



2026

PLAYA VISTA COMMUNITY SURVEY REPORT

PLAYA VISTA'S 25TH ANNIVERSARY
An Evening to Reflect and Celebrate
Thursday, January 22, 2026 – LMU Playa Vista Campus

Presented by the Playa Vista Institute and LMU

ABOUT THE PLAYA VISTA INSTITUTE (PVI)

The Playa Vista Institute is a nonprofit public benefit corporation formed to preserve the history of Playa Vista and share best practices that contribute to creating sustainable urban areas. Activities include:

- Collecting and documenting the history of Playa Vista and the surrounding community.
- Collaborating with other educational, professional, and historical organizations to conduct studies, programs, and events.
- Developing and organizing educational activities and programs to benefit the general public.
- Supporting the advancement of smart growth and urban sustainable development practices.

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METHODOLOGY

This survey was conducted from February 25, 2025 through November 1, 2025 with a total of 174 verified stakeholder respondents. Data collection focused on stakeholder satisfaction, mobility, safety, and retail usage patterns within the 90094 zip code.



1. EXECUTIVE SUMMARY

OVERVIEW

Playa Vista's 25-year milestone offers a rare opportunity to evaluate what planned community design looks like in a lived experience. This community survey suggests Playa Vista is delivering on the promise of a complete, mixed-use neighborhood: **exceptionally high resident satisfaction and wellbeing, strong everyday use of parks and local retail, a sustained sense of safety, and urban-format real estate value that appears to hold** without relying on traditional suburban drivers like larger lots, single-use zoning, or lower density.

Taken together, the findings indicate that **Traditional Neighborhood Design (TND)**—walkable streets, integrated parks and public realm, and nearby services—can shape daily behavior (including driving less and walking more) and strengthen “quality of place” in ways that the market appears to reward.



WHAT WE LEARNED

KEY TAKEAWAYS

- 1 **Wellbeing shows up as satisfaction.** Residents report very high happiness living in Playa Vista, suggesting the community's design supports everyday ease, connection, and "neighborliness"—the practical ingredients of wellbeing.
- 2 **Mixed-use is being used, not just planned.** Respondents report strong, routine use of parks/open space and local retail/services, consistent with Playa Vista functioning as a "complete neighborhood."
- 3 **Safety is foundational.** In comparison to other communities, respondents rated safety in Playa Vista high, with a small undercurrent concern about break-ins and street behavior. The sense of safety is a major contributor to quality of life.
- 4 **Design integrity supports long-term confidence.** Stakeholders report high satisfaction with the retained design standards and the impact on long-term value, reinforcing that consistency, with some flexibility to adapt to changing times, help preserve the character—and the daily functionality—of a planned community.
- 5 **The community model aligns with reduced traffic.** A large majority drive their car less since moving to Playa Vista, and independent traffic verification data points in the same direction (lower peak-hour trips than EIR assumptions).
- 6 **Urban Design value holds: "place" can outperform "size."** Market outcomes suggest Playa Vista can sustain strong price-per-square-foot performance even with smaller lots and mid-density form—supporting the argument that quality of place (walkability, parks, mixed-use convenience, safety, and architectural standards) can compete with traditional suburban value drivers.

AT A GLANCE

METHODOLOGY

- **Total responses:** 174
- **Field period:** February 25, 2025 through November 1, 2025
- **Format:** Primarily yes/no questions with optional open-ended comment prompts
- **Interpretation:** Directional stakeholder snapshot (not a randomized sample)
- **Profile¹:** Homeowners ~59.2%, Renters ~26.4%, Other/Work or No Response ~14.4%
- **Outreach Methods:** The survey was promoted via QR codes and online links (PVI website), HOA mailers, community news board postings, local periodicals, information tables at community events, in-store retail signage, and flyer distribution at the Farmers Market. Responses were collected via SurveyMonkey.

¹Not every respondent answered all 37 questions on the survey. The average question had ~153 to ~164 respondents.

2. OVERVIEW AND WHAT WE MEASURED

The Playa Vista Institute (PVI) collected feedback from key stakeholders—primarily residents, along with office workers and retail visitors—to better understand how Playa Vista is performing as a complete neighborhood and where attention should be focused next.

WHAT WE MEASURED INCLUDES:

- Overall satisfaction and happiness as a proxy for “neighborliness” and wellbeing
- Use of parks, trails, wetlands, and the public realm
- Use of local retail and services
- Sense of safety and quality of life
- Mobility and driving patterns (including whether people report driving less)
- Long-term design integrity and value confidence
- Real estate value performance (PSF comparison) and what may be driving it
- Priorities for the next phase (security, retail vitality, parking friction, and community life)



WHAT WE FOUND

3. PRIMARY INSIGHTS

**A. High Satisfaction and Wellbeing
("Neighborliness")**

Residents report exceptionally high satisfaction living in Playa Vista. This result should be read as more than a generic approval rating. In planning terms, it suggests that the built environment is supporting the daily conditions that shape wellbeing: walkability, access to nature, convenience, routine interactions, activities and a sense of safety. These elements are the practical basis of "neighborliness"—the lived experience of belonging and ease in a place over time.



Share of respondents saying "yes":

96.8%

Happy Living in Playa Vista

82.9%

Use Parks/Wetlands/Trails

90.3%

Satisfied With Value & Design Standards

82.1%

Report Driving Less

*Residents report
exceptionally high
satisfaction living in
Playa Vista.*

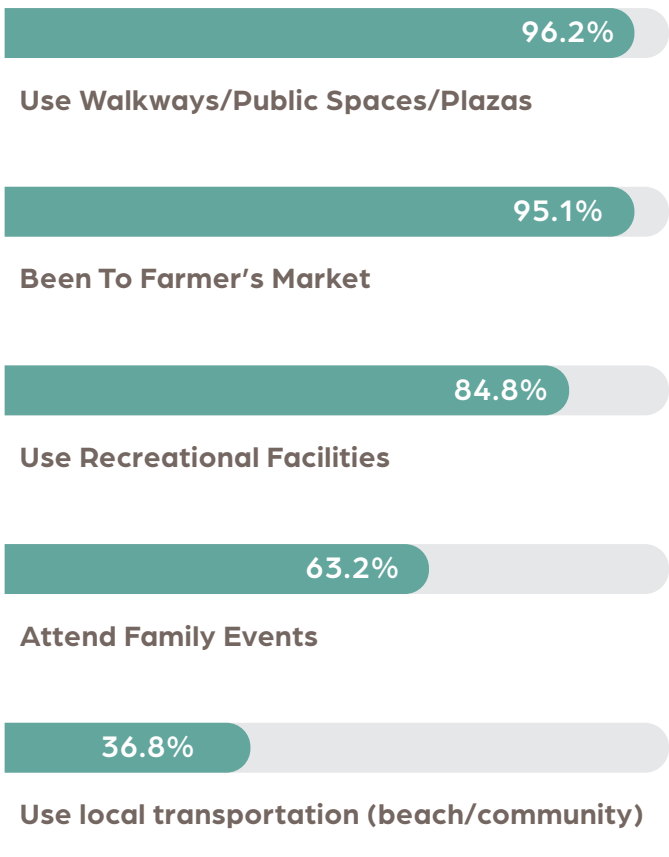
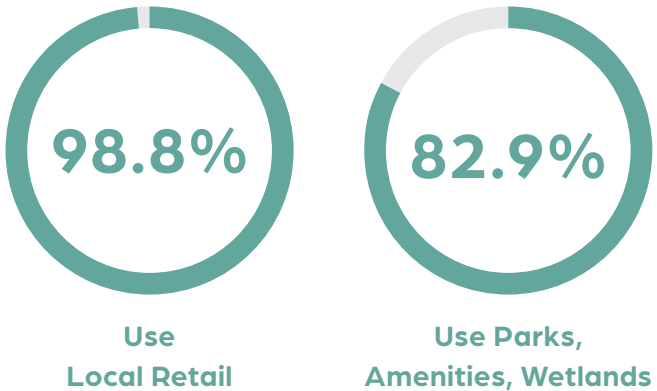


B.

Mixed-Use Works in Daily Life (Parks + Retail)

Survey results suggest Playa Vista’s “complete neighborhood” structure is functioning as intended. Respondents report strong, routine use of parks/ wetlands/trails/recreational facilities and near-universal use of local retail and services.

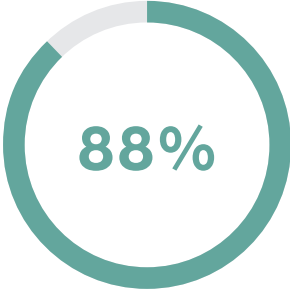
This is the practical proof point for mixed-use planning: **the amenities are not only present—they are used.**



C. Safety as a Pillar of Quality of Life

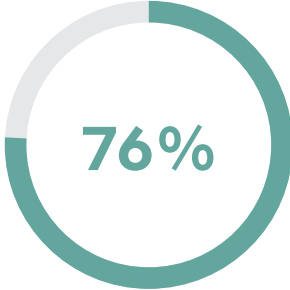
The sense of safety is a foundational component of the community experience and one of the reasons walkability and use of the public realm function day-to-day. **The overall perception of safety is positive.**

Most negative security comments fell within the “concern” and “improvement” versus “fear” range. There were feedback signals that stakeholders have high expectations for execution—reducing theft, improving street safety behavior (speeding, stop sign compliance, crosswalk safety), and better managing multi-modal conflicts (including e-bikes).



88%

Feel Community
is Safe



76%

Want Additional
Security



D. Design Integrity and Long-Term Confidence

Respondents report high satisfaction with retained design standards and confidence in long-term value. This points to the importance of governance and adherence to standards as a long-term performance driver in a planned community.

Traditional real estate logic often assumes value is primarily driven by lower density, single-use zoning, and larger lots, or by proximity to external entertainment, shopping, and services. Playa Vista suggests an additional value driver: **design integrity that creates internal proximity**—walkable streets, a connected public realm, and a coherent neighborhood experience that remains durable over time. Standards and managing compliance, with a degree of flexibility to adapt to change over the long-run, do more than preserve aesthetics; they help preserve the daily functionality that makes the community work.

E. Reduced Driving

A large majority report driving less since moving to Playa Vista, aligning with the planning and policy goal of reducing traffic, overall vehicle dependence and increasing walkability through mixed-use design.

In addition to survey respondents, an independent 2016 traffic trip verification study at Playa Vista observed approximately 18% to 33% fewer peak-hour trips than projected. Supporting the conclusion: **Playa Vista's mixed-use, higher density design is associated with lower vehicle trip generation than typical zoning standards.**

82.1%

Residents Who Report Driving Less





DESIGN → BEHAVIOR → VALUE

4. BRIDGE: HOW DESIGN CONNECTS OUTCOMES

Taken together, the results point to a consistent in-fill mechanism: Traditional Neighborhood Design does not simply place homes near amenities—it **creates a walkable daily-life system inside the community.**

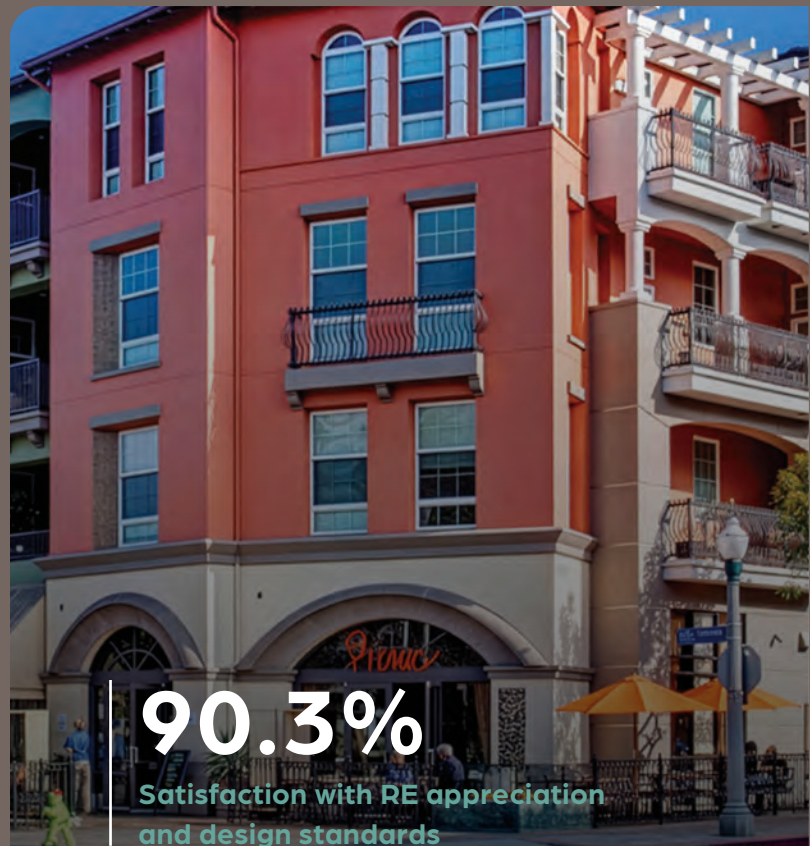
When parks, trails, retail, and services are routinely used—and when residents report driving less—the result is not only a mobility benefit. It strengthens “**quality of place**”—convenience, connection, and livability that are experienced every day. That lived experience helps explain why Playa Vista can perform strongly as a real estate market without relying on the traditional suburban formula of lower density and larger lots.

PLACE VS. SIZE

5. URBAN REAL ESTATE VALUE HOLDS

Traditional real estate value is often explained through a familiar formula: larger lots, lower density, and proximity to established external entertainment, shopping, and services. Playa Vista reflects a different model.

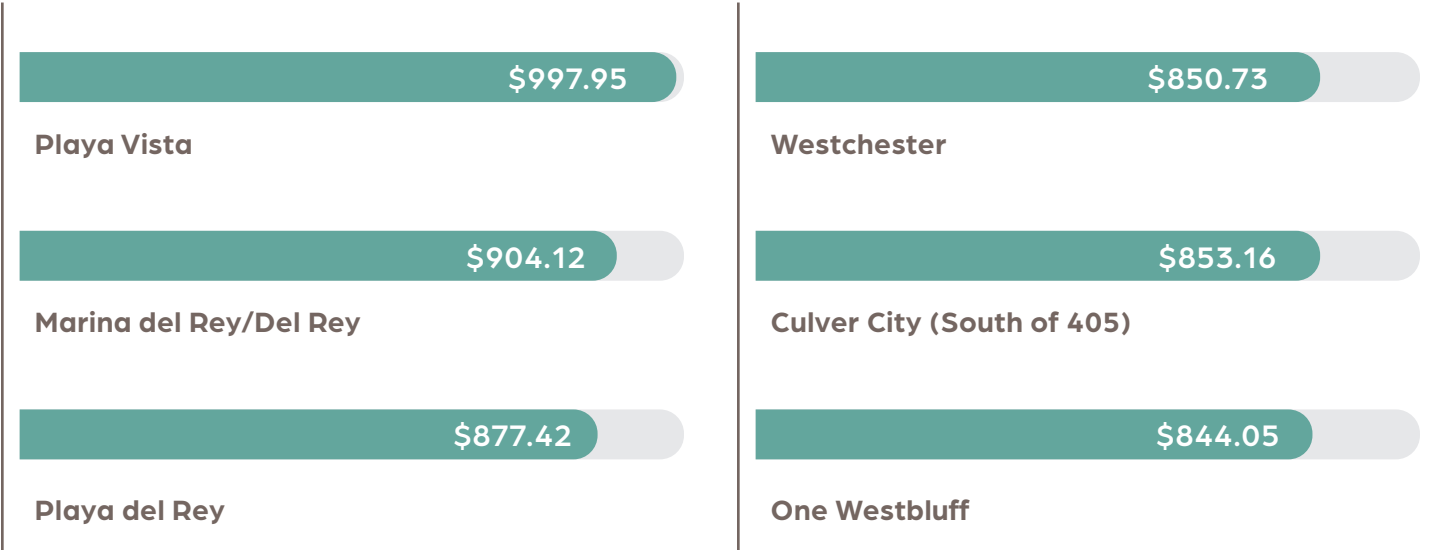
Through design and operations, the community created its own proximity—walkable streets, parks and open space, programmed activities and fitness, and local retail/services—so daily life can happen nearby rather than through constant driving. The survey supports this lived experience through strong architectural integrity, parks/amenities/retail use, traffic reduction, and a strong baseline sense of safety. When asked about real estate appreciation and retaining design standards the majority responded positively.



COMPETITIVE SET ANALYSIS:

It is surprising, given Playa Vista’s generally smaller lots and more compact, mid-density planning pattern, that single-family homes (2,000–4,600 SF) sold within the past two years² posted a **higher average Per Square Foot (PSF) of ~\$997.95** sales price than nearby comparison areas (including Marina del Rey/Del Rey, Playa del Rey, Westchester, Culver City, and One Westbluff). And, aside from Westchester (90045) its CAGR grew at a higher rate in homes prices and led all comps in condominium sales.

AVERAGE PRICE PER SQUARE FOOT:



A reasonable conclusion is that this reflects a coherent market signal: design quality and neighborhood completeness—walkability, parks, mixed-use convenience, perceived safety, and consistent architectural standards—can sustain durable value and premium pricing even when traditional “size” metrics (like lot area) are smaller.



Through design & operations, the community created its own proximity so daily life can happen nearby.

²Source Note: PVI had assistance from local real estate agents Highland Premiere Real Estate and The Meredith Slosser Team in compiling the sales data.

SECONDARY INSIGHTS

6. OPPORTUNITIES & FRICTION POINTS

A

Security Execution & Street-Safety Behavior

Even in a high-satisfaction community, operational execution heavily influences day-to-day experience. Respondents seek further improvements in theft reduction, responsiveness, and the management of speeding cars and e-bike compliance—issues that undermine walkability and comfort if left unaddressed.

B

Retail Vitality (Vacancies and Tenant Mix)

Retail is not only commerce but also part of the social fabric. Even with high usage, respondents want improvements in tenant mix, vacancy reduction, and activation. Healthy neighborhood retail is more than commerce, it connects street life, convenience, and placemaking, completing the “neighborhood experience.” Retail, particularly restaurants, bars and coffee shops, create formal and informal gathering places and people watching that activate public spaces. Quality retail creates a destination and additional traffic, just as vacancy does the reverse.

C

Parking & “Neighborhood Friction”

Parking pressure in certain locations/times and traffic behavior (speeding, stop-sign compliance) emerge as recurring friction points. These issues typically benefit from targeted operational solutions rather than changes to the core land-use model.



89.6%

Feel the community is safe

57.9%

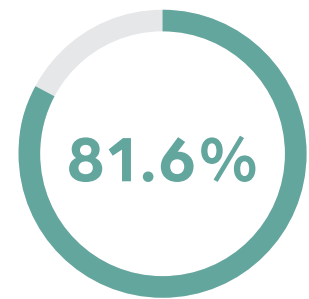
Want public parking issues addressed



D

Community Life & Adult Social Infrastructure

Respondents want more events and adult social opportunities. As communities mature, social infrastructure becomes as important as physical infrastructure—shared experiences that reinforce belonging and neighborliness. The Community's HOA(s), retail owners, fitness centers, LMU and activity planners all have an opportunity to leverage this market demand through various avenues.

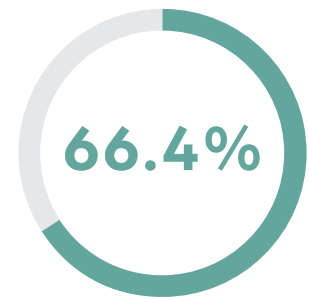


Want more clubs and socialization events

E

Awareness & Civic Understanding (Role for PVI)

With only a third of respondents having previously engaged in Institute content, there remains an opportunity to strengthen a shared understanding of Playa Vista's history, original design intent, and governance. Response seemed curious to learn more. PVI – working with others – can help connect the community's current outcomes with past decisions and future opportunities to shape the neighborhood and identify best practices for Playa Vista and other communities.

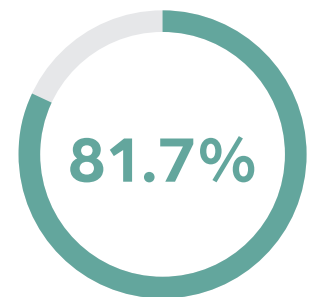


Want to learn more about PVI & Community

F

Sustainability Initiatives

Playa Vista's physical design—shaded streets, solar PV on many homes, and a walkable mixed-use layout, as well as a potential improved carbon-footprint due to reduced driving—signals attention to sustainability. While this does not appear to be a primary selling point for most respondents, a strong majority said they would like to see more sustainability initiatives encouraged by the community, although "initiatives" were not clearly defined in the survey.



Want more sustainability initiatives

G

Live/Work Correlation

One of the policy objectives – and a way to combat traffic – was to have a significant portion of the residents walk to work in the nearby offices and technology centers. This outcome was hard to measure. First, many workers now spend a larger proportion of their time working from home – post Covid. Second, without access to the major employers in Playa Vista, there was a statistical lack of commuter data to draw from the survey pool to measure this dynamic. However, the community infrastructure/technology did allow for more work from home scenarios that seems to have also reduced traffic count.

A PRACTICAL DEFINITION OF COMMUNITY WELLBEING

HOW DESIGN & OPERATIONS SHAPE THE LIVED EXPERIENCE

***Community Wellbeing**, in the context of Playa Vista, is the sustained, day-to-day emotional experience of ease, safety, belonging, and satisfaction that arises when a community's physical design and social norms consistently support how people live, move, and interact.*

1. EASE

The Insight: The built environment reduces the friction of daily life. Routine access to nearby parks, retail, and services means less planning, less driving, and lower background stress.

The Evidence:

- **98.8%** Use Local Retail & Services
- **82.1%** Report Driving Less

2. SAFETY & TRUST

The Insight: Safety is foundational. A high perception of security allows residents to walk, let children play, and use public spaces without constant vigilance, producing emotional security.

The Evidence:

- **88%** Feel the Community is Safe
- **96%+** Satisfaction with Neighborhood

3. BELONGING ("Neighborliness")

The Insight: Repeated use of shared spaces creates familiarity and recognition. This fosters "neighborliness"—a form of social comfort that arises naturally rather than through forced interaction.

The Evidence:

- **85.4%** Use Recreational Facilities
- **82.3%** Use Community Facilities

4. CONFIDENCE IN CONTINUITY

The Insight: Satisfaction with design standards suggests trust that the place will not degrade. This provides emotional stability—confidence that the neighborhood's character and value will endure over time.

The Evidence:

- **90.3%** Satisfied with Value & Design Standards

LOOKING AHEAD

7. PRIORITIES FOR THE NEXT PHASE

Overall sentiment is strong and the path forward is clear: preserve what is working—design standards, parks and public realm, walkability, safety—and improve the friction points that matter most day-to-day based on survey results.

Recommended priorities:

1. **Security execution + targeted enforcement** in high-friction areas and peak times
2. **Retail vitality strategy** (vacancy reduction, tenant mix, activation)
3. **Parking and street-safety operations** (speed management, intersection compliance, crosswalk safety, multi-modal conflict reduction)
4. **Community life programming** (events and adult social infrastructure)
5. **Ongoing narrative stewardship and education** (PVI's role: preserve history, clarify design intent, share best practices)

APPENDIX

COMPARABLE PLANNED COMMUNITIES

The PVI Community Survey Report is not an urban planning study. However, there are common-sense planning and public policy lessons to be extracted from the survey results and comparisons to other successful planned communities. Playa Vista's results align with a broader pattern often discussed in planned community development: long-term desirability tends to be strongest where the community delivers usable public realm and open space, access to retail and amenities, enjoyable walkable daily-life convenience, and durable design standards and governance that prevent fragmentation over time. Well-known examples (3) often cited in planning discussions (as context, not direct quantitative comparables) include Reston (VA), Columbia (MD), Celebration (FL), and The Woodlands (TX).

LIMITATIONS (PUBLICATION NOTE)

This survey provides a strong directional snapshot of stakeholder sentiment; it is not a randomized sample or probability-based study. As a result, some groups may be underrepresented. Several topics—including school pathways as families mature and the affordability implications of strong market performance—may warrant deeper measurement in future work.

AUTHOR'S NOTE

PVI's earlier documentary, *"A Four Decade Overnight Success"* is tongue-in-cheek yet insightful and poignant. It captures the tension among outside stakeholders, private investors, and elected officials as they debated legitimate, competing public needs—and the fear of the unknown—long before today's primary stakeholders fully emerged: Playa Vista residents.

Development projects are often controversial and imperfect. Over time, progress requires a healthy balance among competing needs and precious resources—and a process that improves both the place and the people shaping it. Playa Vista offers a clear lesson: when we define and uphold a straightforward set of public policy requirements, insist on good design, avoid rigidity (because markets, social behavior, and economic conditions change), and secure real commitment from public officials, resilient and resourceful developers, and thoughtful designers and planners, the extremes of the debate can give way to practical solutions and strong outcomes. **Playa Vista proves it can be done.**



³**Note:** This report's primary evidence remains the Playa Vista stakeholder survey results and directional supporting data presented above; the examples here are included only as contextual framing rather than as like-for-like quantitative comparison.

SPECIAL THANKS TO OUR SPONSORS

We extend our deepest gratitude to the partners supporting the Playa Vista Institute's 25th Anniversary program. Their generous contributions enable a vital series of dialogues to explore where we began, what we've learned, and how we will shape the next twenty-five years together.

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