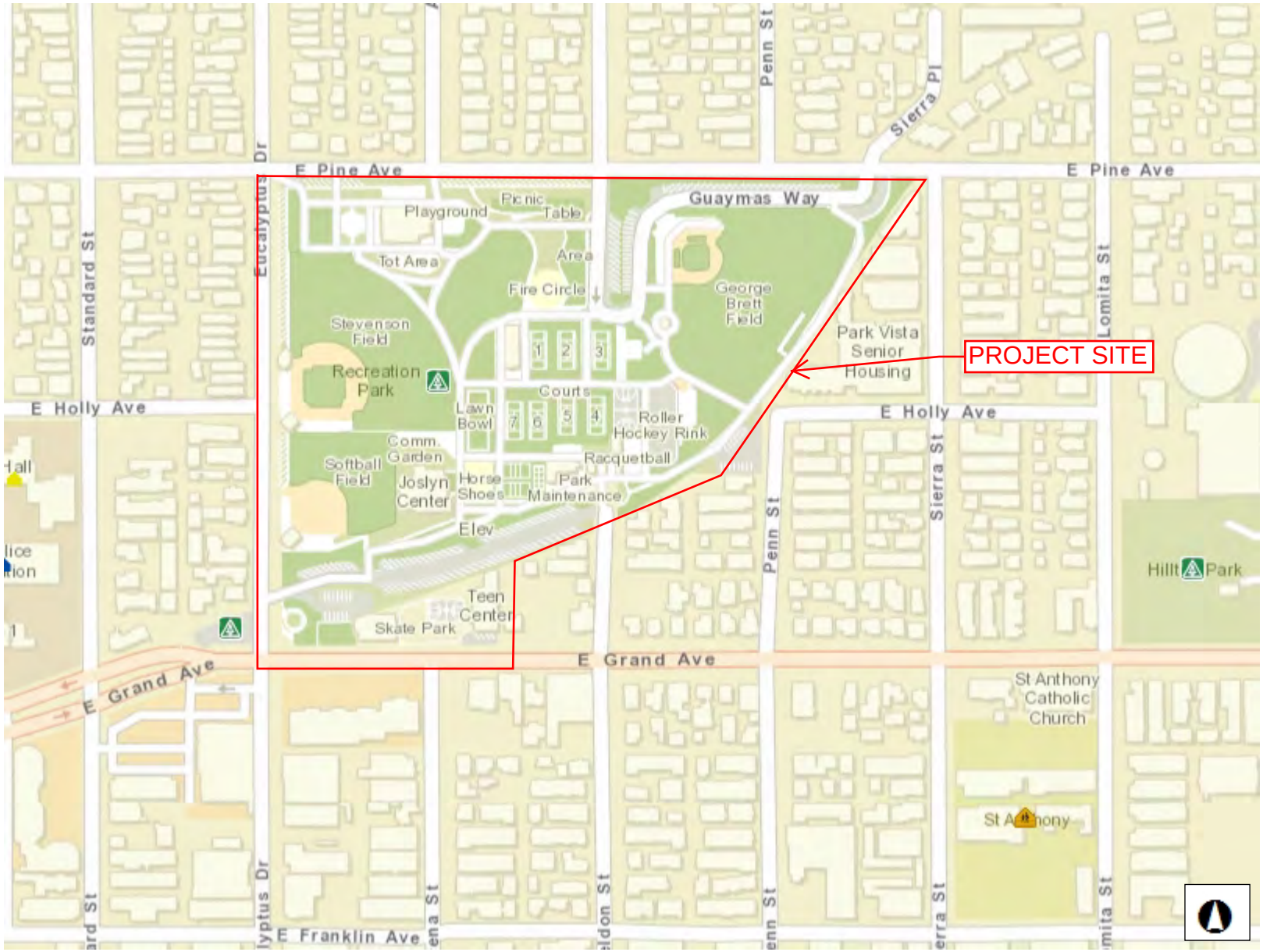


6,018.7 0 3,009.33 6,018.7 Feet

WGS_1984_Web_Mercator_Auxiliary_Sphere

DISCLAIMER: The information shown on this map was compiled from different GIS sources. The land base and facility information on this map is for display purposes only and should not be relied upon without independent verification as to its accuracy. The City of El Segundo will not be held responsible for any claims, losses or damages resulting from the use of this map.

RFP 20-05: Recreation Park Needs Assessment
Location Map



752.3 0 376.17 752.3 Feet

WGS_1984_Web_Mercator_Auxiliary_Sphere

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CITY OF EL SEGUNDO

City Council Agenda Statement

Meeting Date: April 20, 2021
Agenda Heading: Staff Presentation

TITLE:

FY 2020-2021 Mid-Year Citywide Budget Report and Recommended Adjustments

RECOMMENDATION:

1. Receive FY 2020-2021 Citywide Mid-Year Budget Update.
2. Amend FY 2020-2021 General Fund Revenues from $59,051,732 to $60,724,015 and Appropriations from $59,051,732 to $60,001,732 (Appropriate $750,000 to 001-400-2901-4109 and $200,000 to 001-400-2101-6406 from General Fund unassigned Fund Balance).
3. Amend FY 2020-2021 General Liability Fund Appropriations from $1,269,399 to $1,619,399 (Appropriate $350,000 to 602-400-0000-6246 from General Liability Fund Balance).

FISCAL IMPACT:

The proposed General Fund and General Liability Fund Budget adjustments are necessary to ensure FY 2020-2021 ends with a balanced budget on June 30, 2021. Some funds (such as the General Fund and Solid Waste Fund) will continue to face structural budget challenges which will be closely monitored addressed via the Proposed FY 2021-2022 Citywide Budget which will be presented to City Council on May 4, 2021.

BACKGROUND:

The City currently uses a federal fiscal year budget calendar which runs from October 1st to September 30th. Starting with the next budget year (FY 2021-2022) the City will use the more traditional budget calendar which will run from July 1st to June 30th.

On September 15, 2020, City Council adopted the FY 2020-2021 Citywide Operating and Capital Budget of $119,598,827 for all funds. Of this amount, $59,051,732 was allocated to the General Fund Budget. The General Fund pays for the majority of the City's basic operations, services, and general capital improvement projects. Sample General Fund services include: public safety (police, fire, paramedics, emergency services), public works (highways, streets, engineering), community services (parks, recreation programs, senior programs, teen programs, library, arts & culture), development services (planning, building services, zoning, housing), support services (City Clerk, City Treasurer, finance, information technology, human resources), and general governance and administration (City Council, City Manager, City Attorney).

The following table provides an overview of the adopted nine-month FY 2020-2021 Citywide Budget:

No.	Fund Name	FY 2020-21 Adopted Budget	% of Budget
1	General Fund	$59,051,732	49.4%
2	Water Fund	22,083,273	18.5%
3	Equipment Replacement Fund	7,871,674	6.6%
4	Transportation Funds	7,532,791	6.3%
5	General Fund CIP	5,597,057	4.7%
6	Wastewater Fund	4,660,165	3.9%
7	Workers Compensation Fund	2,564,421	2.1%
8	Public Safety Special Rev Fund	1,887,407	1.6%
9	Other Special Revenue Funds	1,792,850	1.5%
10	Dev. Services Trust	1,700,000	1.4%
11	General Liability Fund	1,269,399	1.1%
12	Economic Uncertainty Fund	923,708	0.8%
13	Golf Fund	727,000	0.6%
14	Rec & Econ Dev Trust Funds	600,850	0.5%
15	Debt Service Fund	545,000	0.4%
16	Cultural Dev. Trust Fund	486,000	0.4%
17	Solid Waste Fund	230,000	0.2%
18	Senior Housing Fund	75,500	0.1%
	Total	**$119,598,827**	**100.0%**

The General Fund represents the largest portion of the Citywide Budget at $59,051,732 (49.4%). Enterprise Funds represent the second largest group at 23.2%, as follows: Water Fund at $22,083,273; Wastewater Fund at $4,660,165; Golf Fund at $727,000; and Solid Waste Fund at $230,000. Internal Service Funds total 9.8%, as follows: Equipment Replacement Fund at $7,871,674; Workers' Compensation Fund at $2,564,421; and, General Liability Fund at $1,269,399.

The General Fund Capital Improvement Program (CIP) Fund totals $5,597,057 (or 4.7% of all funds). This consists of $4,347,057 in carryover funding from prior fiscal years to support 22 ongoing projects and $1,250,000 in "new" funding for two projects supported by City Council at the August 5, 2020 Budget Study Session to be put back into the CIP (after being deferred earlier in the year due to COVID-19). Of the $1,250,000 in new funding, $923,708 was funded from the Economic Uncertainty Reserve to support one-time capital projects.

The remainder of the funds consist of smaller funds dedicated to specific purposes. These include the Debt Service Fund, Development Services Trust Fund, Recreation and Parks Fund, Economic Development Fund, Cultural Development Trust Fund, and Senior Housing Project (Park Vista) Fund.

It is the City's practice to prepare quarterly budget updates. On February 2, 2021, City Council was provided with a FY 2020-2021 First Quarter Budget Update for the General Fund and Enterprise Funds which reflected a cautious and steady outlook due to the ongoing COVID-19 Pandemic and the impacts on the local economy.

DISCUSSION:

When the FY 2020-2021 Citywide Budget was adopted on September 15, 2020, the duration of the global pandemic, COVID-19, was unclear. Seven months later in April 2021 there is more clarity. Based on the anticipated benefits of the current vaccinations and overall improvement to the national, state, and regional economies, the following table represents the projected year-end projected appropriations for each City fund:

No.	Fund Name	FY 2020-21 Adopted Budget	FY 2020-21 Year-end Projected Budget	$ change	% change
1	General Fund	$59,051,732	$60,001,732	$950,000	1.6%
2	Water Fund	22,083,273	22,083,273	0	-
3	Equip Replacement	7,871,674	500,000	-7,371,674	-93.6%
4	Transportation Funds	7,532,791	7,532,791	0	-
5	General Fund CIP	5,597,057	5,597,057	0	-
6	Wastewater Fund	4,660,165	4,540,165	-120,000	-2.6%
7	Workers Comp. Fund	2,564,421	2,564,421	0	-
8	Public Safety Spl. Rev.	1,887,407	1,387,407	-500,000	-26.5%
9	Other Special Revenue	1,792,850	1,792,850	0	-
10	Dev. Services Trust	1,700,000	850,000	-850,000	-50.0%
11	General Liability Fund	1,269,399	1,619,399	350,000	23.6%
12	Economic Uncertainty	923,708	923,708	0	-
13	Golf Fund	727,000	600,000	-127,000	-17.5%
14	Rec & Econ Dev Trusts	600,850	300,850	-300,000	-49.9%
15	Debt Service Fund	545,000	88,656	-456,344	-83.7%
16	Cultural Dev. Trust	486,000	486,000	0	-
17	Solid Waste Fund	230,000	230,000	0	-
18	Senior Housing Fund	75,500	75,500	0	-
Totals		$119,598,827	$111,173,809	($8,425,018)	(7.0%)

The following is a brief discussion on each fund's year-end projected budget (expenditures/expenses):

1. <u>General Fund</u>
   The increase of $950,000 is due to a higher number of retirements than anticipated in the adopted budget resulting in an increase in accrued leaves being paid out to retiring employees, an increase in the LAX mitigation efforts resulting in increased professional services costs, and an increase in unemployment claims paid out to part-time employees due to COVID-19.

2. Water Fund
   The projected year-end expenses remain unchanged.

3. Equipment Replacement Fund
   The decrease of $7,371,674. The City normally budgets 100% of available funds to streamline the budgeting process for the purchase of equipment and vehicles. However, in response to the impacts of COVID-19 during the current budget cycle, the purchase of replacement equipment and vehicles was reduced. This will not be a recurring practice.

4. Transportation Funds
   This category includes: LA County Measures M and R, State Gas Tax, SB-1 Funds, LA County Propositions A and C, and TDA Article 3 Bikeway Fund. Capital and operational expenses are tracking in-line with the adopted budget. There are several road related capital projects underway that should be completed by June 30, 2021. There is $5,000,000 budgeted for the Park Place Extension Project that will carry over to FY 2021-22 during the upcoming budget process.

5. General Fund CIP
   The projected year-end budget remains unchanged. Note that while most of the capital projects earmarked in the General Fund CIP Fund are underway or beginning the design phase, there are several that have not begun yet. As a result, funds for these projects will be carried over into FY 2021-2022.

6. Wastewater Fund
   Due to a vacancy in a budgeted position, there is an expected savings of $120,000. Otherwise, the projected year-end expenses remain unchanged.

7. Workers Compensation Fund
   The projected year-end expenditures remain unchanged.

8. Public Safety Special Revenue Fund
   The reduction of $500,000 in the projected year-end budget is a result of anticipated reduced expenses from the Asset Forfeiture Fund. This category includes Asset Forfeiture Fund, C.O.P.S. Fund, and Public Safety Augmentation Fund (PSAF).

9. Other Special Revenue Funds
   The projected year-end expenditures remain unchanged. This category includes Measure W (LA County Stormwater Funds), Affordable Housing Fund, CUPA Funds (Fire Dept.), AQMD Fund, CDBG Fund, Federal Grants, and State Grants.

10. Development Services Trust
    The construction of the Permit Center (one-stop shop) will not begin in FY 2021-2021, versus FY 2020-2021, resulting in a reduction of $850,000 to the year-end estimate. This funding will be carried over into FY 2021-2022.

11. General Liability Fund
    The increase of $350,000 to the projected year-end budget is due to several employment claims filed against the City that are anticipated to drive expenditures higher than the adopted budget. The City's general liability insurance premiums and all general liability claims filed against the City are recorded in this fund. Due to the rising claims and legal expenses incurred by the City, it is likely that the cost of insurance to the City could increase in subsequent years, after experiencing reduced costs during the past three years. If the increases materialize, this could have a negative impact on the City's General Fund and other operating funds.

12. Economic Uncertainty Reserve Fund
    The project year-end budget remains unchanged. The City Council policy is to retain a $2 million Economic Uncertainty Reserve Fund balance. In FY 2020-21, $923,708 was used to fund one-time capital improvement projects. Restoration of the $2 million amount is recommended for future years.

13. Golf Fund
    The decrease of $127,000 to the projected year-end expenditures is due to The Lakes Golf Course being open to the public through February 14, 2021, at which time the golf course closed to begin construction for the Topgolf project. The adopted budget assumed The Lakes would be operating through June 30, 2021.

14. Recreation and Economic Development Trust Funds
    The decrease of $300,000 to the projected year-end budget is due to several recreation related projects and programming which has been put on hold for FY 2020-21, as a result of COVID-19.

15. Debt Service Fund
    The decrease of $456,344 to the projected year-end expenditures reflects a timing issue associated with the shift from a federal budget calendar to traditional budget calendar. The City makes two payments each year associated with the Douglas Street Gap Closure Capital Improvement project facility lease: One in February (interest only) and the other in August (principal and interest). With the current nine-month fiscal year ending on June 30, 2021 and not on September 30, 2021, the principal and interest payment that will occur in August will technically take place in FY 2021-2022 and not in FY 2020-21. This will be adjusted with the upcoming one-year July 1 to June 30 budget cycle as part of the next FY 2021-2022 Budget.

16. Cultural Development Trust Fund
    The projected year-end budget remains unchanged at $486,000. The Cultural Development Program commenced in FY 2019-2020 and is funded via a 1% "Fee for the Arts" on new commercial and industrial development to promote public art, foster quality economic development, and enhance public space aesthetics. Due to the impacts of COVID-19, actual expenditures have been limited to date. At the same time, as a new program, revenues are anticipated to grow after the COVID-19 vaccine is administered to a majority of the population and the economy begins to stabilize. The funding of new art projects is anticipated to escalate in FY 2021-2022.

17. Solid Waste Fund
    The projected year-end expenses are anticipated to remain unchanged at $230,000. This reflects a recurring General Fund 25% subsidy of residential rates. The General Fund will not be able to maintain this subsidy and a plan will be developed to transition to a refuse collection model in which those that consume the service pay for their share of the cost. This type of General Fund subsidy is extremely rare in California, is not a Best Management Practice, and is frowned on by bond rating agencies.

18. Senior Housing Fund
    The projected year-end budget remains unchanged. This fund is used to help offset the costs of providing senior housing, including those costs associated with operating the Park Vista Senior living facility.

General Fund Budget Impact

As the City approached the beginning of FY 2020-201 (July 1, 2020), it became clear that the COVID-19 virus would peak later than thought (via the former “Scenario Two” model which anticipated the economic recovery commencing in August 2020). During the City’s Strategic Planning Session on July 22, 2020, staff advised City Council that it was anticipated that COVID might peak in September and the economic recovery would begin in October 2020. In reality, COVID likely peaked in January 2021 and the economy recovery may have started in late 2020 or early 2021. The actual start date of the current recovery will not technically be known for a few more months.

FY 2020-2021 General Fund Revenues

The Adopted FY 2020-2021 General Fund revenue estimate was $59,051,732. Staff's revised year-end revenue estimate is $60,724,015. This reflects a $1,672,283 (2.8%) increase. This is primarily due to one-time Federal funding from the American Rescue Plan Act ($1,563,235) and anticipated FEMA COVID-19 reimbursements ($688,107). The following table reflects the revised revenue estimates:

No.	General Fund Revenue	FY 2020-2021 Adopted Rev	FY 2020-2021 Year-end Est.	Dollar Change	% Change
1	Business License Tax	$10,489,360	$11,475,000	$985,640	9.4%
2	Property Tax	9,145,025	9,686,000	540,975	5.9%
3	Sales Tax	8,373,683	8,044,500	(329,183)	-3.9%
4	Transient Occupancy Tax	7,524,570	4,600,000	(2,924,570)	-38.9%
5	Chevron Tax Agreement	6,000,000	6,678,446	678,446	11.3%
6	Utility Users Tax	4,494,047	4,897,500	403,453	9.0%
7	Charges for Service	3,415,836	3,081,075	(334,761)	-9.8%
8	Franchise Tax	2,250,000	2,810,000	560,000	24.9%
9	Intergovernmental Rev.	1,942,770	2,035,380	92,610	4.8%
10	Other Revenues	2,416,964	2,045,314	(371,650)	-15.4%
11	License & Permits	1,153,769	1,259,000	105,231	9.1%
12	Transfers-In	948,708	2,511,943	1,563,235	164.8%
13	Interest & Rentals	603,000	695,000	92,000	15.3%
14	Fines & Forfeitures	294,000	216,750	(77,250)	-26.3%
15	FEMA COVID-19 Reimb.	0	688,107	688,107	N/A
	Total	**$59,051,732**	**$60,724,015**	**$1,672,283**	**2.8%**

FY 2020-2021 General Fund Revenue Analysis

Five revenue sources are estimated to experience significant reductions due to the continued impact of COVID-19: Transient Occupancy Tax (TOT), Other Revenues, Charges for Services, Sales Tax, and Fines & Forfeitures. As noted below, TOT revenues were hit the hardest, down by nearly $3 million. Other Revenues are projected to fall by $371,650, primarily due to lower Property Transfer Tax. Charges for Service are projected to drop by $334,761, although this was mitigated by offsetting expenditure savings. Sales Tax is projected to fall by $329,183. Fines and Forfeitures are projected to fall by $77,250, due primarily to lower revenue from parking citations associated with COVID-19. Other than these five revenue sources, the General Fund's revenues are projected to end higher than the adopted revenue estimates.

The following provides more details associated with the General Fund's 15 revenue categories.

1. Business License Tax
   The revised year-end revenue estimate was increased by $985,640 (9%). This is due to the initial assumption that this revenue source would be down by 16% compared to the prior year. The actual revenue received during the annual renewal process,

December 2020 and January 2021, was only down by 7%. Since this revenue source reflects the number of jobs in place at the beginning of the fiscal year, it is possible that the impact of COVID-19 (reduced number of jobs within the City limits) may not be reflected until the later part of FY 2020-2021. As a result, the actual Business License Tax is a "lagging indicator" and staff will continue to track its activity over the next couple years.

2. Property Tax
The revised year-end revenue estimate was increased by $540,975 (6%), due to rising property values and a very low delinquency rate.

3. Sales & Use Tax
The revised year-end revenue estimate was decreased by $329,183 (-4%) primarily due to reduced fuel sales, COVID-19 impacts, and businesses requiring employees to work from home. The reduction is somewhat offset by the City receiving an increased share of the Statewide and Countywide sales tax pool revenues due and the increase of online sales transactions. In addition, it is possible there may be an increase in onsite sales tax due to localized construction and other unique development activities.

4. Transient Occupancy Tax
The revised year-end revenue estimate is down by $2,924,570 (-39%) due to COVID-19. This revenue source is driven by two factors: hotel occupancy rates and room charges. Immediately after COVID-19 hit, the occupancy rates at the City's15 hotels fell from an average of 90% to below 50%. Occupancy rates in some hotels slid to below 10% during March and April 2020. Hotel occupancy rates are now rising; however, occupancy rates are still well below pre-COVID levels. The current hotel room rates remain lower than pre COVID-19 rates.

5. Chevron Tax Resolution Agreement (TRA)
The year-end revenue estimate is up by $678,446 (11%) due to this year's payment based on the prior year's actual tax revenue received from Chevron and a "true-up" payment to be paid once the actual tax revenues have been reconciled. There is an established annual tax ceiling for Chevron that is increased each year by the applicable Consumer Price Index (CPI).

6. Utility User Tax
The year-end revenue estimate is up $403,453 (8%) due to increased commodity prices in electricity and gas rates.

7. Charges for Services
The year-end revenue estimate is down by $334,761 (-10%) due to COVID-19 restrictions leading to the cancellation of a variety of recreational, library, and cultural programming. However, this is offset by an equal reduction to the Community Services Department expenditures.

8. Franchise Tax
The year-end revenue estimate is up by $560,000 (25%) primarily due to increased electrical revenues from Southern California Edison (SCE) and increased natural gas revenues from Southern California Gas Company; both attributable to higher commodity prices.

9. Intergovernmental Revenue
The year-end revenue estimate is up by $92,610 (5%) due to an increase in assessed property tax valuations. This revenue increase is in line with the Property Tax percentage increase. Vehicle License Fee (VLF) revenue was part of the State's reorganization of VLF and Property Tax revenues to municipalities in the late 1990s, also referred to as "The Triple Flip," which tied VLF to Property Tax valuations. In 2004, the California State Legislature permanently reduced the VLF tax rate and eliminated State General Fund backfill to cities and counties. Instead, cities and counties now receive additional transfers of Property Tax revenues in lieu of VLF.

10. Other Revenue
The year-end revenue estimate is down by $371,650 (-15%) primarily due to a decrease in Property Transfer Tax revenues (-$250,000), because of fewer commercial properties being sold (change of ownership). There was also a reduction in the billing for reimbursement of staff time used by third party entities (fully burdened rate used). For example, Arclight Theaters stopped using City police services during COVID-19 restrictions. This resulted in a decrease in off-setting revenues from this private business.

11. Licenses and Permits
The year-end revenue estimate is up by $105,231 (9%) due to an increase in building permits. This reflects an increase in local development activity.

12. Transfers-in
The year-end revenue estimate is up by $1,563,235 (165%) due to the American Rescue Plan Act that allocated $1,563,235 to the City of El Segundo in June 2021. A second payment of $1,563,239 in June 2022 and this amount will be reflected in the Proposed FY 2021-2022 General Fund Budget. This allocation of federal relief funds is used to cover unreimbursed COVID-19 expenditures or General Fund revenue losses due to COVID-19. Since the hotel industry in El Segundo has experienced significant decreases in occupancy rates and reduced nightly room rates, the American Rescue Plan Act funds will be used to offset the City's TOT revenue losses.

13. Interest Earnings & Rental Income
The year-end revenue estimate is up by $92,000 (15%) due to higher cash balances than what was anticipated, due to the cancellation/delay of some capital improvement projects which resulted in an increase in investment earnings.

14. Fines & Forfeitures
The year-end revenue estimate is down by $77,250 (-26%) due to a one-time decrease in Parking Fines during the first half of FY 2020-21 as a result of COVID.

15. FEMA: COVID-19 Reimbursement
The Federal Emergency Management Agency (FEMA) is expected to reimburse the City $688,107 for expenditures incurred in FY 2020-2021 due to COVID-19. Since the federal government still has an active emergency declaration for this pandemic, the remaining costs incurred by the City for COVID-19 related operations will continue through the end of FY 2020-21 and into FY 2021-22. The original FEMA orders were to reimburse cities 75% of eligible COVID expenditures. This was changed to 100% by the Biden Administration in March 2021.

FY 2020-2021 General Fund Expenditures

The Adopted FY 2020-2021 General Fund Budget total appropriations was $59,051,732. The revised year-end estimate is $60,689,840. This reflects a $1,638,107 (2.8%) from the adopted budget. The following table reflects the revised appropriations/expenditures by department:

General Fund Appropriations					
No.	Department	FY 2020-2021 Adopted Budget	FY 2020-2021 Year-end Estimate	$ Variance	% Variance
1	Police	$ 17,879,525	$ 17,879,525	$0	0%
2	Fire	13,068,393	13,068,393	0	0%
3	Public Works	7,253,488	7,253,488	0	0%
4	Community Services	4,661,460	4,661,460	0	0%
5	Non-Departmental	3,780,218	4,530,218	750,000	20%
6	Developmental Service	2,609,024	2,609,024	0	0%
7	Information Technology	2,440,068	2,440,068	0	0%
8	Finance	2,038,556	2,038,556	0	0%
9	City Manager	1,909,586	2,109,586	200,000	10%
10	Transfers Out (CIP)	1,250,000	1,250,000	0	0%
11	Human Resources	917,405	917,405	0	0%
12	City Attorney	561,950	561,950	0	0%
13	City Clerk	421,157	421,157	0	0%
14	City Council	260,903	260,903	0	0%
15	COVID-19 Response	0	688,107	688,107	N/A
	Total	**$59,051,732**	**$60,689,840**	**$1,638,107**	**2.8%**

FY 2020-2021 General Fund Expenditure Analysis

Most departments are expected to stay within their initial adopted budgets. This was achieved via freezing 22 vacant full-time positions, 125 part-time positions, and deferring maintenance projects. It is unlikely that there will be year-end savings that normally take place. This is due to a larger than normal number of retirements and unemployment claims related to COVID-19 impacts. As a reminder, 100% of the COVID-19 related expenditures will be reimbursed by FEMA. Most of the departments are expected to end the fiscal year at or near their adopted budgets. The following provides more details with respect to the three departments/categories that are anticipated to experience increased year-end expenditures:

1. Non-departmental
   The revised year-end expenditure estimate is up by $750,000 (20%) due to an increased number of employees retiring and the associated payouts of accrued leave balances and a sharp increase in the unemployment claims related to part-time staff due to the impacts of COVID-19.

2. City Manager's Office
   The revised year-end expenditure estimate is up by $200,000 (10%) due to costs associated with LAWA negotiations.

3. COVID-19 Response

   This is a new year-end expenditure estimate of $688,107 that is specifically associated with the City's COVID-19 response and not included in each department's budget. These costs will be tracked separately to claim reimbursement from FEMA for COVID related activities. This activity was not budgeted. However, the City has filed several claims with FEMA with the expectation of being reimbursed up to 100% from the federal government. The total gross costs in FY 2019-20 were $1,167,750, with $513,482 already reimbursed by FEMA. The remaining $654,268 in costs will be eligible for a 100% reimbursement. The Biden Administration has changed the 75% reimbursement ratio to 100% reimburse retroactive to the beginning of the pandemic.

Estimated Fund Balance for General Fund

On February 16, 2021, staff advised City Council that the projected ending fund balance for September 30, 2020 was $18,185,844 based on the unaudited financials for FY 2019-20. The audit for FY 2019-20 was completed on March 29, 2021. The audited financials resulted in a revised ending fund balance for September 30, 2020 in the amount of $18,229,563. As a reminder, "fund balance" is defined as the difference between assets and liabilities and may be categorized into reserved, unreserved, assigned, unassigned, and other categories. City policy is to set the General Fund reserve levels at 20% of appropriations.

The table on the following page represents the General Fund's revised estimated year-end fund balance and reserves for FY 2020-2021. The fund balance is the amount of financial resources immediately available for use. The additional fund balance that is not assigned toward the required 20% reserve is referred to as "unassigned" fund balance. These unassigned funds may be used at the discretion of City Council.

Revised General Fund "Fund Balance" for Fiscal Year 2020-2021

The following represents the General Fund's projected year-end "fund balance" and reserves for FY 2020-2021:

Description	Adopted	Year-end Estimate	$ Change	% Change
Beginning Unassigned Fund Balance on October 1, 2020	$18,185,844	$18,229,563	$43,179	0.2%
FY 2020-21 Revenues	59,051,732	60,724,015	1,672,283	2.8%
FY 2020-21 Expenditures One-time expenditures: • CIP: $1,249,000	(59,051,732)	(60,689,840)	1,638,107	2.8%
Ending Fund Balance (June 30, 2021)	18,185,844	18,263,738	77,894	0.4%
20% Reserve Requirement (based on 12-month budget)	15,747,129	16,000,462	253,333	1.6%
Unassigned Reserves	**$2,438,715**	**$2,263,276**	($175,439)	-7.2%

General Fund Reserves

Maintaining a General Fund reserve of at least 20% is considered a "Best Management Practice" (BMP) by municipal financial advisory firms and bond rating agencies, especially given the current COVID-19 pandemic (and rise in natural disasters over the past decade, including: fires, floods, and earthquakes throughout California). Further, the City has significant financial exposure associated with its aging and deteriorating public infrastructure which will require unexpected one-time infusions of capital investment. Moreover, the reduction in reserve balances also equates to a reduction in interest earnings revenue for the General Fund. The reserve level for FY 2020-21 (based on a nine-month budget cycle) at 20% of mid-year estimated expenditures is $12 million. In order to maintain a 20% reserve for the traditional 12-month cycle, which will be the case for the upcoming FY 2021-2022 budget cycle, the City will need to maintain a General Fund reserve of at least $16 million.

As an additional policy, the City maintains an Economic Uncertainty Reserve with a balance of $2 million. However, $923,708 of this amount was used to fund one-time CIP projects in FY 2020-21. This reserve balance will need to be restored to $2 million. With the infusion of the one-time American Rescue Act funds of $1.56 million in FY 2020-21, staff will be recommending through the Proposed FY 2021-2022 General Fund Budget next month that the Economic Uncertainty Reserve Fund be restored to $2 million.

The City also maintains a Section 115 Pension Trust balance of $4.8 million for FY 2020-21. As part of the upcoming FY 2021-2022 budget preparation process, staff will recommend to City Council to revisit the City's reserve policies, including adjusting the General Fund reserve amount to over 20%, after a COVID-19 vaccine is developed and the economy begins to stabilize. If the City learned anything from the COVID-19 pandemic, it is the value and importance of maintaining healthy "rainy day" reserves.

Special Revenue Funds

The Adopted FY 2020-2021 Budget for all Special Revenue Funds is $11.1 million, including $5.9 million for capital improvements such as street repairs, sidewalk repairs, Park Place Transportation Project, etc. These funds are dedicated for specific purposes governed by specific laws and regulations. For example, the Gas Tax Fund can be spent only on street-related expenditures. Prop A and Prop C Funds can be spent only on transportation projects. Asset Forfeiture and COPS Funds can be spent only on public safety related activities – as a supplement and not to supplant current appropriations. Federal, State, or County grants can be spent only for the specific grant purpose that it is awarded for. Some Special Revenue fund balances are projected to "decrease" as the City appropriated funds for specific purposes that they were intended to be used once enough funds were accumulated to pay for specific projects.

General Fund Capital Improvement Program (CIP) Fund

The Adopted General FY 2020-2021 CIP Fund Budget totals $5,597,057 and provides funding for General Fund projects only. Of this amount, $4,347,057 represents "carryover" unspent funds from prior fiscal years and the remaining $1,250,000 represents new funding (for Recreation Park projects and City Hall Windows Replacement project) from the FY 2020-2021 Budget, of which $923,708 was funded from the Economic Uncertainty Fund.

Ideally, a local government will dedicate at least 2% to 5% of its total budget each year to the community's public infrastructure, including public facilities. As the City ages and its infrastructure continues to deteriorate, the City will need to rely more heavily on long-term financial planning to better prepare, and re-invest, in this essential aspect of the budget. The longer the City procrastinates and delays properly managing its existing facilities, infrastructure, and assets, it will end up costing both current and subsequent generations significantly more to re-build and pay for rising future legal settlements and claims. In addition, this poor business practice continues to result in rising recurring operating costs (such as more expensive utilities and security measures) due to relying on inefficient and environmentally antiquated energy systems and safety risks.

Enterprise Funds

The Adopted FY 2020-2021 Budget includes funding for the following four Enterprise Funds:

Fund	Year-end Estimated Revenues FY 20-21 (9 months)	Year-end Estimated Budget FY 20-21 (9 months)	Year-end CIP Budget FY 20-21 (9 months)	Total Year-end Estimated Budget FY 20-21 (9 months)
Water	$ 18,285,000	$ 20,183,273	$ 1,900,000	$22,083,273
Wastewater	3,110,000	3,865,165	795,000	4,660,165
Golf	784,702	600,000	0	600,000
Solid Waste	0	230,000	0	230,000
Total	**$ 22,179,702**	**$ 24,878,438**	**$ 2,695,000**	**$27,700,438**

Water Fund

The Adopted FY 2020-2021 Water Fund Budget is $22.1 million, including $1.2 million in new capital and $.7 million in carryover from previous fiscal years for capital improvement projects related to Indiana Street water main and Citywide meter replacements. The Water Division operates, maintains, and repairs the City's water distribution system consisting of approximately 65 miles of pipeline, a six-million-gallon reservoir, a three-million-gallon reservoir, and a 200,000-gallon elevated water tank.

The largest budget line-item is the cost of purchasing water ($17.3 million) and this is projected to steadily increase at an annual rate of 5% for the foreseeable future. There is no local source of potable water in the City, therefore, 100% of potable water is purchased from a water wholesaler, West Basin Municipal Water District. The Water Fund is structurally balanced for FY 2020-2021 with the cost of capital, maintenance improvements, and all on-going operations costs paid for with on-going revenue. Future years will need to account for increased potable water costs and increased capital maintenance costs.

The Water Fund receives revenue primarily from metered water sales and base charges. FY 2020-21 Water Fund revenues are estimated at $18.3 million. Since the water utility must be self-sufficient, the City remains committed to maintaining critical infrastructure and complying with all applicable laws, rules and regulations to deliver safe, dependable and efficient recycled water and water services to all customers. The City strives to maintain affordable water rates while ensuring the long-term integrity of the water distribution system. On March 2, 2021, City Council adopted a five-year water rate plan with the following annual rate adjustments: 0% rate increase on April 2, 2021, 3% on January 1, 2022, 3% on January 1, 2023, 3% one January 1, 2024 and 3% on January 1,2025. These adjustments are expected to cover the rising cost of purchasing potable and recycled water from West Basin Municipal Water District and inflationary expenses associated with the City's distribution system (maintenance and operating costs).

Wastewater Fund

The Adopted FY 2020-2021 Wastewater Fund Budget is $4.7 million, including $795,000 for capital improvement projects which include pump station, lifts, and sewer main repairs. While the Hyperion and Regional Sanitation District treatment plants are operated by the City of Los Angeles (Hyperion) and Los Angeles County (Los Angeles County Regional Sanitation District), the City of El Segundo operates and maintains the wastewater collection system which consists of nine stations, 18 pumps, and approximately 57 miles of sewer mains. The lift stations run in automatic mode 24 hours per day to convey over half-billion gallons of sewage per year to the Hyperion and Regional Sanitation District treatment plants. Customers located west of Pacific Coast Highway have their wastewater treated at the Hyperion plant. Customers east of Pacific Coast Highway have their wastewater treated at the Regional Sanitation District plant.

The Wastewater Fund receives revenue primarily from residential and commercial user and connection fees. FY 2020-21 revenues are estimated at $3.1 million. The Wastewater Fund has been running an operational deficit during the last three years which has been covered by using retained earnings (available fund balance). This is not a good business practice and does not comply with the industry's Best Management Practices.

Since the wastewater utility must be self-sufficient, the City remains committed to maintaining critical infrastructure and complying with all applicable laws, rules and regulations to deliver safe, dependable and efficient wastewater services. The City strives to maintain affordable wastewater rates while ensuring the long-term integrity of the wastewater collection system. As a result, on March 2, 2021, City Council adopted a five-year wastewater rate plan with the following annual rate adjustments: 9% rate on April 2, 2021, 9% on January 1, 2022, 9.5% on January 1, 2023, 9.5% on January 1, 2024, and 9.5% on January 1, 2025. These adjustments are expected to cover the rising cost of El Segundo's contractual costs associated with Hyperion's treatment plant (including much needed deferred maintenance and capital improvement projects) along with the inflationary expenses associated with the City's collection system (maintenance and operating costs).

Golf Fund

Revenues for the Golf Fund were originally estimated to be $802,000 for FY 2020-21. The year-end revised estimate is $784,702. The original budget was $727,000 for FY 2020-21. The revised year-end estimate is $600,000. As a result, the Golf Fund is anticipated to experience positive retained earnings of approximately $184,702 for FY 2020-21. Even with this minor one-year positive gain, the Golf Fund continues to carry a significant negative net position, also referred to as negative retained earnings, due to the outstanding loan balance of approximately $5.6 million that is due to the Equipment Replacement Fund from the Golf Fund. With FY 2020-21 anticipated to end in a positive position, combined with Topgolf expected to commence operations in May 2022, the Golf Fund will soon be able to begin systematically pay down its loan to the Equipment Replacement Fund. This will be addressed in the Proposed FY 2021-2022 General Fund Budget.

Once the Topgolf project opens in May 2022, the new land use will reverse the past several years of recurring Golf Fund operating losses and General Fund subsides. Once constructed and up and running, the approved Topgolf project is projected to generate over $1,920,000 in new recurring General Fund and Golf Fund revenues/investment, including the following:

- Annual $1,300,000 driving range ground lease payment (with a 10% adjustment every five years);
- Annual $200,000 Community Benefit Contribution;
- Annual $200,000 Golf Course and Driving Range Capital Contribution;
- Recurring 3% beverage fee payment at driving range and golf course (with a minimum guarantee of $200,000 from the driving range); and
- Annual $20,000 golf course ground lease payment (with a 10% adjustment every five years).

Solid Waste Fund

The Solid Waste Fund was set up in June 2019 to account for the General Fund's subsidy of residential refuse collection services provided by the private hauler EDCO. The Adopted FY 2020-2021 Solid Waste Fund Budget is $230,000 and reflects a recurring General Fund 25% subsidy of residential rates. The General Fund will not be able to maintain this subsidy and a plan will be developed to transition to a refuse collection model in which those that consume the service pay for their share of the cost.

OPEB and Pension Obligations

Retiree Medical Insurance

The City provides retiree medical insurance for vested employees who retire from the City of El Segundo. This benefit is also referred to as Other Post-Employment Benefits (OPEB). In general, the vesting requirement for retiree medical is employment with the City for five years. In order to set funds aside for this OPEB benefit, the City opened a section 115 Trust account with CalPERS in 2008. The City initially funded the OPEB Trust in the amount of $2,425,000 in 2008. As of April 9, 2021, the balance in the OPEB Trust is $31,888,207. This is a combination of $17,725,000 in contributions, $1,000,000 in withdrawals, and $15,163,207 in investment earnings.

The total OPEB liability for the City is $55,862,000. With $31,888,207 pre-funded in the OPEB Trust, the OPEB unfunded liability is $23,973,793. This equates to a funded status of 57%. About 75% of municipalities in the State of California that offer retiree medical insurance benefits have a funded ratio of 25% or less. The City of El Segundo is well positioned to be fully funded for the OPEB liability by 2031 or sooner.

As of the latest actuary report (dated October 2020), the City no longer needs to make additional contributions into the OPEB Trust. The investment earnings over the next ten years are expected to move the OPEB Trust to a 100% funded status. The annual contribution to the OPEB Trust has been $548,000 over the past several years. These are General Fund dollars that can be used to balance the budget or earmarked for other City Council strategic goal purposes. Once the OPEB Trust is 100% funded, the City can begin to pull money out of the OPEB Trust to make the monthly medical retiree insurance premium payments. This will provide further monetary relief the General Fund.

Retiree Pensions

As of June 30, 2019, the most current actuarial valuation available from CalPERS which was released in August 2020, the City's "Unfunded Actuarial Liability" (UAL) for all Citywide employees and retirees is approximately $151.3 million. Approximately 77% of the UAL is related to public safety (sworn police and fire) employees and 23% is related to non-safety employees.

In January 2021, City Council authorized staff to pursue issuing Pension Obligation Bonds (POBs) to prepay up to 100% of the projected UAL, based on the most recent valuation report released by CalPERS in August 2020. With lower interest rates paid on the bonds as compared to the current 7% interest rate charged by CalPERS, and an estimated 19-year bond repayment schedule (presuming call provisions are not exercised), the City will experience budgetary savings of up to $85 million (present value [PV] of $61.7 million) over the life of the bond financing. The recurring annual savings will be reflected in the upcoming Proposed FY 2021-2022 General Fund Budget. This will be discussed in more detail during the budget study session.

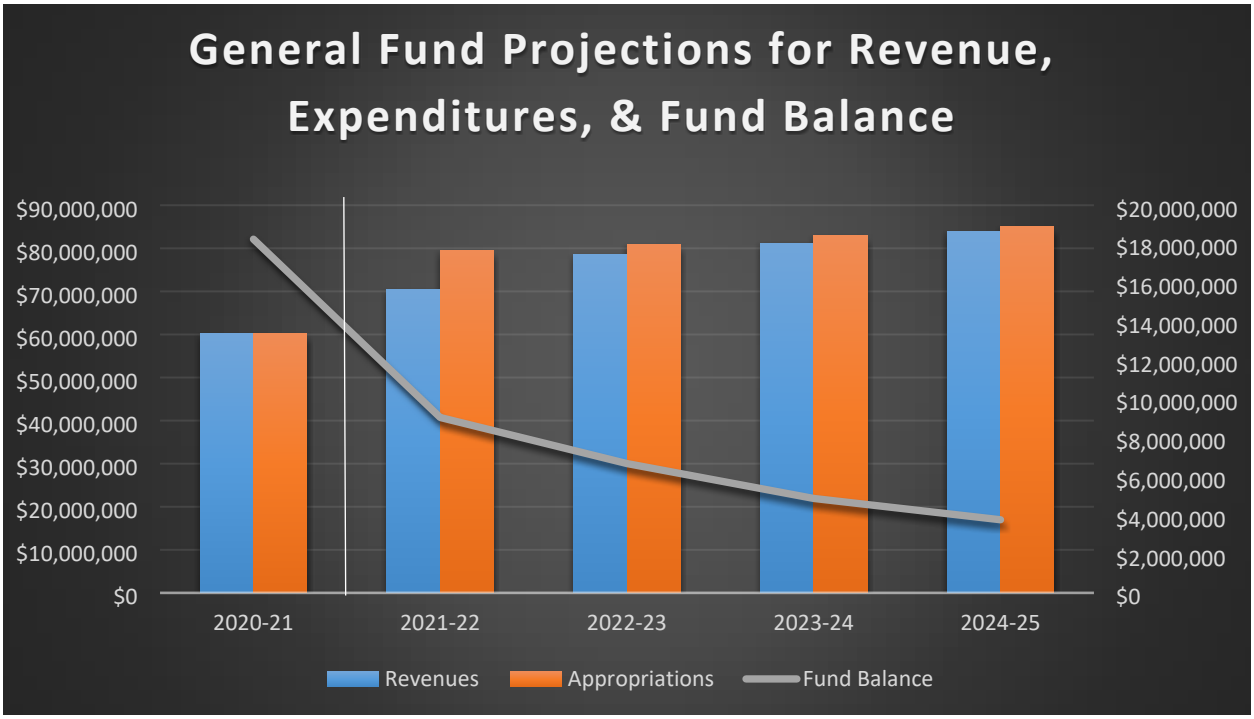
Future Challenges

While the City was able to achieve a balanced budget for the nine-month FY 2020-2021 cycle without resorting to the budget balancing actions deployed by several other South Bay and West Los Angeles area cities (such as layoff, salary/benefit takeaways, across the board budget cuts, significant service reductions to the public, etc.), financial challenges remain as the cost of providing services rise and the effects of COVID-19 continue to impact the local economy. The City will continue to focus its efforts on keeping our residents and businesses in a safe environment. While the City will have achieved level and stable recurring retirement costs going forward, the City will have to wrestle with rising medical insurance premiums. As the economy moves forward, there will be continued financial pressure to reduce City service levels and staffing.

The projected FY 2020-2021 year-end reflects a General Fund that continues to subsidize other funds, such as the Solid Waste Fund and the CIP Fund. With greater General Fund resources being used to support other funds, this will place a further strain on the General Fund's ability to provide traditional local government services, including public safety (Police and Fire). Looking forward, the Solid Waste Fund is projected to draw down

additional General Fund reserves and fund balances beyond FY 2020-21. This is not a good business practice and, as a result, staff will develop both short-term and long-term strategies to more effectively address these challenges to ensure the City remains financially stable over the long-haul.

As a result of such pressures, staff remains cautious in projecting City revenues, while at the same time working hard to limit future expenditures. The following graph contains projected General Fund revenues and expenditures over the next five years, along with the theoretical impact on annual fund balance, starting with FY 2020-2021:



While the Proposed FY 2021-22 Citywide Budget is still being developed, it is a preliminary projection that there will be a $9.2 million structural deficit, unless further reductions and/or corrections are made, and this assumes no salary or benefit adjustments for employees, except those that have been bargained for and agreed upon by labor and City Council. While this deficit may be temporary, due to the impact of COVID-19 (especially the impact associated with lower TOT revenues), staff has developed an action plan to remove the $9.2 million shortfall. This will be presented to City Council at the upcoming May 4th Proposed FY 2021-22 Citywide Budget Study Session.

Potential FY 2021-2022 Budget Balancing Options

Due to the short nine-month cycle for the current FY 2020-2021 Budget, staff began working on the Proposed FY 2021-2022 Budget in December 2020. As the impacts of COVID-19 continue, staff will explore additional budget balancing options, including:

- Across-the-board appropriation cuts to maintenance and operations
- Continue the strategic hiring freeze implemented in FY 2020-21
- Continued deferred maintenance
- Further position reductions
- Review of existing labor contracts and/or changes to future labor contracts
- Use of furloughs (including winter holidays furlough)
- Use of early retirement incentives
- Increased use of private contracts/privatization of services
- Regionalization of services
- Reduction to or end of General Fund subsidies
- Use of Economic Uncertainty Reserves
- Use of General Fund Reserves
- Revenue enhancements
- Additional service reductions
- Other options

Future Opportunities

Despite numerous challenges facing the City, there are also incredible opportunities in our diverse and resilient local economy. For example, an estimated $1 billion in new construction is taking place within El Segundo. There are several exciting new large-scale developments in the works that are scheduled to come on-line in FY 2021-2022. Three examples include: 1) The new world headquarters for Beyond Meat which will house 1,000 employees at 888 North Douglas; 2) The new Topgolf $40 million nine-hole golf course and driving range renovation development at The Lakes at El Segundo on Pacific Coast Highway; and 3) The new world headquarters for Belkin International, Inc. at 555 Aviation Blvd. which will house up to 325 employees. These types of major investments reflect the private sector's optimistic view of the local economy and how such companies continue to look beyond COVID-19.

To illustrate future opportunities, on August 18, 2020, City Council approved soliciting proposals from planning firms to update the 20-year-old Downtown Specific Plan and to request qualifications from developers to redevelop the Civic Center site to revitalize and

reimagine the future of Downtown El Segundo. There has been considerable interest to simultaneously maintain the existing historic charm of downtown while introducing an exciting series of opportunities to allow local businesses to be ready to thrive in the post COVID-19 economy. Also on the April 20, 2021 City Council meeting agenda is staff's recommendation to hire a planning consulting firm to commence with the process to update the Downtown Specific Plan. This is another example of how the local economy will be poised for future success.

On balance, the glass is more half full than half empty. A lot will depend on future belt-tightening by the City organization, duration of the Coronavirus, and strength of the economic recovery.

Long-Term Financial Strategic Planning

Staff is almost complete with the development of a comprehensive Ten-Year Long-Term Financial Strategic Plan. This plan will help the City remain fiscally prudent and be more prepared for economic downturns, rising pension costs, potential national recession, and other conditions which may result in unanticipated fiscal challenges. Once completed and approved by City Council, staff will rely on this Plan to prepare future operating and CIP budgets.

Biennial Budget Format

Along with the future use of a Long-Term Financial Strategic Plan, staff continues to study converting from an "Annual Budget" format to a two-year "Biennial Budget" format starting with FY 2023-2024 & FY 2024-2025 fiscal years cycle. The more progressive California cities have converted to this format to reduce internal costs and inefficiencies associated with preparing an annual budget. In addition to saving money associated with the budget preparation costs, this format forces cities to look further down the road and beyond just the next 12 months. Biennial budgeting has proven to be an effective forward-thinking financial planning tool in other cities and has become a notable Best Management Practice.

Summary

The City is five months through a modified nine-month budget cycle. The revised year-end revenue estimates and expenditure projections represent a clear picture as to where the City's finances will be by June 30, 2021. At this time, staff is seeking City Council authorization to amend the FY 2020-2021 Budget for the General Fund and General Liability Fund to reflect revised year-end revenue estimates and projected year-end expenditures. This request is reflected at the beginning of this staff report.

With the upcoming Proposed FY 2021-2022 Citywide Budget, staff will recommend restoring the Economic Uncertainty Reserve Fund to the full $2 million amount via the use of a portion of the upcoming one-time American Rescue Act payment to the City.

Staff will also take proactive steps to ensure strong financial health for the City during the uncertainties associated with CVOID-19 and the national economy. With a united front among City Council, management, and our hard-working employees, the City will continue to maintain financial stability, while limiting impacts on core municipal services provided to residents, businesses, and visitors seven days a week, 24 hours per day. Moving forward, the paradigm shift to focus more on long-term financial planning will continue to play an essential role in managing the organization's future.

NEXT STEPS:

FY 2020-2021 Budget

- End of Fiscal Year (June 30, 2021)
- FY 2020-2021 Year-end Audit (June 2021 – November 2021)
- FY 2020-2021 CAFR Presentation to City Council (December 7th, 2021)

FY 2021-2022 Budget

- Strategic Planning Study Session (April 20, 2021)
- Proposed FY 2021-2022 Budget Study Session (May 4, 2021)
- FY 2021-2022 Budget Public Hearing and Adoption (June 15, 2021)
- Beginning of FY 2021-2022 (July 1, 2021)

CITY STRATEGIC PLAN COMPLIANCE:

Goal 5: Champion Economic Development and Fiscal Sustainability
Objective B: El Segundo approaches its work in a financially strategic and responsible way.

PREPARED BY: Joseph Lillio, Chief Financial Officer
REVIEWED BY: Barbara Voss, Deputy City Manager
APPROVED BY: Scott Mitnick, City Manager

City Council Agenda Statement

Meeting Date: April 20, 2021
Agenda Heading: STAFF PRESENTATIONS

TITLE:

El Segundo-Wiseburn Aquatics Center Operational and Financial Report FY 2019-2020

RECOMMENDATION:
Receive and file 2019-2020 Aquatics Report.

FISCAL IMPACT:

Net revenue projections for the first two years of Aquatics Center operations (deficits of $194,024 and $95,202) were lower than actual net revenue (deficits of $320,785 and $352,215). 2020 operations were significantly impacted by public health restrictions in place due to COVID-19.

BACKGROUND:

El-Segundo Wiseburn Aquatics Center

The El Segundo-Wiseburn Aquatics Center opened on January 9, 2019. Located at 2240 E. Grand Avenue, it is owned by Wiseburn Unified School District and operated and maintained by the City of El Segundo. The $13.8 million facility boasts a 10-lane competitive lap pool and a four-lane teaching pool. The site also includes stadium seating for 500, sport-style lighting, high-tech scoreboards and timing system. The state-of-the-art complex is used by students from Wiseburn and El Segundo high schools, the City's Community Services Department, local swim and water polo clubs, and residents from El Segundo and neighboring communities.

The City has Joint Use Agreements for the Aquatics Center with the Wiseburn Unified School District and El Segundo Unified School District.

DISCUSSION:

A. Highlights

Operational Days – Aquatics Center

2019
Days Open: 261
Average Daily Admissions: 291

2020
Days Open: 232
Average Daily Admissions: 340

Annual Attendance Comparison

Participants	2019	2020	Net Increase or Decrease	Percent Increase or Decrease
Lap Swimming	10,472	23,890	13,418	128% Increase
Public Drop-In Programming *recreation swim *special events	7,137	2,189	(4,948)	69.3% Decrease
Water Aerobics	2,315	1,598	(717)	31% Decrease
Permit Groups/Rentals	52,981	46,762	(6,219)	11.7% Decrease
Total	72,905	74,439	1,534	2.1% Increase

The City contracts with several local aquatics training programs, including Alpha Aquatics Swim Team, Beach Cities Swimming, South Bay United Water Polo, Trojan Water Polo, Tower 26, Coastal Masters Water Polo, and Southern California Aquatics (SCAQ). The variety of clubs gives residents and others an opportunity to choose training that fits their family needs and individual lifestyles. Permit groups and rentals accounted for 62% of the Aquatics Center revenue in 2019 and 65% in 2020.

Swim, Junior Guard, and Lifeguard Training programs are taught by the City's Aquatics Staff. Water Aerobics, drop-in recreation, and lap swim are popular activities too. Eighty-six new lifeguards were certified by El Segundo Community Services staff through American Red Cross training courses and 43 additional lifeguards were recertified due to mandatory updates released by the Red Cross.

Thirty-seven competitions and tournaments were held at the Aquatics Center in 2019. In addition, City staff offered several well-received special events for the public, including Dive In Movies and the 1st Annual Holiday Hustle Swim Competition.

The Aquatics Supervisor worked with staff in several City divisions in 2020 to configure and implement a new time and attendance software system for part-time employees to achieve efficiencies in payroll and other administrative processes.

Recreation staff, the Recreation and Parks Commission Aquatics Subcommittee, and youth aquatics clubs utilizing the Aquatics Center agreed on a methodology to measure success of the groups to ensure they are providing programs that align with the goals and objectives of the City's aquatics vision. The Criteria for Success and Quarterly Report assessment tools will be implemented in FY 2021-2022.

B. Challenges

The COVID-19 pandemic greatly impacted aquatics operations in 2020. The Aquatics Center's closure from March-June 2020 in the interest of public safety equated to a loss of approximately $115,000-$135,000 in revenue. When a less restrictive Health Order was issued by LA County that allowed outdoor aquatics facilities to operate with social distancing and other safety guidelines in place, the Aquatics Center opened for modified operations on July 1, 2020.

Restrictions related to youth sports and numbers of swimmers per lane impacted attendance and revenue for the rest of the year. Youth permit groups were only charged 50% of their rates due to limitations on activities. In addition, the Aquatics Center's inability to host lifeguard classes, swim lessons, competition events, summer camps, and most special events also impacted revenue for 2020.

The public health emergency also required City and School District staff to shift their priorities during 2020. Recreation staff members were reassigned to the All-Hazards Incident Management Team and the Aquatics Center Committee comprised of City and Wiseburn Unified School District representatives did not meet.

Other operational challenges during the Aquatics Center's first two years were staff turnover and lifeguard recruitment, hiring, and retention. Two aquatics supervisors left the City before the current aquatics supervisor was hired. Due to a frozen position resulting from the financial impact of COVID-19, the aquatics coordinator was a temporary assignment for most of 2020. In addition, there was turnover in both the recreation and parks director and public works director during this time. Many lifeguards have opted not to return to work at the Aquatics Center during the pandemic.

Finally, although there are benefits to allowing rental groups use of the Aquatics Center, there is an associated drawback. The current contracts have created high and frequent use of the facility during prime hours. Space is scarce, especially with the Plunge

remaining closed due to COVID-19, making it difficult to implement new programs or offer employee packages for nearby businesses. Expanding evening programs for the public at the Aquatics Center is not possible without adjusting the schedule and pool allocations for permit groups.

C. Revenues and Expenditures

Revenue Comparison

Revenues	2019	2020	Net Increase/ Decrease	Percent Increase/ Decrease
Passes/Memberships/Drop-in Programs/Rec ID	$123,975	$130,673	$6,698	5.4% Increase
Aquatics Programs/Contract Classes	$30,757	$1,252	($29,504)	96% Decrease
Permit Groups/ Rentals	$252,086	$241,004	($11,082)	4.4% Decrease
Total	$406,818	$372,930	($33,887)	8.3% Decrease

Expenditures Comparison

Expenditures	2019	2020	Net Increase/Decrease	Percent Increase/Decrease
Recreation Salaries and Benefits	$474,539	$498,753	$24,214	5.1% increase
Public Works Salaries and Benefits	$61,252	$43,599	($17,653)	28.8% decrease
Public Works Maintenance and Operations	$191,812	$182,793	($9,019)	4.7% decrease
Total	$727,603	$725,145	($2,458)	.3378% decrease

Net Revenue (Deficit)	2019	2020
	($320,785)	($352,215)

Projected Profit & Loss Summary | Consultant Data from 2018 (Isaac Sports Group, LLC)

Revenue	FY 2018-2019	FY 2019-2020	Net Increase or Decrease	Percent Increase or Decrease
Facility and Programs	$857,232	$1,006,569	$149,337	17.4% increase

Expenditures	FY 2018-2019	FY 2019-2020	Net Increase or Decrease	Percent Increase or Decrease
Salaries and Benefits	$670,539	$695,152	$24,613	3.7% increase
Maintenance and Operations	$380,716	$406,619	$25,903	6.8% increase
Total	$1,051,255	$1,101,771	$50,516	4.8% increase

Projected Net Revenue (Deficit)	FY 2018-2019	FY 2019-2020
	($194,024)	($95,202)

Net revenue projections for the first two years of Aquatics Center operations (deficits of $194,024 and $95,202) were lower than actual net revenue (deficits of $320,785 and $352,215). Although expenditures were lower than projected expenditures for the first two years of operation, revenues were also lower in several categories, including daily use and memberships, club and training rentals, programming, and events. As mentioned previously, COVID-19, choices regarding the number of permit teams approved to use the Aquatics Center, the closure of the Plunge, and other factors impacted Aquatics Center revenue in 2020.

D. Performance Adjustments and Looking Ahead

Progress has been made related to the goals and objectives of the new Aquatics Center, including opening a top facility, providing ample training time for high school and feeder programs, hosting events, including dual meets and games, league meets and tournaments, and large invitationals, expanding swim/recreation access for residents of El Segundo, controlling operational costs, and adding to the attractiveness of El Segundo as a place to live, work, and visit.

Additional work needs to be done related to expanding existing aquatic programming and integrating Aquatics Center pool space and programming with programming and schedules at the Plunge when it reopens to make the best and most appropriate use of each facility.

As COVID-19 significantly impacted the management, program and financial operational model for the Aquatics Center during the past year, City staff made adjustments to continue providing services to the community within the limitations of the public health restrictions. As restrictions begin to lift, staff will continue making adjustments to meet demand for more aquatic programs, access, and opportunity for all residents of El Segundo as well as work to reduce net operating costs for Aquatics Center operations.

Staff recommendations for FY 2021-2022 include:

- Revise revenue projections
- Review fee structures and recommend changes to City Council
- Expand programming at the Aquatics Center and Plunge
- Increase opportunities for sponsorships and grants
- Utilize Job Fairs (increase hiring efficiencies and attract new lifeguards)
- Aquatics Center Oversight and Operations Committees meet regularly
- Future Aquatics Center reports cover fiscal years rather than calendar years

CITY STRATEGIC PLAN COMPLIANCE:

Goal 1: Enhance Customer Service, Engagement, and Communication; Embrace Diversity, Equity, and Inclusion
Objective 1A: El Segundo Provides unparalleled service to internal and external customers.

Goal 4: Develop and Maintain Quality Infrastructure and Technology
Objective 4A: El Segundo's physical infrastructure supports an appealing, safe and effective community.

Goal 5: Champion Economic Development and Fiscal Sustainability
Objective 5B: El Segundo approaches its work in a financially strategic and responsible way.

PREPARED BY:
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REVIEWED BY:
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Joseph Lillio
Barbara Voss

APPROVED BY:
Barbara Voss

ATTACHED SUPPORTING DOCUMENTS:

1. Wiseburn El Segundo AC 5-Year Financial Operating Projections 2018
2. Criteria for Success
3. Quarterly Report Assessment Tool

Wiseburn High School-El Segundo Aquatic Center
Profit & Loss Summary
Fiscal Years 2018-19 to 2022-2023

May 29, 2018

Targeted Opening: September, 2018

	Fiscal Years				
EXPENSES	**2018-19**	**2019-20**	**2020-21**	**2021-22**	**2022-23**
OPERATIONAL EXPENSES	**$ 927,664**	**$ 961,076**	**$ 1,000,597**	**$ 1,057,273**	**$1,095,357**
Utilities	$ 113,525	$ 116,931	$ 120,439	$ 124,052	$ 127,773
Pool Chemicals and Supplies	$ 44,350	$ 45,681	$ 47,051	$ 48,462	$ 49,916
Maintenance	$ 42,600	$ 45,106	$ 48,039	$ 69,000	$ 69,991
Equipment and Supplies	$ 10,500	$ 10,920	$ 11,357	$ 11,811	$ 12,284
Staff	$ 670,539	$ 695,152	$ 725,243	$ 754,253	$ 784,423
General Office	$ 40,150	$ 41,287	$ 42,468	$ 43,694	$ 44,968
Miscellaneous	$ 6,000	$ 6,000	$ 6,000	$ 6,000	$ 6,001
PROGRAM EXPENSES	**$ 123,592**	**$ 140,695**	**$ 153,126**	**$ 167,406**	**$ 175,176**
Community and Educational Programs	$ 6,910	$ 7,462	$ 7,835	$ 8,227	$ 8,638
Fitness and Therapy	$ 18,649	$ 20,141	$ 21,148	$ 22,205	$ 23,316
Learn to Swim	$ 59,177	$ 71,218	$ 80,121	$ 90,675	$ 94,509
Camps and Clinics	$ 22,085	$ 23,851	$ 25,044	$ 26,296	$ 27,611
Team Programs	$ 16,772	$ 18,022	$ 18,978	$ 20,002	$ 21,102
Miscellaneous	$ -	$ -	$ -	$ -	$ -
DEBT SERVICE	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**
CAPITAL REPLACEMENT FUND CASH RESERVE	**$ 40,000**	**$ 40,000**	**$ 40,000**	**$ 40,000**	**$ 40,001**
TOTAL EXPENSES	**$ 1,091,255**	**$ 1,141,771**	**$ 1,193,723**	**$ 1,264,678**	**$1,310,534**
REVENUE					
FACILITY REVENUE	**$ 612,697**	**$ 725,928**	**$ 782,442**	**$ 811,376**	**$ 841,557**
Camps and Clinics	$ 16,500	$ 17,940	$ 18,237	$ 18,549	$ 18,876
Club and Training Rental	$ 270,450	$ 300,500	$ 317,660	$ 329,918	$ 342,790
Events	$ 115,927	$ 174,310	$ 197,832	$ 204,318	$ 211,026
Therapy, Rehab, Health	$ 5,000	$ 5,250	$ 5,513	$ 5,788	$ 6,078
Sales	$ 3,000	$ 3,240	$ 3,402	$ 3,572	$ 3,751
Daily Use and Memberships	$ 186,820	$ 209,238	$ 223,885	$ 232,840	$ 242,154
Facility Sponsorships/Advertising/Contributions	$ -	$ -	$ -	$ -	$ -
School District or Park and Rec Usage Fees	$ 15,000	$ 15,450	$ 15,914	$ 16,391	$ 16,883
Miscellaneous	$ -	$ -	$ -	$ -	$ -
PROGRAM REVENUE	**$ 244,535**	**$ 280,641**	**$ 306,525**	**$ 338,857**	**$ 355,800**
Community and Educational Programs	$ 11,750	$ 12,690	$ 13,325	$ 13,991	$ 14,690
Fitness and Therapy	$ 47,650	$ 51,462	$ 54,035	$ 56,737	$ 59,574
Learn to Swim	$ 108,135	$ 133,329	$ 151,847	$ 176,446	$ 185,268
Camps and Clinics	$ 45,500	$ 49,140	$ 51,597	$ 54,177	$ 56,886
Club Team and Training Programs	$ 31,500	$ 34,020	$ 35,721	$ 37,507	$ 39,382
Program Sponsorships/Advertising/Contributions	$ -	$ -	$ -	$ -	$ -
Miscellaneous	$ -	$ -	$ -	$ -	$ -
CAPITAL REPLACEMENT FUND CONTRIBUTION	**$ 40,000**	**$ 40,000**	**$ 40,000**	**$ 40,000**	**$ 40,001**
TOTAL INCOME	**$ 897,232**	**$ 1,046,569**	**$ 1,128,966**	**$ 1,190,234**	**$1,237,358**
NET REVENUE (DEFICIT)	**$ (194,024)**	**$ (95,202)**	**$ (64,757)**	**$ (74,445)**	**$ (73,176)**

El Segundo COMMUNITY SERVICES
We Engage... We Inspire... We Play...

Criteria for Success Aquatics Center Self Assessment

Date Received:

Organization Name	**Completed By**
Date	**Assessment Period**

	Category-Description	Total Points possible	Self Assigned Points	Comments	Office Use Only
SELF ASSESSMENT SUBMISSION					
1	Submitted to management by due date	1			
PROFIT/NON-PROFIT STATUS- To qualify as a non-profit user the group must meet all the criteria listed below. The organization must be registered as a not for profit corporation with the State of California, or if not registers with the state must have a constitution, by laws or mission statement which clearly states the objectives of the organization are of a non-profit, non-commercial nature.					
2	Non-Profit Organization				
a.	If incorporated, submit state incorporation papers and bylaws If not incorporated submit current constitution and by laws or mission statement	1			
b.	Current Financial Statement	1			
c.	Current Roster of Officers- One member of the board is an El Segundo Resident-Member at Large is qualifying	1			
d.	List of persons authorized to make reservations	1			
e.	Annual Meeting dates, Meeting Minutes/Agendas are made available to all members via organizations website	1			
2A	For Profit Organizations	0			
	Total for Profit/Non Profit Status	**5**			
REQUIRED DOCUMENTATION- Organization has provided current insurance information for required liability insurance.					
3	Insurance documentation received	1			
CITIZENSHIP- Organization and its members, coaches, participants and spectators have adhered to a facility procedures and guidelines and remain in good standing. (Select which adequately reflects your standing)					
4	Excellent - No Infractions/Verbal or otherwise	5			
	1 Verbal Notice	3			
	More than 1 verbal notice or a written notice	1			
FISCAL RESPONSIBILITY- Organization has made all payments in a timely manner within 14 days of the final adjusted invoice. And has made all cancellations with proper two week notice. (Select which adequately reflects your standing)					
5	All Payments/Cancellations Made on Time	5			
	1 to 2 payments or cancellations late	3			
	More than 2 payments or cancellations late	1			
SPACE UTILIZATION- Organization has utilized the lanes in a responsible manner. (Select which adequately reflects your standing)					
6	Excellent- Greater than 3 swimmers/ lane	5			
	Average - 2 to 3 swimmers/lane	3			
	Minimum Standard less than 2 swimmers/lane	1			

ORGANIZATION HAS DOCUMENTED MEASURABLE SUCCESS- The organization is recognized by it's governing body with successes on a team and or program participant level. (Please list recognitions, 1 point given for each)					
7	1	1			
	2	1			
	3	1			
	4	1			
	5	1			
	Total for Measurable Success	**5**			
ORGANIZATION HAS MAINTAINED A HIGH CUSTOMER SATIFACTION RATING- The organization will issue satisfaction surveys annually. (Select which adequately reflects your standing)					
8	Organization has achieved a rating of >95%	5			
	90-94%	4			
	85-89%	3			
	80-84%	2			
	75-79%	1			
COACHES CERTIFICATION					
9	Management received list of up to date coaching certifications for all coaching staff	1			
QUARTERLY REPORTS SUBMITTED ON TIME- All Quarterly reports are completed and submitted by the deadline.					
10	Q1 Report	1			
	Q2 Report	1			
	Q3 Report	1			
	Q4 Report	1			
	Total for Quarterly Reports	**4**			
ORGANIZATION'S EL SEGUNDO RESIDENT PARTICIPATION- The number of active El Segundo Resident participants with in an organization.(Select which adequately reflects your standing)					
11	75% or greater ES Resident Participation	10			
	60-74%	8			
	40-59%	6			
	20-39%	4			
	10-19%	2			
BONUS: ORGANIZATION PROVIDES PROGRAMS FOR COMMUNITY BENEFIT- The organization has provided a community benefit. Ie: Collaborative event, free clinic for the community, community based scholarships. Please list event/programs in the space provided below. Examples of Programs would be as follows: Adaptive swim program or water Polo/Splash ball. Senior Splash Ball, Learn to swim collaboration with ESUSD. Examples of events would be: a Swim Clinic for the community, Swim with an olympian for the day, a collaborative water polo tourmnament or clinic. (This section is out of 0, each event or program is worth a bonus point, maximum 5 points earned)					
12	1	1			
	2	1			
	3	1			
	4	1			
	5	1			
	Total for Bonus Programs/Events	**5**			
Total Team Points:		**47**			

I certify that the information is true and correct as of the filing of this report…need some language in here …

Organization Representative Signature: Date:

FOR OFFICE USE ONLY:

Date Received: _____ Received by: _____

Date Reviewed: _____ Reviewed by: _____

Findings: _____

Youth Aquatics Teams Quarterly Report			City of El Segundo Aquatics Staff Only (please initial and date when submitted)
Organization's Name:			
Individual completing report:		**Report Period:**	**Quarter:**

1. Progress since last Quarterly Report:

Achievements:

Changes/Updates :

2. Current or Upcoming Projects /Events

Project/Event	**Planned Date**	**Progress/Slippage (with new date and solution)**

Highlights

Example: Something you may want us to share at a future Recreation and Parks Commission or City Council meeting.

City Council Agenda Statement

Meeting Date: April 20, 2021
Agenda Heading: STAFF PRESENTATIONS

TITLE:

Resolution for Paying and Reporting the Value of Employer Paid Member Contribution (EPMC) for Police Managers' Association

RECOMMENDATION:

Adopt Resolution for paying and reporting the value of Employer Paid Member Contribution for Police Managers' Association (PMA)

FISCAL IMPACT:

There is no additional fiscal impact. The City has been paying and reporting its retirement contributions based on the current 6% Employer Paid Member Contribution (EPMC) as outlined in the PMA Memorandum of Understanding (MOU) that was adopted and approved by Council on November 5, 2019.

BACKGROUND:

The City contracts with the California Public Employees' Retirement System (CalPERS) to provide retirement benefits. Retirement benefits are funded through employee and employer designated contributions. Employee contributions paid by an employer on the employee's behalf may be reported as additional compensation for "Classic" members (members enrolled in CalPERS prior to the Pension Reform Act of 2013). This benefit is known as Employer Paid Member Contributions (EPMC). As agreed upon with the PMA during labor negotiations and outlined in the MOU, the EPMC percentages shall continue according to the following schedule: 9% the first pay period following Council adoption (November 5, 2019); reducing to 6% the pay period that includes October 1, 2020 and 3% the pay period that includes October 1, 2021.

DISCUSSION:

Following negotiations with PMA, the City approved and submitted the successor MOU with the EPMC provisions to CalPERS, however a separate resolution specifically designating the reduction in EPMC was not completed as required. The City has been paying and reporting 6% for Police Managers' Association employees effective the pay

period that includes October 1, 2020. The attached resolution brings the City into compliance with CalPERS regulations.

CITY STRATEGIC PLAN COMPLIANCE:

Goal 3: Develop as a Choice Employer and Workforce
Objective: El Segundo is city employer of choice and consistently hires for the future, with a workforce that is inspired, world-class and engaged, demonstrating increasing stability and innovation.

PREPARED BY:
Rebecca Redyk
REVIEWED BY:
Rebecca Redyk
Joseph Lillio
Rebecca Redyk
Barbara Voss
APPROVED BY:
Barbara Voss

ATTACHED SUPPORTING DOCUMENTS:

1. Resolution PMA EPMC (CA clean)

RESOLUTION NO. ____

A RESOLUTION FOR PAYING AND REPORTING THE VALUE OF EMPLOYER PAID MEMBER CONTRIBUTION FOR POLICE MANAGERS' ASSOCIATION

The City Council of the City of El Segundo does resolve as follows:

SECTION 1: *Recitals*:

A. The City Council of the City of El Segundo has the authority to implement Government Code Section 20636(c)(4) (special compensation) pursuant to Section 20691;

B. The City Council of the City of El Segundo has a written labor policy or agreement which specifically provides for the normal member contributions to be paid by the employer, and reported as additional compensation; and

C. One of the steps in the procedures to implement Section 20691 is the adoption by the City Council of the City of El Segundo of a Resolution to commence paying and reporting the value of said Employer Paid Member Contributions (EPMC); pursuant to CCR title 2 section 571(a)(1).

SECTION 2: *Conditions.* The City Council of the City of El Segundo has identified the following conditions for the purpose of its election to pay EPMC:

A. This benefit shall apply to all "Classic" employees of the Police Managers' Association.

B. This benefit shall consist of Employer paying 6% of the normal member contributions as EPMC and reporting the same percent (value) of the compensation earnable (excluding Government Code Section 20636(c)(4)) as additional compensation, effective September 26, 2020.

C. This benefit shall consist of Employer paying 3% of the normal member contributions as EPMC and reporting the same percent (value) of the compensation earnable (excluding Government Code Section 20636(c)(4)) as additional compensation, effective September 25, 2021.

D. The effective date of this Resolution shall be April 20, 2021.

SECTION 3: *Election to Pay EPMC.* The governing body of the City of El Segundo elects to pay EPMC, as set forth above.

SECTION 4: The City Clerk is directed to certify the adoption of this Resolution; record this Resolution in the book of the City's original resolutions; and make a minute of the adoption of the Resolution in the City Council's records and the minutes of this meeting.

SECTION 5: This Resolution will become effective immediately upon adoption and remain effective unless superseded by a subsequent resolution.

PASSED AND ADOPTED this ___ day of April, 2021.

_____
Drew Boyles, Mayor

ATTEST:

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) SS
CITY OF EL SEGUNDO)

I, Tracy Weaver, City Clerk of the City of El Segundo, California, do hereby certify that the whole number of members of the City Council of said City is five; that the foregoing Resolution No. ____ was duly passed, approved and adopted by said City Council at a regular meeting held on the ____ day of April, 2021, approved and signed by the Mayor, and attested to by the City Clerk, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

_____
Tracy Weaver, City Clerk

APPROVED AS TO FORM:

_____
Mark D. Hensley, City Attorney

City Council Agenda Statement

Meeting Date: April 20, 2021
Agenda Heading: COMMITTEES, COMMISSIONS AND BOARDS PRESENTATIONS

TITLE:

Arts and Culture Advisory Committee Report

RECOMMENDATION:

Receive and file Arts and Culture Advisory Committee Report on the following Cultural Development Fund recommendations for Fiscal Year 2021-2022: Outdoor Dining Enhancements, Festival of Holidays, Poet Laureate Program, TEDx El Segundo and IDEA: An After-School Art Program.

FISCAL IMPACT:

The ACC's recommendations for Fiscal Year 2021-2022 total $183,000. There's currently $198,628 of unallocated funding in the Cultural Development Fund.

BACKGROUND:

On November 19, 2019, the City Council adopted Ordinance 1594 establishing a Public Art or In-Lieu Fee Requirement and a Cultural Development Fund. The requirement applies to certain commercial and industrial developments with a project cost exceeding $2,000,000.

The ordinance gives developers the option of commissioning public artwork on-site equal to 1% of the project cost or paying the 1% to the City's Cultural Development Fund in-lieu of commissioning artwork.

The El Segundo Cultural Development Program helps provide residential and business community members with public spaces, structures, and experiences that enhance the character of the City through the inclusion of art. Artistic and cultural services provided by the program create additional public access to the arts, help drive tourism and revenue to local businesses, contribute towards realizing cultural equity and inclusion, create opportunities for artists and art organizations in the community, and help grow the creative economy.

Per Ordinance 1594 and the approved Cultural Development Program Administrative

Guidelines, the Cultural Development Fund shall be used to provide art in public places in order to further the intent and purpose of the Cultural Development Program. Expenditures of the funds are limited to the following uses:

1. For the design, acquisition, commission, installation, improvement, relocation, maintenance, conservation, restoration, utility charges, and insurance of artwork;
2. To sponsor or support artistic or cultural services;
3. For the City's costs of administering the Cultural Development Fund and associated programs.

As outlined in the Administrative Guidelines, the ACC proposes a budget for the Cultural Development Fund to be considered and approved by the City Council during the regular budget process.

On September 15, 2020, the City Council voted to allocate $300,000 from the Cultural Development Fund for the Gateway Project and $100,000 for the Library Park Activation Project as part of the Fiscal Year 2020-2021 budget. Both projects remain in development.

DISCUSSION:

ACC Chair Neal Von Flue will present Fiscal Year 2021-2022 recommendations during the City Council Meeting on April 20, 2021 for public art and programming to be implemented by City staff with the support of the Arts and Culture Advisory Committee. City staff anticipates a new Cultural Arts Coordinator in the Community Services Department will oversee implementation of the recommended projects during the upcoming year if they are approved by the City Council.

The ACC's five Cultural Development Fund recommendations and corresponding budgets for Fiscal Year 2021-2022 include:

- Outdoor Dining Enhancements: Artistically enhance temporary outdoor dining spaces on Main Street, Grand Avenue, 200 block of Richmond Street, and City Hall Plaza ($55,000)
- Festival of Holidays: A two-day community event in El Segundo's Civic Plaza celebrating winter cultural holidays through food and music ($60,000)
- Poet Laureate Program: Visible advocate for poetry, language, and the arts while actively inspiring and promoting civic pride ($8,000)
- TEDx El Segundo: Showcase the innovation and creativity of our community and bring people together ($50,000)
- IDEA After School Arts Program: Created in partnership with local student Gabriella Desch-Obi and ESMoA ($10,000)

Total: $183,000

The Cultural Development Fund currently has $198,628 of unallocated funding from the following projects.

Project	Address	Cultural Development Fee
Boeing	901 Nash	$25,850
Raytheon	101 Continental	$61,000
Techstyle Fashion Group	555 S. Aviation	$42,206
Cedars Sinai	2110 E. El Segundo Blvd.	$44,572
Rivian Automotive	401 Coral Circle	$25,000

CITY STRATEGIC PLAN COMPLIANCE:

Goal 1: Enhance Customer Service, Engagement, and Communication; Embrace Diversity, Equity, and Inclusion

Goal 3: Develop as a Choice Employer and Workforce

Goal 4: Develop and Maintain Quality Infrastructure and Technology

Goal 5: Champion Economic Development and Fiscal Sustainability

PREPARED BY:
Mark Herbert
REVIEWED BY:
Mark Herbert
Joseph Lillio
Melissa McCollum
Barbara Voss
APPROVED BY:
Barbara Voss

ATTACHED SUPPORTING DOCUMENTS:

1. ACC Presentation 4 20 21

ACC budget proposal initiatives for 2021-2022

- Outdoor Dining Enhancements
- Festival of Holidays
- Poet Laureate Program
- TEDx El Segundo
- IDEA: An After-School Art Program

Outdoor Dining Enhancement

Supporting the city's Strategic Plan Goals 1 and 4

Artistically enhance temporary outdoor dining spaces on Main Street, Grand Ave, and 200 block of Richmond Street.

- Transform unsightly orange jersey barriers
- Support restaurants as they return to in-person dining
- Re-establish downtown as a destination for local tourism
- Platform temporary public art in lieu of ArtWalk



Proposed Enhancements

Barrier Treatments

Wooden planter boxes will built out around the existing barriers, offering a clean and modern aesthetic. Planter boxes are designed to be modular and easy to install, mitigating traffic issues.

Posts and light stringers will be added for outdoor lighting areas, and landscaping will be added to the planters.

Local businesses will be responsible for running power to the lighting and maintaining the greenery.



Proposed Enhancements

Activate Richmond Street and City Hall Plaza

Additional enhancements would be implemented in these two areas in order to bring balance to the downtown area's gathering spaces

The 200 block of Richmond would be established as a dedicated dining destination with branded signage, and options such as digital menu / community promo screens, live music, and artists presenting their work on select nights during the summer.

City Hall Plaza would be opened for dining, and provide a more family friendly space. Options include programming for kids, collaborative art projects, performances, and artists showing work on select nights.



Key Figures

- Estimated cost: $55,000
- Timeframe: May - August 2021
- Partners:
  - Arts & Culture Adv. Committee
  - El Segundo Chamber
  - Participating Restaurants
  - EDAC
  - Community Services
  - Public Works
  - Contracted Artists & Fabricators
  - City Manager’s Office



Festival of Holidays

Supporting the City's Strategic Plan Goal 1 and 5

A two-day community event in
El Segundo's Civic Plaza celebrating winter cultural holidays through food and music.

- Activate the Civic Plaza
- Draw cultural tourism to downtown
- Accessible experience of diverse cultures
- First major city event post-Covid



Proposed Festival of Holidays

- **Holidays.** We will curate 5 or 6 winter holidays to feature at this event, which could include Christmas, Hanukkah, Kwanzaa, Diwali, Navidad, Lunar New Year or others.
- **Layout.** Presented in the Civic Plaza, this event would include food booths, a stage, and themed lighting and signage.
- **Food and drink.** The event will feature 5-8 vendors serving out of themed booths, offering foods and drinks representative of the highlighted cultures. There will also be a beer & wine garden in the plaza for guests 21+ to enjoy.
- **Music.** A stage will be constructed over the planter in the center of the Plaza for both professional musical groups and local performing groups.
- **Tree Lighting.** In partnership with Community Services, the event would include the annual tree lighting ceremony, alongside ceremonies that celebrate participating holidays, making our plaza more inclusive of cultural holidays.

Key Figures

- Estimated cost: $60,000
- Timeframe: December 2021
- Partners:
  - Arts & Culture Adv. Committee
  - DEI Committee
  - El Segundo Chamber
  - Food / Entertainment Vendors
  - EDAC
  - Community Services
  - City Management
  - Sponsorship Partners
  - Public Works



Poet Laureate Program

Supporting the City's Strategic Plan Goal 1

The Poet Laureate acts as a visible advocate for poetry, language and the arts while actively inspiring and promoting civic pride.

- Engage, entertain, and inspire the community
- Support the city's next generation of poets and writers
- Celebrate the city's geography, culture, and history
- Create opportunities for residents to interact creatively



Proposed Poet Laureate Duties

- **Engage the community.**
  - Explore the city and get to know community members
  - Read original writing aloud at city-wide public events
  - Lead writing workshops for community members (at ESPL, Park Vista, Joslyn Center, ESMoA, etc)
  - Mentor ESUSD students and speak at school assemblies
- **Inspire the community.**
  - Could work with the ACC and City staff to prepare media communications that encourage interest and excitement about poetry, literacy, literary events, and related subjects, etc.
- **Celebrate the city.**
  - Write at least one commemorative poem about El Segundo
  - Partner with Library and Historical Committee to tell our story
  - Write daily in various forms (informally: notes, observations, reactions, lists, journal entries; formally: verse, narrative)

Key Figures

- Estimated cost: $8,000
- Timeframe:
  2 year tenure beginning January 2022
- Partners:
  - Arts & Culture Adv. Committee
  - El Segundo Library
  - El Segundo Chamber
  - Community Services
  - City Manager’s Office



TEDx

Supporting the City's Strategic Plan Goals 1,3,5

Showcase the innovation and creativity of our community and bring people together.

- Platform El Segundo thought leaders
- Partner with innovative businesses
- Unleash new ideas, inspire and inform



Proposed TEDx El Segundo

- **Speakers and program.** 8 to 12 speakers, which may include scientists, entrepreneurs, or thought leaders who are living or working in El Segundo. The speakers will be selected through a jury of members from the ACC, EDAC and DEI committee.
- **Duration.** One day event each year in Spring
- **Application.** No fee for TEDx license. 100 participants allowed for each event under a regular license. For larger audiences, a special license is required.
- **Venue.** El Segundo High School Performing Arts Center or a campus of a local business.
- **El Segundo staff requirements.** El Segundo Cultural Arts Coordinator will be in charge of the event with the help of a professional event producer, video consultant and volunteers.

Key Figures

- Estimated cost: $50,000
  Includes professional event producer, marketing consultant, video/audio equipment and consultant, technical stage production, printed materials
  - In-kind donations: food and beverages, volunteer hours, etc.
  - Ticket prices: $100 for regular admission, $25 for discounted admission
- Timeframe: May 2022
- Partners
  Arts & Culture Adv. Committee
  DEI Committee
  El Segundo businesses



IDEA: An After-School Art Program

Inclusion, Diversity, and Equity through Art

Supporting the City's Strategic Plan Goal 1

Created in partnership with local student Leadership and ESMoA

- Use art as a vehicle to address broader ideas of diversity, equity, and inclusion
- Support and mentor the city's next generation of artists
- Celebrate the areas geography, culture, and history
- Create opportunities for skill development and growth



"Art is a portal through which we gain greater understanding of ourselves, the world and our relationships to one another."

- Holly Crawford, Director of Education at ESMoA

IDEA Overview:

A series of workshops facilitated by professional, working artists selected by the leadership. In addition to learning from professional working artists, high-school students will have the additional opportunity to work as apprentices/mentors for younger student participants. High school students could receive volunteer hours as part of their work commitment. The workshop curricula will be developed by artists in collaboration with program facilitators with the goal of using art as a springboard to address broader ideas of diversity, equity, and inclusion

- Focused on grades 1-8, with High school student opportunities
- 4 programs of 60-90 minutes in Summer 2021
- Broadens the perspective, worldview, understanding and art skills of local youth
- Brings professional artists and students together
- Stand alone art projects complement existing school curriculums

Key Figures

- Estimated cost: $10,000

  Workshop fees (estimated 20 hr working time per session)
  Workshop supplies
  Marketing and communications, followup reports

- Timeframe: Summer 2021

- Partners:
  Sweat Equity Alliance
  Students for Change
  Arts & Culture Adv. Committee
  DEI Committee
  ESMoA
  ESUSD



"I LOVE this. I love that we are moving away and outward from the ubiquitous Eurocentric artists/art and providing space, honor, and light to all the wonderful artists (past and present) from around the world and over the centuries."

-Alice Lee, Ed.D. Principal, Richmond Street School

ACC budget proposal initiatives for 2021-2022

- Outdoor Dining Enhancements
- Festival of Holidays
- Poet Laureate Program
- TEDx El Segundo
- IDEA: An After-School Art Program

City Council Agenda Statement

Meeting Date: April 20, 2021
Agenda Heading: COMMITTEES, COMMISSIONS AND BOARDS PRESENTATIONS

TITLE:

Diversity, Equity, and Inclusion Committee Bylaws

RECOMMENDATION:
Approval of the Diversity, Equity, and Inclusion Committee Bylaws

FISCAL IMPACT:

None

BACKGROUND:

In response to the tragic death of George Floyd while in the custody of a Minneapolis police officer on May 25, 2020, thousands of protests took place across the United States, including several protests in El Segundo. El Segundo residents shared their concerns about local racial diversity issues, inclusion, treatment by police, experiences at local schools, and other matters during several community rallies. Residents also spoke on these topics at the June 3, 2020 City Council meeting. City Council then discussed these issues during a June 11, 2020 closed session meeting. At its June 16, 2020 meeting, City Council directed staff to establish a new Diversity, Equity, and Inclusion (DEI) Committee to ensure that these issues are properly identified, discussed, vetted, and ultimately addressed by City Council.

DISCUSSION:

The purpose of the DEI Committee is to advise the City Council on issues of diversity, equity, and inclusion. This work includes examination of four key City areas to produce a clear picture of the current practices, as well as the El Segundo community's sentiments towards these practices. The four key areas of study include Public Safety, Citywide Organizations, Community At-Large and Local Economy. Upon finding areas for improvement, the DEI Committee shall make recommendations to City Council intended to address any marginalized or underrepresented segments of our community. The Committee is a standing advisory committee that serves at the behest of the City Council.

During the January 27, 2021 DEI Committee meeting, the Bylaws were discussed and approved by committee members. Based on the recommendation of the Committee, Staff recommends that the City Council approve and adopt the Diversity, Equity, and Inclusion Committee Bylaws.

CITY STRATEGIC PLAN COMPLIANCE:

Goal 1: Enhance Customer Service, Engagement, and Communication; Embrace Diversity, Equity, and Inclusion
Objective 1A: El Segundo Provides unparalleled service to internal and external customers.
Objective 1B: El Segundo's engagement with the community ensures excellence.

PREPARED BY:
Barbara Voss
REVIEWED BY:
Barbara Voss
Lauren Daniels
Barbara Voss
APPROVED BY:
Barbara Voss

ATTACHED SUPPORTING DOCUMENTS:

1. Diversity Equity and Inclusion Committee bylaws - Final

DIVERSITY, EQUITY, AND INCLUSION COMMITTEE BYLAWS

ARTICLE I - NAME

The name of this organization shall be the Diversity, Equity, and Inclusion Committee otherwise known as the DEI Committee.

ARTICLE II – PURPOSE

The DEI Committee advises the City Council on issues of diversity, equity, and inclusion. This work includes examination of four key City areas to produce a clear picture of the current practices, as well as the El Segundo community's sentiments towards these practices. Upon finding areas for improvement, the DEI Committee shall make recommendations to City Council intended to address any marginalized or underrepresented segments of our community. The Committee is a standing advisory committee that serves at the behest of the City Council.

The four initial study topics are as follows:

1) Public Safety (including a review of Police Department policies, practices, training, and future direction)
2) Citywide Organization (including a review of City government policies, practices, training, etc.)
3) Community At-large (including a review of City demographic data, history, trends, etc.)
4) Local Economy (including a review of private sector diversity policies practices, training, etc.)

ARTICLE III - QUALIFICATIONS

Members of the DEI Committee shall be representatives of the community including both residents and non-residents who actively live, work or attend high school within the City of El Segundo.

ARTICLE IV - MEMBERSHIP

The DEI Committee shall be composed of a minimum of five (5) voting members and a maximum of nine (9) voting members. Candidates for the membership are reviewed and recommended by DEI Committee and then approved and appointed by the City Council. DEI Committee membership is not limited to only the residents of El Segundo. Non-residents who would like to join the DEI committee should meet one or more of the following criteria: student of a public or private high school in El Segundo, employed by a business located in El Segundo, or a property owner in El Segundo.

Section I - Selection of Members
The City of El Segundo shall advertise and solicit applications to fill any vacant positions that may occur. After the application period has closed, the Chair, Vice-Chair and one (1) other member of DEI Committee shall review the applications with the sole purpose of selecting candidates for interview. The Chair, Vice-Chair and selected DEI Committee member will then recommend candidates to the Mayor and City Council via a memo from the Executive Assistant to the City Council. The City Council will have the final approval and appoint the candidates. A candidate may not serve on the Committee without City Council final approval.

Section II- Term of Office
The term for DEI Committee members is 3 years.

Section III - Compensation
DEI Committee members are not compensated.

Section IV - Removal
Members are expected to attend all meetings. When a member has three or more absences in a 12-month period, the DEI Committee shall forward this information to the City Council for review and possible removal of the member.

ARTICLE V - MEETINGS

All meetings shall be open and public pursuant to the Government Code of the State of California.

Section I - Regular Meetings
Regular Meetings of the committee shall be monthly on the 2nd Wednesday of the month at 4:00pm.

Section II - Special Meetings
Special Meetings of the Board may be held at any time upon the call of the Chair or by the majority of the voting members or the City Council following at least 48-hours' notice to each member. The Chairman or a majority of the DEI Committee shall determine the time and place of the Special Meeting.

Section III- Study Sessions/Workshops/Seminars
The DEI Committee may be convened as a whole or as a committee as a whole in the same manner as prescribed for requesting a special meeting for the purpose of holding a workshop, study session or attending a seminar. No official action can be taken and a quorum is not required.

Section IV- General Meeting
At its regular meeting in November of each year, DEI Committee members will elect chair and vice-chair as well as discuss any other long-term initiatives for the year.

Section V - Quorum
A majority of the DEI Committee shall constitute a quorum. A quorum is necessary for action by the DEI Committee.

Section VI - Voting
Each member shall have one vote.

Section VII - Meeting Procedures
Except as otherwise provided by these Bylaws or City Council Resolutions the DEI Committee will follow the latest edition of Robert's Rules of Order for the orderly conduct of meetings.

ARTICLE VI - OFFICERS

Officers of the DEI Committee shall be a Chair and a Vice Chair. Term of Chair and Vice Chair shall be for 1 year. Duties of the officers shall conform to the regular parliamentary duties as set for by Robert's Rules of Order unless otherwise stated.

Section I - Chair
The chairperson shall preside over the meetings of the DEI Committee.

Section II - Vice Chair
During the absence, disability or disqualification of the Chair, the Vice Chair shall perform all of the duties and be subject to all of the responsibilities of the Chair. The Vice Chair shall succeed the Chair if he/she vacates the office before the term expires. A new Vice Chair shall be elected at the next regular meeting.

Section III - Duties of the Diversity, Equity, and Inclusion Committee
It is intended that the DEI Committee shall be an advisory body to the City Council. Nothing herein contained should be construed as a limitation on the power of the City Council or the administrative staff of the City in their supervision or authority over property or personnel under their jurisdictions.

ARTICLE VII - OFFICIAL DOCUMENTS

Section I- Minutes
Minutes of all meetings should be prepared and maintained with the DEI Committee records. Copies shall be distributed to each DEI Committee member, City Council Member and City Clerk.

Section II- Distribution of Documents
Preparation and distribution of DEI Committee documents to the members, City Council and City Clerk shall be the responsibility of the designated employee as identified by the City Manager.

ARTICLE VIII – CONDUCT OF MEMBERS

Section I - Representing the DEI Committee
DEI Committee members shall make no personal commitment to speak on behalf of the DEI Committee, nor make any statements or take actions representing the DEI Committee, without majority approval.

Section II - Conflict of Interest
Members of DEI Committee shall abstain from participating in any matter to come before the DEI Committee in which he or she has any direct or indirect economic interest. Should conflict of interest exist, the DEI Committee member shall remove himself/herself from discussions and abstain from voting. A yearly Conflict of Interest Statement shall be filed with the City Clerk.

ARTICLE IX – ASSISTANCE OF STAFF

The City Manager of the City of El Segundo shall provide the DEI Committee with such information and staff assistance as the DEI Committee may from time to time have requests; subject to the limitations imposed by City Council. The staff member designated by the City Manager shall attend meetings of the DEI Committee and submit reports as needed.

ARTICLE X – BYLAW AMENDMENTS

These Bylaws as well as any operating procedures may be amended by simple majority of those voting at any legal meeting of the Diversity, Equity, and Inclusion Committee. Such amendments must be approved by the City Council.

City Council Agenda Statement

Meeting Date: April 20, 2021
Agenda Heading: COMMITTEES, COMMISSIONS AND BOARDS PRESENTATIONS

TITLE:

Conclude the City's Economic Development Advisory Council to Transition to a Private Non-profit Entity, the “El Segundo Economic Development Corporation”

RECOMMENDATION:

Approve the conclusion of the Economic Development Advisory Council.

FISCAL IMPACT:

None

BACKGROUND:

The Economic Development Advisory Council (EDAC) was established as an offshoot of the City/Chamber of Commerce Business Retention and Attraction Task Force, originally established in 1990/91. The Committee was restructured in June 1994 by the City Council to implement the City's Economic Development Strategic Plan. EDAC served as a forum to create and foster responsible economic development strategies in El Segundo. EDAC provided support, guidance and advice on business attraction and retention and assisted with the implementation of the City’s Economic Development program.

DISCUSSION:

Based on discussion with EDAC members in late 2019, it was decided to create the El Segundo Economic Development Corporation (ESEDC), a private non-profit entity that will support economic development in El Segundo. The newly formed corporation is led by an exceptional group of business leaders and allows greater flexibility to expand the group's work and will address issues specific to a wide array of industries in the City. ESEDC is dedicated to advancing economic opportunity for employers, employees, and residents of El Segundo. The City is strongly committed to further collaboration with local business stakeholders by way of this new organization, and will continue to support responsible economic development El Segundo.

CITY STRATEGIC PLAN COMPLIANCE:

Goal 5: Champion Economic Development and Fiscal Sustainability
Objective 5A: El Segundo promotes economic growth and vitality for business and the community.

PREPARED BY:
Cristina Reveles
REVIEWED BY:
Cristina Reveles
Barbara Voss
APPROVED BY:
Barbara Voss

ATTACHED SUPPORTING DOCUMENTS:

None

City Council Agenda Statement

Meeting Date: April 20, 2021
Agenda Heading: COMMITTEES, COMMISSIONS AND BOARDS PRESENTATIONS

TITLE:

Appointments to Planning Commission

RECOMMENDATION:
Announce Planning Commission appointees.

FISCAL IMPACT:

None

BACKGROUND:

The Planning Commission makes recommendations to City Council on the adoption or amendment of the City's General Plan; performs duties with respect to land subdivision, planning and zoning as prescribed by City and State law; advises City Council on those matters falling within its charged responsibilities in a manner reflecting concern for the overall development and environment of the City as a setting for human activities.

DISCUSSION:

City Council conducted interviews on March 16, 2021 and selected the following candidates:

PLANNING COMMISSION

Appointees	Term Expiration
Kevin Maggay	June 30, 2023
Ryan Baldino	June 30, 2024
Brenda Newman	June 30, 2024

CITY STRATEGIC PLAN COMPLIANCE:

Goal 1: Enhance Customer Service, Engagement, and Communication; Embrace

Diversity, Equity, and Inclusion
Objective 1 B: El Segundo's engagement with the community ensures excellence.

PREPARED BY:
Mishia Jennings
REVIEWED BY:
Mishia Jennings
Barbara Voss
APPROVED BY:
Barbara Voss

ATTACHED SUPPORTING DOCUMENTS:

None

City Council Agenda Statement

Meeting Date: April 20, 2021
Agenda Heading: REPORTS

TITLE:

Proposed Topgolf Revenue Allocation Policy

RECOMMENDATION:

1. Receive proposed Topgolf Revenue Allocation Policy for future use of recurring Topgolf revenue.
2. Direct staff to incorporate the proposed Topgolf Revenue Allocation Policy into the Proposed FY 2021-2022 Citywide Budget that will be presented to City Council on May 4, 2021.

FISCAL IMPACT:

Adoption of the proposed policy would result in the estimated $1,920,000 in Topgolf revenues being allocated as follows:

- Annual pension payment of $780,000 to $910,000.
- Annual Equipment Replacement Fund Loan Repayment of $390,000 to $520,000.
- After Equipment Replacement Fund Loan is repaid, the annual $390,000 to $520,000 revenue stream would be dedicated to the City's Capital Improvement Program for public infrastructure needs.
- Annual $200,000 Community Benefit Contribution for rec. and parks projects.
- Annual $200,000 contribution for Golf Fund capital improvement projects.
- Annual $200,000 3% beverage fee payment to General Fund.
- Annual $20,000 golf course ground lease payment to General Fund.

BACKGROUND:

Construction on the Topgolf golf course and driving range/entertainment project located at 400 South Pacific Coast Highway, began on February 16, 2021, and is anticipated to be completed and open to the public by May 2022. Once this project is up and running this new land use will reverse the past several years of recurring Golf Fund operating losses and General Fund subsidies. As per the Recreation Ground Lease Agreement and Golf Course Management Agreement approved by City Council on October 15, 2019, this land use is projected to generate at least $1,920,000 in recurring General Fund and Golf Fund revenues/investment, including the following:

- Annual $1,300,000 driving range ground lease payment (with a 10% adjustment every five years) to General Fund.
- Annual $200,000 Community Benefit Contribution (without an inflation adjustment) to General Fund.
- Annual minimum $200,000 Golf Course and Driving Range Capital Contribution to Golf Fund.
- Recurring 3% beverage fee payment from driving range and golf course (with a minimum guarantee of $200,000 from the driving range) to the General Fund Annual $20,000 golf course ground lease payment (with a 10% adjustment every five years) to General Fund.
- As previously directed by City Council, staff has been working on a proposed policy and a multi-year spending plan for this revenue source. Staff was planning on proposing recommendations to City Council as part of the upcoming Proposed FY 2021-2022 and Proposed FY 2022-2023 Citywide Budget review process.
- During the recent Ad Hoc City Council Pension Committee (Mayor Pro Tem Chris Pimentel and Councilmember Scot Nicol) meetings, Committee members raised the issue of designating some of the future Topgolf revenue to be used to fund a portion of future pension costs.

DISCUSSION:

<u>Motivation behind this proposed policy</u>

The Committee discussed different policy options and is now proposing a Topgolf

Revenue Allocation Policy to provide guidance on dedicating this revenue source toward City Council strategic goals and initiatives related to funding pension liabilities and City public infrastructure needs. This funding policy would be subject to annual approval by City Council as part of the annual budget preparation process.

Underlying guidelines

The Committee relied on the following guidelines in making its recommendation:

- Maintain City's sound overall financial position.
- Ensure that the City has the flexibility to respond to changes in future service priorities, revenue streams, operating expenditures, capital improvement needs, and fully adhere to applicable financial, budget, and reserve policies.
- Protect the City's creditworthiness and bond rating.
- Ensure that all pension funding decisions are structured to protect current and future taxpayers, ratepayers, and residents of the City.
- Ensure that City debt is consistent with City's strategic planning goals, objectives, capital improvement program, and operating budget.
- Ensure existing City public infrastructure is properly maintained and that there are dedicated funding sources to invest in these needs.

In recognition of City Council's commitment to fiscal sustainability by employing long-term financial planning efforts, maintaining appropriate reserve levels, and employing prudent practices in governance, management, budget administration, and financial reporting, this proposed policy is intended to make use of relevant information readily available to decision-makers. Adherence to this proposed policy will provide a timely signal to rating agencies and capital markets that the City is well-managed and able to meet its short-term and long-term financial obligations.

Targeted Uses

The Committee identified three targeted uses for future Topgolf revenues:

1. Repayment of existing Equipment Replacement Fund loan to Golf Fund ($5.6 million current balance)
2. Reduce Citywide pension obligations and recurring retirement costs.
3. Funding of public infrastructure and facility maintenance (City has over $40 million in unfunded public facility and infrastructure needs).

Proposed Topgolf Revenue Allocation Policy

Ground Lease Revenue:

- 60%-70% of the revenue generated from the driving range ground lease (estimated to start at $1,300,000 per year) will be dedicated to funding the City's pension related liabilities. This would result in a starting annual pension contribution of $780,000 to $910,000.

- 30%-40% of the revenue generated from the driving range ground lease (estimated to start at $1,300,000 per year) will be dedicated to repaying the Equipment Replacement Fund. This would result in a starting annual loan repayment of $390,000 to $520,000 until the loan is paid off.

- Once the Equipment Replacement Fund loan is paid off, this revenue will be dedicated to City's Capital Improvement Program (public infrastructure) needs.

Community Benefit:

- The Annual $200,000 Community Benefit Contribution will be dedicated to Recreation and Park capital improvement projects.

Golf Course and Driving Range Capital Contribution:

- The Annual minimum $200,000 Golf Course and Driving Range Capital Contribution to Golf Fund will be made as required in the Ground Lease and Agreement and Golf Course Management Agreement.

- The annual 3% beverage fee payment from driving range and golf course (with a minimum guarantee of $200,000 from the driving range) will go to the General Fund to be used for general use purposes.
- The annual $20,000 golf course ground lease payment (with a 10% adjustment every five years) will go to the General Fund for general use purposes.

Subject to annual City Council review and approval as part of Budget Adoption Process

To comply with applicable State laws, the above policy would be subject to annual review and approval by City Council as part of the annual budget adoption process.

NEXT STEPS:

If City Council concurs with the proposed Topgolf Revenue Allocation Policy, then the Committee requests that City Council direct staff to incorporate the proposed policy into

the Proposed FY 2021-2022 Citywide Budget that will be presented to City Council on May 4, 2021.

CITY STRATEGIC PLAN COMPLIANCE:

Goal 5: Champion Economic Development and Fiscal Sustainability
Objective 5B: El Segundo approaches its work in a financially strategic and responsible way.

PREPARED BY:
Joseph Lillio
REVIEWED BY:
Joseph Lillio
Barbara Voss
APPROVED BY:
Barbara Voss

ATTACHED SUPPORTING DOCUMENTS:

None