



# GENERAL PLAN UPDATE

Prepared for City of Hawthorne

# Meet the Team



**Surabhi Barbhaya, AICP, LEED AP**  
*Project Manager, Policy & Land Use*



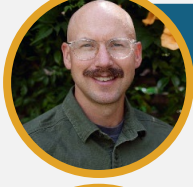
**Rita Garcia**  
*CEQA Project Manager*



**Laura Forinash, PE, TE**  
*Active Transportation, Mobility & Parking*



**William Kelly**  
*Market Feasibility & Fiscal Impact Studies*

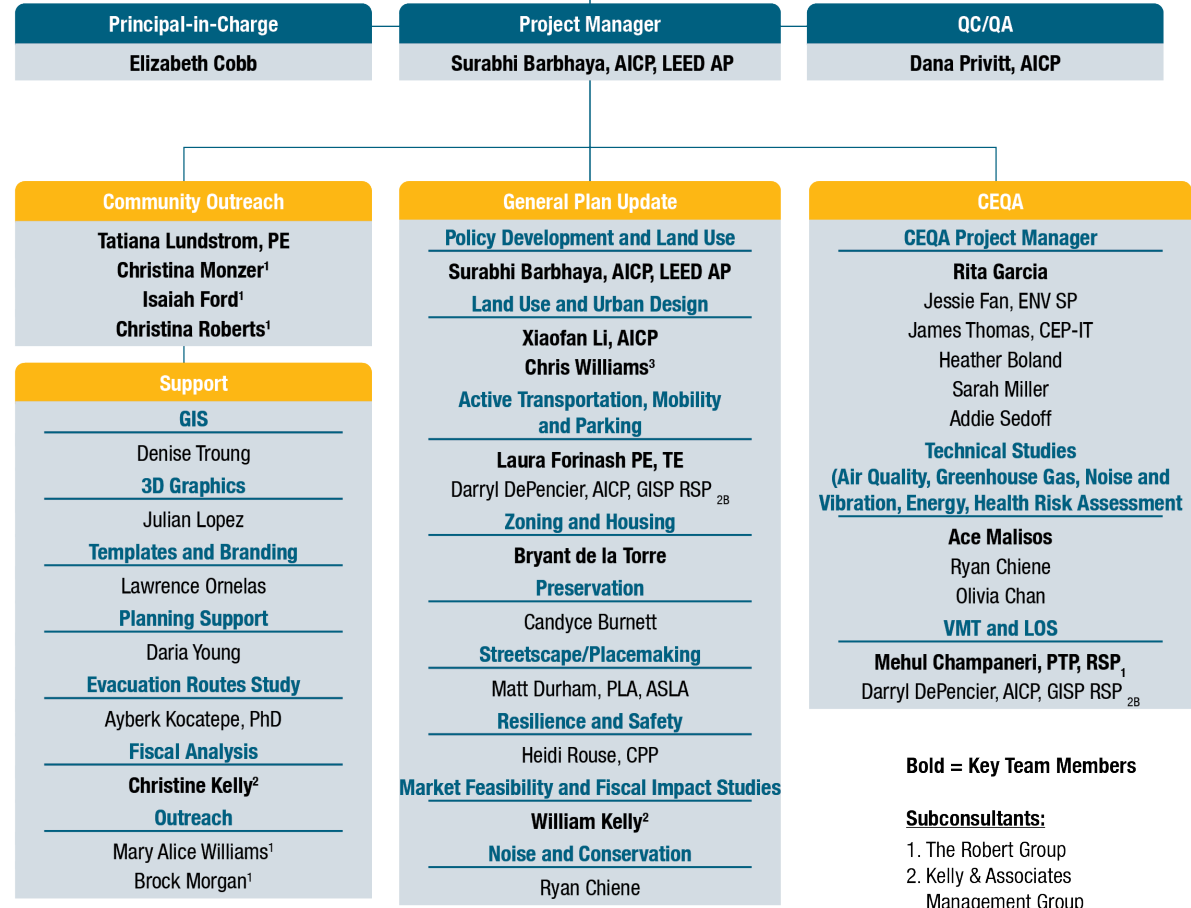


**Isaiah Ford**  
*Community Outreach*



**Chris Williams**  
*Land Use & Urban Design*

## CITY OF HAWTHORNE



**Bold = Key Team Members**

- Subconsultants:**
1. The Robert Group
  2. Kelly & Associates Management Group
  3. TCA Architects, Inc

# Team Overview

# Kimley»»Horn

Expect More. Experience Better.

## <THE ROBERT GROUP>



# Why Update General Plan Now?



**MEET NEW  
STATE LAWS**



**MANAGE GROWTH  
TO PROTECT  
QUALITY OF LIFE**



**ADAPT TO SHIFTING  
ECONOMIC TRENDS**



**REFLECT  
EVOLVING  
COMMUNITY VALUES**



**MODERNIZE  
INFRASTRUCTURE  
AND MOBILITY  
PLANNING**



**PLAN PROACTIVELY  
TO AVOID FUTURE  
CHALLENGES**

# Building Consensus



## **LISTEN: Building Trust Through Engagement**

- Comprehensive Community Engagement
- Elected Officials and City Staff Engagement
- Advisory Committee
- Trusted Messengers



## **INFORM: Turning Data into Trust**

- Narrative Framing- What's in it for us?
- Case Studies
- National and Regional Trends
- Traffic and Other Models
- Expert Opinions



## **COLLOBORATE: Shaping Tomorrow's Hawthorne**

- Missing middle and mixed-use solutions
- Safe multimodal transportation
- Urban greening and green infrastructure
- Strategic development locations
- Demonstration projects/ Incremental planning



# The Big Picture

- **Community:** Create an equitable and safe place that also offers diverse and well-designed housing options
- **Commerce-Industry:** Create vibrant hubs for innovation, commerce, and industry
- **Connectivity:** Build a connected city with active transportation, parks, transit, roads, and smart technology



# Community

- Housing affordability and ownership
- Downtown and Hawthorne Plaza
- Mixed use and missing middle
- Redevelopment of neighborhoods
- Lot consolidation
- Transit Oriented Development
- Parks and open space
- Urban greening and tree canopy
- Central town center
- Enhance City image



# Commerce & Industry

- Diversify economy beyond aerospace/logistics
- Redevelopment of Downtown and Hawthorne Plaza
- Rightsizing retail and Mixed use
- Experiential retail opportunities
- Leverage Olympics 2028
- Improve transit for workforce access
- Integrate Economic Development, Land use and Housing

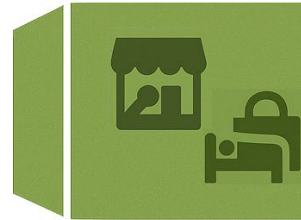
## Experiential Retail and Infill



## Diversify Economy



## Rightsizing Retail Hotel Development

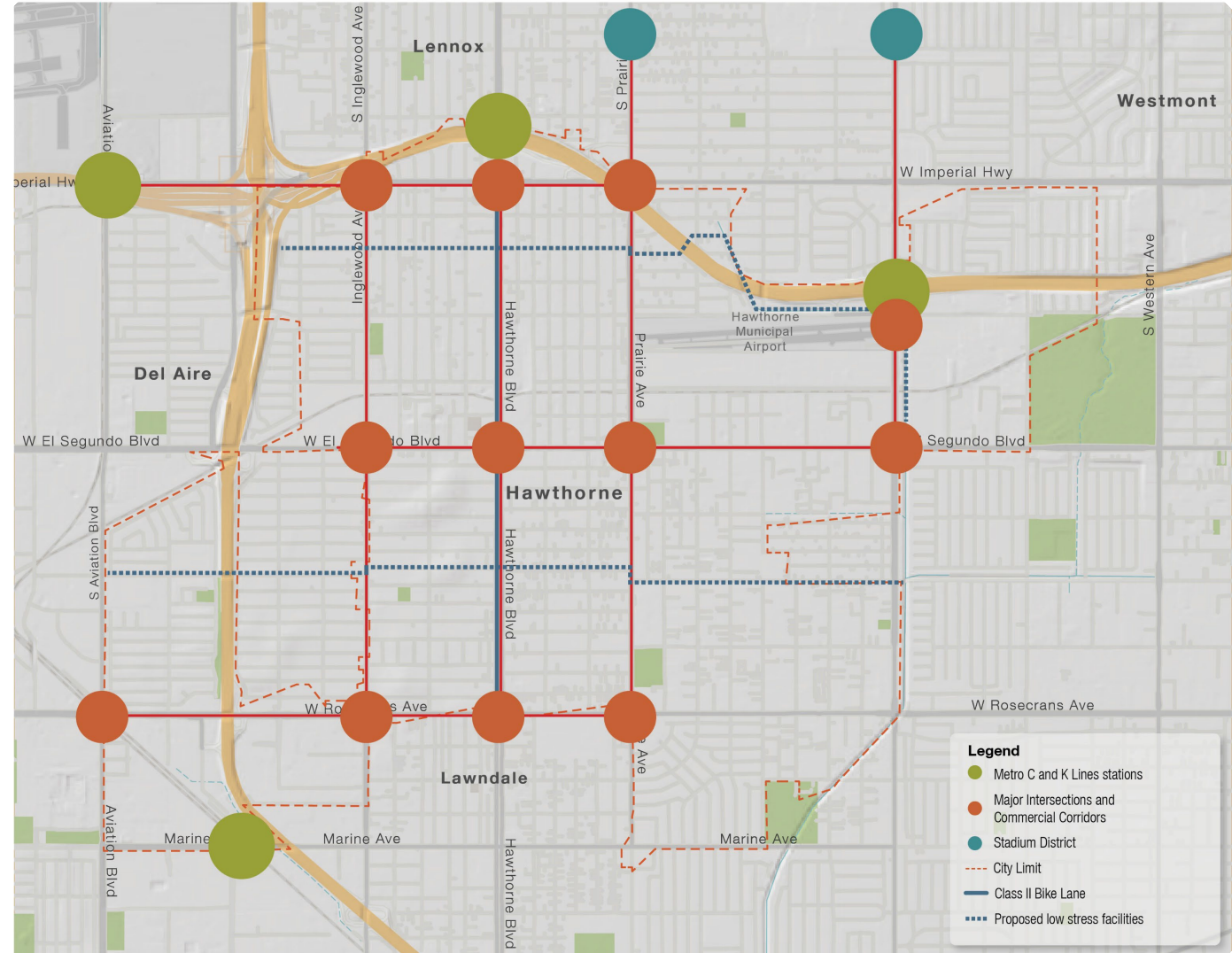


## Leverage Olympics 2028



# Connectivity

- Key nodes: Crenshaw, Lennox, Redondo Beach Stations, major intersections, and the Stadium District
- Develop first-last mile connection with mobility hubs
- Expand low-stress bike and pedestrian networks
- Advance Vision Zero
- Integrate smart mobility
- Activate streets through temporary and permanent closures



# Community Outreach



# Community Outreach

PublicCoordinate

Created by Kimley Horn

Hawthorne General Plan Update

Welcome

Admin

Select Language

Powered by Google Translate

**Basemap Type**  
Default

Location Search

**Hawthorne General Plan Update**  
We want your input!  
Play a pivotal role in shaping our city's future – identify key issues and challenges, and share the improvements you want to see!

**Destinations/Community Identity:** Where do you like to visit and what draws you here?

**Development Opportunities:** Where do you see potential for new development and what would you like to see there? What more would you like to see here?

**Development Concerns:** Where do you have concerns regarding current or future development? (e.g. environmental degradation, congestion, affordability, neighborhood character, safety, etc.)

**Mobility Issues:** Is traffic backed up? What times of days are worse than others? Are the sidewalks inadequate or missing? Tell us what makes getting around difficult here - whether on foot, bike, scooter, wheelchair, car, bus, or any other method you use.

**Parks and Greenspace:** Where would you like to see more parks and/or recreational greenspace? What natural amenities are here?

**Safety Concerns:** What about this location makes you feel unsafe? Consider issues related to mobility (whether traveling on foot, on a bike, on a scooter, in a wheelchair) as well as general safety (lighting, eyes on the street, etc.).

**Other Ideas and Suggestions:** What else would you like to share about this location? Could relate to development, mobility, culture, nature, housing, entertainment, leisure, recreation, etc.

OK

© Mapbox © OpenStreetMap Improve this map

Filter Comments

Add Comment

Add Comment

Add Point Comment Clear

- Destinations
- Development Concerns
- Development Opportunities
- Mobility Issues
- Other Ideas and Suggestions
- Parks and Greenspace
- Safety Concerns

Scan or Click Here

# Urban Design Approach

- Human-Centered Design
- Mixed-Use and Density
- Connectivity & Mobility
- Contextual and Cultural Sensitivity
- Public Realm and Open Space
- Economic Vitality
- Infrastructure and Services
- Aesthetic and Architectural Quality
- Sustainability and Resilience



# Environmental




## **Continual Collaboration & Policy Mitigation Alignment**

**Maximize efficiencies and early identification of environmental considerations into policies**



## **Streamlining: Clarity & Certainty**

**A "Legacy EIR" with key elements and appropriate Programmatic analysis and mitigation to provide clarity and certainty for future development**



# Why Kimley-Horn Team?



Proven Success  
in the City and region



Local Presence



Strategic and  
Experienced Team-  
Dedicated Resources



Understand  
Community Sentiment

**Above All - We Are Deeply Passionate About  
and Committed to Your General Plan Update**

**Kimley»Horn**

Expect More. Experience Better.



kelly associates  
Management Group



ARCHITECTS

«THE ROBERT GROUP»

# Q&A



HAWTHORNE  
CITY HALL

44 55

Kimley»»Horn

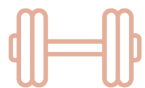
# SWOT Analysis



## S

### Strengths

- Close to LAX and Hawthorne Airport
- Direct access to 105/405 freeways
- Near three Metro rail stations
- Adjacent to Inglewood's Stadium District
- Home to major employers like SpaceX and Amazon
- Known as an innovation hub
- Rich cultural diversity
- City prioritizes revitalization, housing, and sustainability
- Compact urban form



## W

### Weaknesses

- Small lots hard to consolidate
- Limited housing affordability
- Lack of green/open space
- Scarce vacant land
- Overcrowded housing
- Aging infrastructure
- Frequent traffic crashes
- Air quality and noise concerns from industry, freeways, and airport
- Oversupply of commercial space
- Outdated zoning regulations
- Lack of cohesive public realm
- Lack of citywide branding
- Crime rate above county/state average
- Jobs-housing imbalance



## O

### Opportunities

- Redevelop Downtown and Hawthorne Plaza
- TOD within 0.5 miles of two stations
- Invest in public realm and corridors
- Connect to Inglewood Stadium District
- Expand bike, ped, and micromobility options
- Improve first/last mile access
- Leverage Olympics 2028 for economic growth
- Invest in green infrastructure
- Expand urban greening and tree canopy
- Diversify economy beyond aerospace/logistics
- Establish a central town center
- Rebrand city to attract investment



## T

### Threats

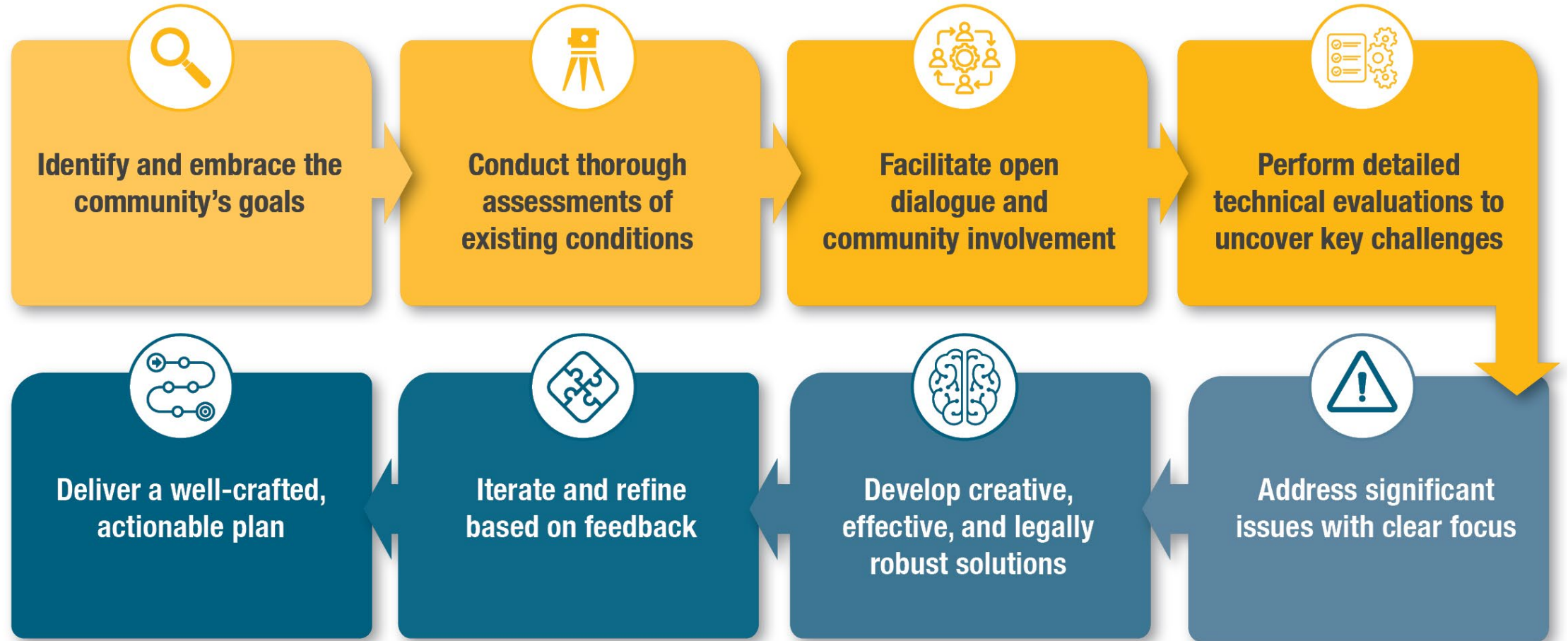
- Gentrification & displacement due to revitalization/ new investment
- RHNA housing mandates
- Limited staff capacity to comply with new regulations
- Rising heat, air, and noise impacts
- Negative public perception of quality of life
- Competition from nearby cities
- Shift from retail to online
- Industry relocation to other states



# Community Engagement



# Approach to Planning Process



# Growth Projections- Methodology

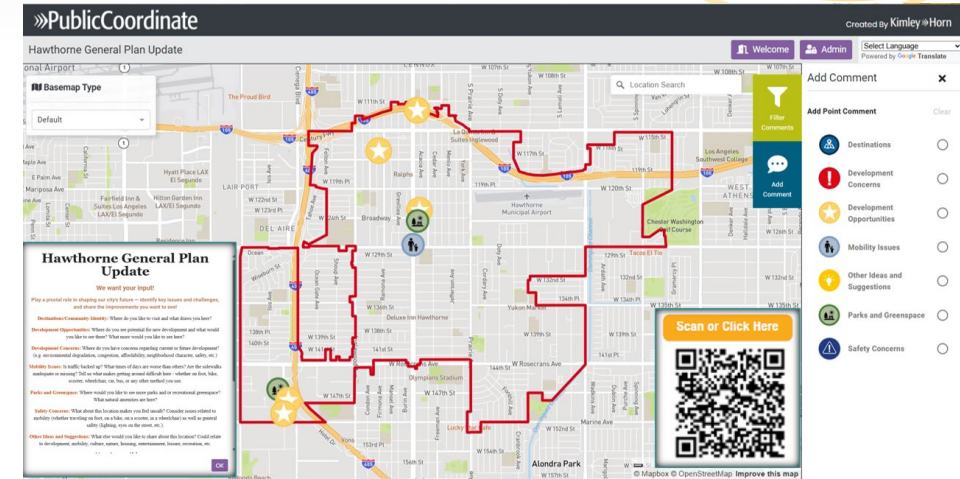
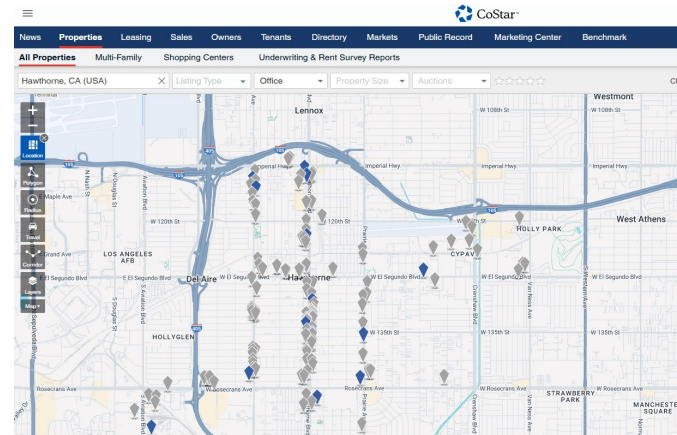
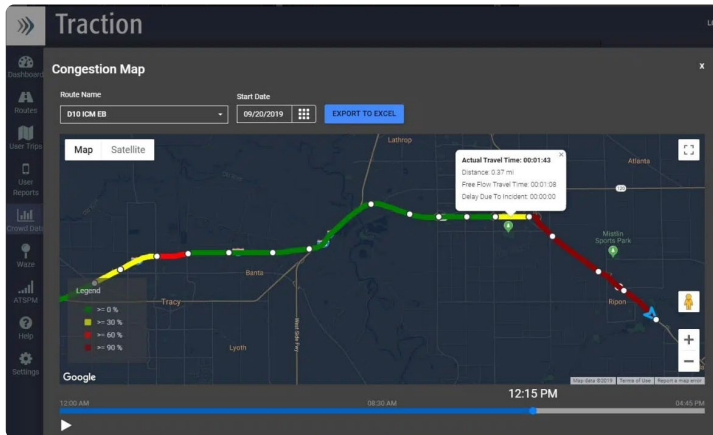


- Expected moderate increase in both resident and employee population
- Methodology
  - Land use alternatives → Existing conditions, city staff and elected officials’ direction, community engagement, best practices, realistic capacity, economic study findings, development feasibility, fiscal impact, and market trends → Land use designations and overlays
  - Range- Mid and High buildout Scenarios based on realistic factor
  - Preferred Land Use Alternative

Resource or Methodology	Residential	Commercial	Mixed Use	Industrial	Public Facilities	Projection
GIS	✓	✓	✓	✓	✓	Net Acres
Density Assumption/Trend	✓		✓			Dwelling Units
Units/Household size/Unit type	✓		✓			Residents
FAR/Factor/Trends		✓	✓	✓	✓	Square Feet
Employee Ratios		✓	✓	✓	✓	Employees

# Tools and Resources

- **PublicCoordinate:** Interactive mapping and survey tool
- **InVideo/SORA:** AI based fully editable videos
- **Esri Business Analyst:** Socio-economic and market analysis
- **CoStar:** Commercial and multifamily real estate data platform
- **Replica:** Consumer behavior, foot traffic and visit patterns
- **CivilGrid:** Utility, environmental, geotechnical data platform
- **TREDLiteVMT:** Automated vehicle miles traveled (VMT) calculations
- **TractionTravel:** ADT, travel time trends, time-of-day graphs



# CoStar Reports



## Search Analytics

## Office Analytics

INVENTORY SF <b>2M</b> <span>+0%</span> Prior Period 2M	UNDER CONSTRUCTION SF <b>0</b> <span>-</span> Prior Period 0	12 MO NET ABSORPTION SF <b>(8.3K)</b> <span>-142.0%</span> Prior Period 19.7K	VACANCY RATE <b>14.7%</b> <span>+0.4%</span> Prior Period 14.3%	MARKET ASKING RENT/SF <b>\$38.58</b> <span>+0.6%</span> Prior Period \$38.35	MARKET SALE PRICE/SF <b>\$297</b> <span>-2.7%</span> Prior Period \$306	MARKET CAP RATE <b>7.5%</b> <span>+0.2%</span> Prior Period 7.3%
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### Key Metrics

Availability		Inventory	
Vacant SF	292K ↑	Existing Buildings	129 ↓
Sublet SF	0 ↓	Under Construction Avg SF	-
Availability Rate	14.3% ↑	12 Mo Demolished SF	0 ↓
Available SF Total	283K ↑	12 Mo Occupancy % at Delivery	-
Available Asking Rent/SF	\$49.50 ↑	12 Mo Construction Starts SF	0 ↓
Occupancy Rate	85.3% ↓	12 Mo Delivered SF	0 ↓
Percent Leased Rate	85.9% ↓	12 Mo Avg Delivered SF	-

Sales Past Year		Demand	
Asking Price Per SF	-	12 Mo Net Absorp % of Inventory	-0.4% ↓
Sale to Asking Price Differential	-	12 Mo Leased SF	28.4K ↓
Sales Volume	\$69.2M ↑	Months on Market	10.1 ↓
Properties Sold	4 ↓	Months to Lease	-
Months to Sale	-	Months Vacant	-
For Sale Listings	3 ↑	24 Mo Lease Renewal Rate	84.6%
Total For Sale SF	16.6K ↑	Population Growth 5 Yrs	-3.1%

## Search Analytics

## Retail Analytics

INVENTORY SF <b>5M</b> <span>+0%</span> Prior Period 5M	UNDER CONSTRUCTION SF <b>0</b> <span>-</span> Prior Period 0	12 MO NET ABSORPTION SF <b>(47.4K)</b> <span>-25.1%</span> Prior Period (37.9K)	VACANCY RATE <b>22.1%</b> <span>+1.0%</span> Prior Period 21.1%	MARKET ASKING RENT/SF <b>\$30.55</b> <span>-0.8%</span> Prior Period \$30.80	MARKET SALE PRICE/SF <b>\$375</b> <span>+0.3%</span> Prior Period \$373	MARKET CAP RATE <b>5.6%</b> <span>+0.1%</span> Prior Period 5.5%
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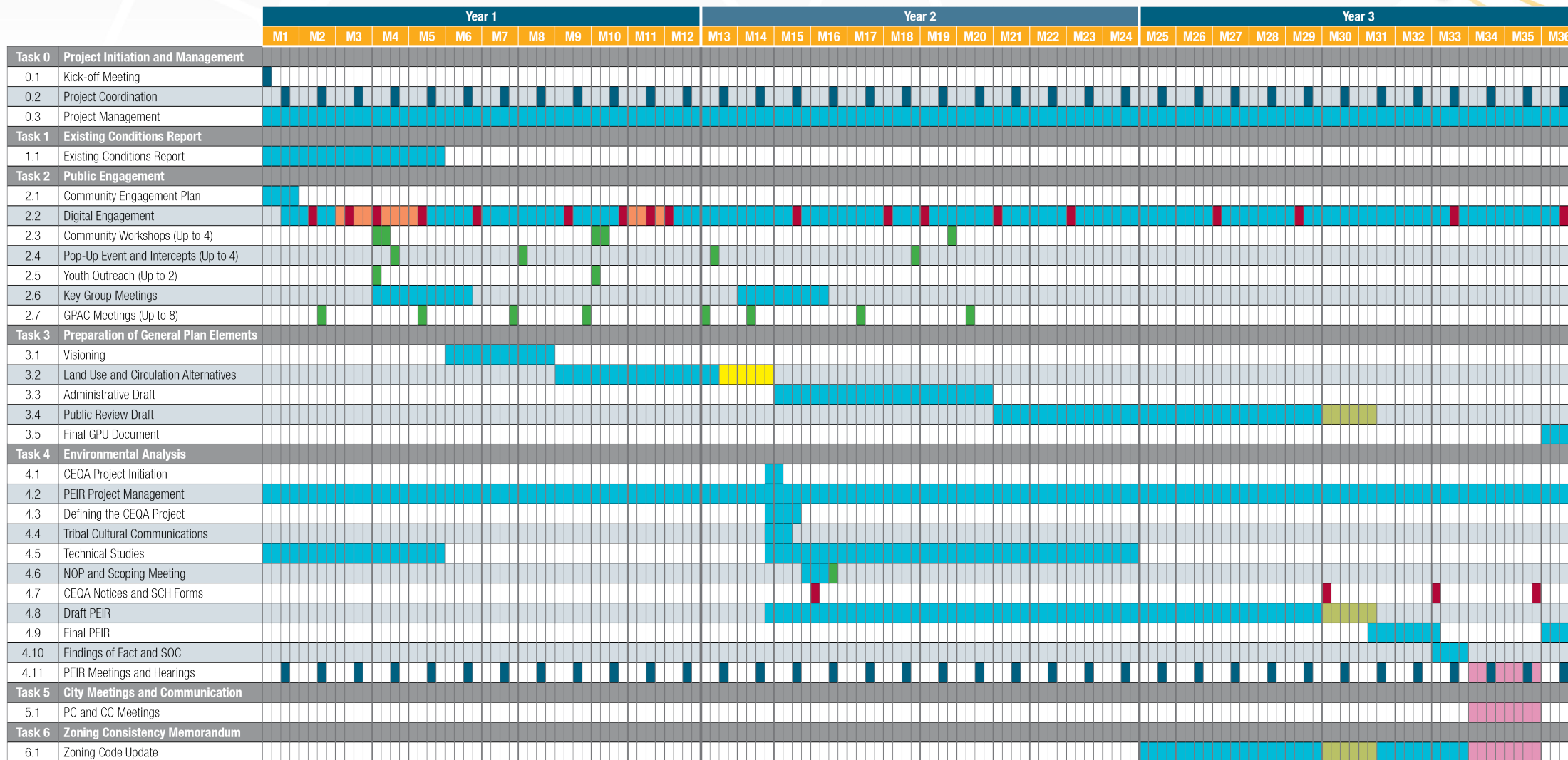
### Key Metrics

Availability		Inventory	
Vacant SF	1.1M ↑	Existing Buildings	457 ↓
Sublet SF	1.5K ↓	Under Construction Avg SF	-
Availability Rate	22.3% ↑	12 Mo Demolished SF	0 ↓
Available SF Total	1.1M ↑	12 Mo Occupancy % at Delivery	-
Available Asking Rent/SF	\$28.54 ↓	12 Mo Construction Starts SF	0 ↓
Occupancy Rate	77.9% ↓	12 Mo Delivered SF	0 ↓
Percent Leased Rate	79.6% ↓	12 Mo Avg Delivered SF	-

Sales Past Year		Demand	
Asking Price Per SF	-	12 Mo Net Absorp % of Inventory	-0.9% ↓
Sale to Asking Price Differential	-	12 Mo Leased SF	67.8K ↑
Sales Volume	\$16M ↑	Months on Market	7.4 ↑
Properties Sold	25 ↓	Months to Lease	23.5 ↑
Months to Sale	3.5 ↓	Months Vacant	24.5 ↑
For Sale Listings	8 ↑	24 Mo Lease Renewal Rate	72.5%
Total For Sale SF	85.8K ↑	Population Growth 5 Yrs	-3.1%

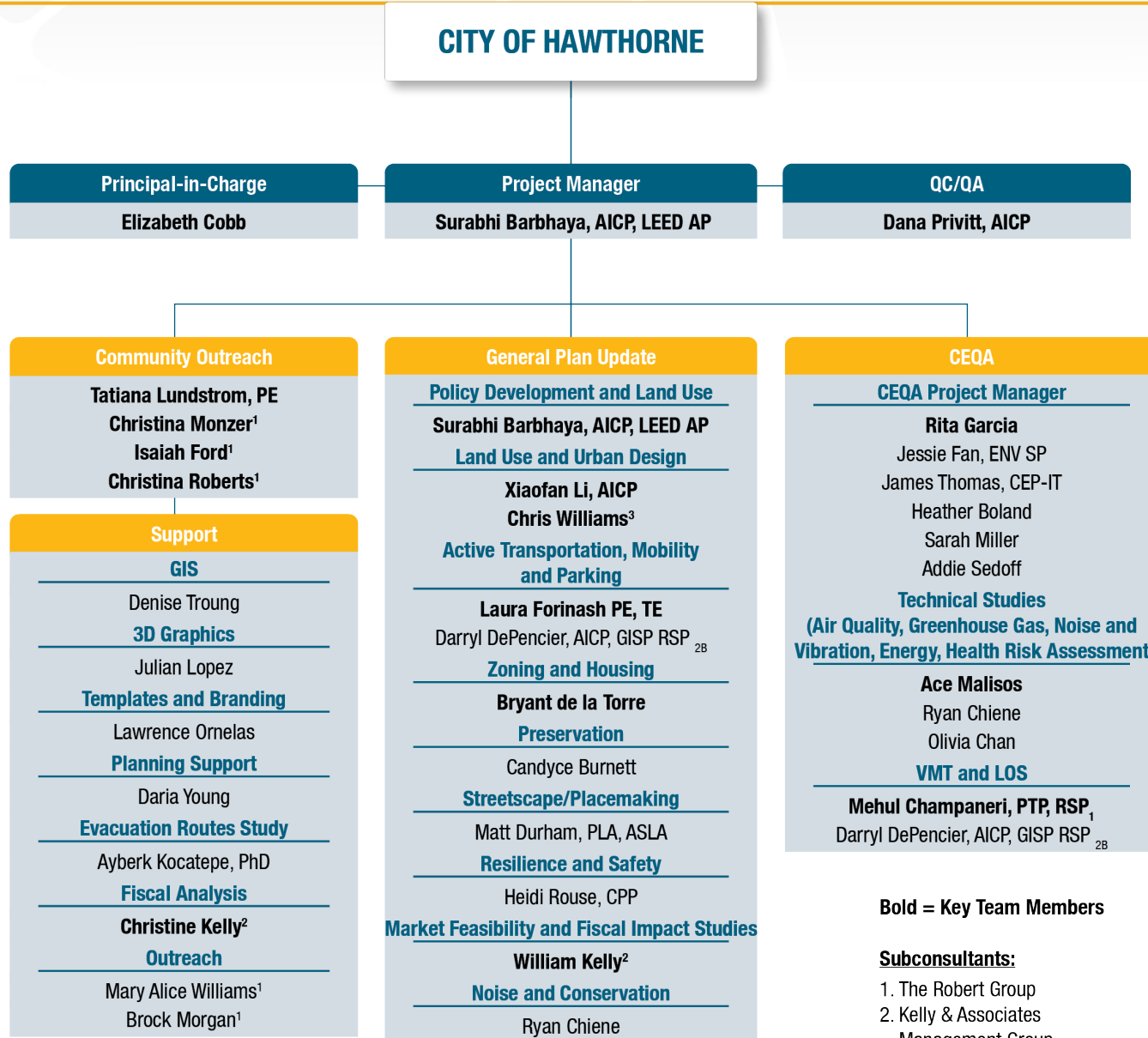
# Schedule



## Legend

- Meetings
- Public Meetings
- Public Review Period
- Adoption Hearings
- Noticing
- Preferred Land Use Circulation
- Survey

# Organizational Chart



**Bold = Key Team Members**

**Subconsultants:**

1. The Robert Group
2. Kelly & Associates Management Group
3. TCA Architects, Inc