

**MINUTES**  
**ADJOURNED**  
**JOINT CITY COUNCIL**  
**AND**  
**PLANNING COMMISSION MEETING**  
**MARCH 19, 2007**

An joint adjourned meeting of the City Council and regular meeting of the Planning Commission of the City of Rolling Hills Estates was called to order at 7:08 p.m. in the Norris Pavilion, 501 Indian Peak Road, by MAYOR SEAMANS.

**ROLL CALL**

City Council Members Present: Addleman, Mitchell, Seamans, Zerunyan, Zuckerman

Planning Commissioners Present: Bayer, Conway, O'Day, Rein, Southwell, Vanden Bos

City Staff Present: City Manager Doug Prichard  
Assistant City Manager Sam Wise  
Planning Director David Wahba  
Assistant to the City Manager Greg Grammer  
Senior Planner Niki Cutler

Others Present: Daniel Iacofano, MIG Consultants

**WELCOME AND INTRODUCTIONS**

MAYOR SEAMANS thanked everyone for attending the town hall meeting. She commented that it is her hope to clarify any misunderstanding the public may have with regards to the proposed Peninsula Village Master Plan. She then introduced Daniel Iacofano who served as facilitator.

Mr. Iacofano described the boundaries of the Peninsula Village overlay that includes Little Silver Spur, Silver Spur Road, Deep Valley Drive, The Avenue, and the landslide area. Additionally, he noted that a streetscape plan is in place for Deep Valley Drive.

**PLANNING BACKGROUND**

Mr. Iacofano provided a brief history of the General Plan from the 1990s through 2006. He noted that three mixed-use projects have already been approved under the existing land use and zoning codes. He then explained that the proposed overlay zone would actually reduce the square footage of eligible space for residential development in the commercial district.

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Mr. Iacofano noted the following goals contained in the Peninsula Village Master Plan:

- Improve pedestrian safety and circulation
- Stabilize the slide area
- Improve Deep Valley Drive streetscape
- Create public gathering places

### **COMMUNITY DISCUSSION**

Tom Long, Council Member, City of Rancho Palos Verdes, thanked the City for always being a good neighbor, but noted his concern on how the COUNCIL intends to reconcile supposed high density development in the commercial district as it relates to infrastructure, particularly on Palos Verdes Drive North.

Dr. Bob Filep, Rancho Palos Verdes, stated that, although he is excited about the projects currently in process, he was concerned about the total number of proposed developments that might be allowed. He suggested widening Palos Verdes Drive North from Palos Verdes Drive East to Crenshaw Boulevard to alleviate traffic problems.

Ken Dyda, Rancho Palos Verdes, referred to the slide area noting that the City may want to consider a redevelopment agency. He stated that the perception of increased traffic becomes a reality for many residents. Additionally, he stated his concern on how this project might affect the horse community.

Valerie Jones, Rolling Hills Estates, inquired as to what the mixed-use overlay goal is since dense housing would affect air quality. She suggested moving forward with business redevelopment rather than with housing.

Douglas Stohl, Rancho Palos Verdes, expressed his opinion that he was very encouraged by the Deep Valley Drive development. He noted that senior living would promote foot traffic and believed this to be a good opportunity to revitalize the district.

Ed Hallett, Rancho Palos Verdes, thanked the COUNCIL for holding this meeting. He noted his opinion that the environment will be affected as more pressure to create higher density occurs.

Dick Berg, Rolling Hills Estates, commented on his concern regarding increased population and how he believed that would create a different lifestyle as well as worsen traffic on Palos Verdes Drive North.

Gerry Carrese, Realtor, Rolling Hills Estates, noted her belief that the changes will be positive. She stated that the condominium developments will all have their own parking areas. Additionally, she noted that the community is aging and many senior residents may wish to remain in the City.

Joseph Brauer, Realtor, Palos Verdes Estates, provided a brief history of his experience and noted that he would be interested in purchasing a condominium while still enjoying the conveniences of suburban living. He emphasized that residents living on the hill want to stay on the hill as many want to downsize and move into smaller homes. He noted that the new projects may resolve that problem and provide for a friendlier shopping area.

Bud Guthrie, Rancho Palos Verdes, thanked the COUNCIL for providing an open meeting for discussion. He noted his concern regarding how the public wants to see the shopping centers developed as it may change the character of the hill. Additionally, he believed that traffic was not adequately addressed.

Steve Zurnacian, Rancho Palos Verdes, commented on his concerns that were presented to the Planning Commission. He noted that his Peninsula Center Homeowners' Association overlooks the commercial district and is most affected by the proposed projects, traffic impacts, schools, noise, lighting, etc.

Jackie Balint, Rancho Palos Verdes, requested clarification regarding what projects have already been approved. She noted that many individuals in the audience are seniors and would like to see a development that is designated for them.

Mr. Iacofano indicated that there are three developments already approved, but no other proposals have been presented to the COUNCIL as yet.

Elise Klein, Rancho Palos Verdes, noted her primary concern is with traffic at major intersections as well as parking. She stated that there is a need for teenage recreation.

Stan Keith, Rancho Palos Verdes, supported the Peninsula Village overlay zone as it is a market-driven economy. He noted that 900 is the maximum number of condominiums that can be built and should be designated for senior living. He also noted his interest in living in a smaller unit as he likes the lifestyle on the hill. He then stated that senior citizens do not drive at peak hours and would be able to walk throughout the commercial district which would, in turn, support local merchants. On that note, he believed everyone would win.

Sunshine, Rancho Palos Verdes, expressed her opinion that the rural atmosphere is not like it was. She referred to accessibility of horse trails and that more horse facilities should be provided. Additionally, she stated that van shuttle service should be available for seniors.

Liz Grieggs, General Manager, The Avenue, noted that she is looking forward to participating in the planning process as they would like to see the commercial district revitalized. She then stated that all age groups should be able to take advantage of mixed-use development.

Steve Wolowicz, Council Member, City of Rancho Palos Verdes, noted that these projects affect everyone on the hill. He stated his belief that the proposed project could pose a problem with higher density as well as traffic congestion. Additionally, he did not believe the quality of the reports was adequate enough for the COUNCIL to make a decision and that letters to that effect will be sent to the City.

Kay Finer, President, PVP Chamber of Commerce, noted that they are listening very carefully to the comments being made and thanked the COUNCIL for creating a forum for public input. She highlighted a letter that was sent to the City from the Peninsula Village Task Force Committee regarding the EIR. She then noted that they have not taken a formal position as yet and requested that a list of master plan cumulative impacts be provided to the Chamber, including traffic, sequencing of current projects, etc. Additionally, she invited everyone to read the Business Journal and support local businesses.

Bob Bennett, Rolling Hills Estates, supported the general concept of the overall project as the businesses do need revitalization, but the density is in excess of the infrastructure.

Ruth Hattersley, Rancho Palos Verdes, referred to the potential of overcrowding the schools should this plan go forward.

Dr. Peggy Herrera, Rolling Hills Estates, asked that the City give consideration to those business owners who rely on their stores and/or services for their livelihood. She encouraged the COUNCIL to speak to the merchants as these projects may have a negative impact on them.

Louise Raymond, Rolling Hills Estates, noted that 900 units means additional cars which would affect traffic patterns.

Meredith Bloss, Rancho Palos Verdes, addressed the COUNCIL'S overall vision. She requested that the COUNCIL set momentum aside and consider other alternatives.

Beryl Tilley, Rolling Hills, referred to parking and transportation of seniors and their visitors. She suggested providing a shuttle system to take them around the commercial district for their medical services.

Dennis Branconier, Rancho Palos Verdes, stated that he was excited about the overlay zone and admired the City for being the hub of the entire Peninsula. He believed the plan to be ambitious as residential living will create a different kind of living, but the units themselves are small and would not have a massive number of people moving in. He then noted that once seniors move out, younger families will move in and increase the economy. In regards to restaurants, he noted that there are still very few choices in the commercial district, but once this is rectified, they will bring more residents into the district. Additionally, he suggested utilizing the engineering talent on the hill to assist with these projects.

Jacqueline Brunskill, Rolling Hills Estates, noted that she would be terrified if a disaster were to occur as there is no way out of the City.

John Ide, Rancho Palos Verdes, suggested widening Palos Verdes Drive North to four lanes to accommodate increased traffic.

Josie Abella, Rolling Hills Estates, PV Barbers, noted her discouragement that merchants will have no other place to relocate if there are storefronts and condominiums taking up parking spaces thereby creating traffic congestion.

Brad Brunskill, Rolling Hills Estates, commented that he believes this to be a rural area and changing it to high density would affect the character of the district. He concurred with residents supporting the businesses, but not for this area.

Leslie (*Illegible*), Palos Verdes Peninsula, noted that if Palos Verdes Drive North is widened, it will ruin the entrance to the City.

Fuhsi Ling, Palos Verdes Estates, commented that the City needs to be balanced and look at the entire picture in order to keep its unique character.

Joe Lavachek, Rancho Palos Verdes, noted his concerns regarding traffic and who will actually pay for the revitalization.

Mike Giglia, Business Owner, Rolling Hills Estates, noted that consideration of developers is consistent with the General Plan. He then commented that the district is not rural and concurred that it does need to be revitalized, and would rather see people walking through the district than drive.

Tim Scott, Rolling Hills Estates, thanked the COUNCIL and noted that the basis of the Peninsula Village Master Plan is to make it a walking commercial district in an effort to create a community. He noted his concern that the increased population may not flock to the businesses as the demographics for seniors would basically need to be a flat city and not conducive to walking up and down hills. He noted that 900 units would not support 40-50 retail outlets and that widening Palos Verdes Drive North would only create more gridlock. Additionally, he noted that the COUNCIL has a challenge on its hands in dealing with the walking viability concept.

Arlene Block, Rancho Palos Verdes, commented that she would like to see smaller streets while shopping on the hill. Her suggestions included low income housing, youth and senior centers, one-way street on Deep Valley Drive, etc.

### **SUMMARY, WRAP-UP AND NEXT STEPS**

Mr. Iacofano thanked everyone for their energy and constructive comments. He noted that a report will be compiled that will include the next phase on how to proceed with the Draft Environmental Impact Report as well as the public's comments for presentation to the COUNCIL at a future public meeting. He invited everyone to stay following adjournment to look at and comment on the exhibits located throughout the room.

### **ADJOURNMENT**

At 9:45 p.m. MAYOR SEAMANS formally adjourned the City Council meeting to the adjourned City Council meeting scheduled for Tuesday, March 27, 2007 at 7:00 p.m. for the purpose of conducting a Planning Commission interview and to the regular Planning Commission meeting scheduled for Monday, April 2, 2007 at 7:30 p.m.

Submitted by,

Approved by,

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Hope J. Nolan  
Deputy City Clerk

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Douglas R. Prichard  
City Clerk