

MINUTES

ADJOURNED

CITY COUNCIL MEETING

FEBRUARY 7, 2007

An adjourned meeting of the City Council of the City of Rolling Hills Estates was called to order at 9:40 a.m. in the City Council Chambers, 4045 Palos Verdes Drive North, by MAYOR SEAMANS.

PLEDGE OF ALLEGIANCE

MAYOR SEAMANS led the assembly in the Pledge of Allegiance to the Flag.

ROLL CALL

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

City Staff Present: City Manager Doug Prichard
Planning Director David Wahba
Senior Planner Niki Cutler
Associate Planner Kelley Thom

Others Present: Daniel Iacofano, MIG Consultants
Brian Wallace, MIG Consultants
Alex Rose, The Village

OLD BUSINESS

A. PENINSULA VILLAGE COMMUNITY DEVELOPMENT

1. BACKGROUND

Planning Director Wahba provided a brief summary of the intent of the master plan. He noted that, while the public comment period closed on January 31, the process of moving forward on the EIR was delayed so that the COUNCIL could receive as much public input as possible. He went on to state that the purpose of the meeting was to familiarize the consultants with the proposed Peninsula Village development as well as discuss how better to engage the public in developing the final plans for the area.

Daniel Iacofano noted his pleasure at being retained by the City along with his colleague Brian Wallace. He noted that this meeting is designed to discuss the best approach to coordinating and educating the public through formal workshops.

COUNCILMAN ZUCKERMAN noted his concern regarding the plan itself as well as the EIR. He suggested possibly having a joint meeting with the Planning Commission. He then referred to a prior mixed-use overlay plan that was proposed by Mr. Polyzoides noting his opinion that it was not carefully reviewed under the General Plan. Additionally, he noted that there were physical constraints

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that would limit any proposed overlay plan along with air quality and traffic impacts. He believed the real question to be what the community values.

COUNCILWOMAN MITCHELL noted that she defers to COUNCILMAN ZUCKERMAN'S comments on traffic matters and provided a brief background of Mr. Polyzoides' plan. She made it clear that the public needs to be heard and wants to make sure the community is involved in the process. She then referred to the partial closure of Deep Valley Drive which prompted several businesses to become concerned about insolvency. She noted that when The Avenue changed hands, the COUNCIL discussed a new vision for development in the commercial district in order to create a pedestrian-friendly downtown area where residents could live, work and play. She stated that the COUNCIL recognizes that many of the surrounding neighborhoods are low density residential, but that the commercial district itself is decidedly different and set apart, which is why the COUNCIL has chosen to explore other alternatives.

Discussion ensued regarding the need for an economic analysis.

MAYOR PRO TEM ZERUNYAN concurred with COUNCILMAN ZUCKERMAN'S comments particularly with respect to the Polyzoides plan as it was not suitable for Rolling Hills Estates. He referred to the following points to effectively conduct the public participation process: 1) Inform; 2) Consult; 3) Involve; 4) Collaborate; and 5) Empower. Mr. Iacofano responded that MIG is well-equipped to utilize the tools that are necessary to public involvement.

MAYOR PRO TEM ZERUNYAN then noted that he would like to see the MIG costs fine-tuned.

Mr. Iacofano noted that, to ensure a quality outcome, the work program as outlined should be followed. He indicated that he would review the fees in any event.

Planning Director Wahba also referred to the prior mixed-use plan stating that the development standards did not fit what the developers claimed were required to make a mixed-use project economically viable in the commercial district.

Mr. Iacofano noted that there needs to be a notion of balance between the desires of developers and the concerns of the community.

COUNCILMAN ADDLEMAN noted that he had received a significant amount of input from residents and other cities on the Peninsula and summarized their views as far as what they would like to know: 1) History of the project identifying Deep Valley Drive as a logical place for the mixed-use overlay; 2) Concerns regarding traffic, parking and air quality; and 3) Concerns about changing the character of the City. He noted that it is important to look at the entire Peninsula and proceed in measured steps to mitigate these concerns. Mr. Iacofano then stated that the COUNCIL should review this process from a Peninsula-wide standpoint.

MAYOR SEAMANS noted her concern with the public's negative perception of the proposed plan. She commented that the COUNCIL needs to both listen to the public communicate the COUNCIL'S concept of a "community living room" in the commercial district.

COUNCILMAN ZUCKERMAN noted that approved and proposed projects have made the public wary of what is happening in the district. He, along with the rest of the COUNCIL, reiterated the need to enhance local businesses and shopping opportunities.

MAYOR SEAMANS noted that all of these projects were meant to enhance property values as well as quality of life for everyone on the Peninsula.

City Manager Prichard noted that some current and proposed projects are presently being handled on a parallel track. He noted that, up until recent years, the housing market has climbed dramatically which made developers anxious to take advantage of improving their properties in the commercial district. He noted that the goal must be to retain the retail and service core of the district and primarily focus on Deep Valley Drive for the residential component. Additionally, he paraphrased COUNCILMAN ZUCKERMAN'S oft stated concern that residential development may drive out retail, noting that the City does not want to see this happen.

Alex Rose, The Village, noted that it is important that the public be engaged. He expressed his concern about how the public's comments might affect developers in that once they are received, and the process is completed, it could possibly force a developer to start a project over.

After lengthy discussion, Mr. Iacofano summarized the aforementioned comments:

- 1) Clarify information to the public, (i.e. what is already approved, what is pending);
- 2) Identify parking needs and traffic impacts and consider how best to handle those needs and mitigate those impacts both within and outside the district;
- 3) Consider impacts of development in the commercial district on a Peninsula-wide basis;
- 4) Consider the need for an economic analysis to assist in creating the proper use mix in the commercial district;
- 5) Assist the public in understanding prototypes and strive to create a common ground between the public, developers and the City;
- 6) Work with the previous mixed-used overlay plan and study the district in an attempt to make it fit within the context of the EIR and mixed overlay plans.

Mr. Rose noted his concern about placing projects on hold as that may drive developers towards processing their own projects.

COUNCILMAN ZERUNYAN noted that it would be a grave mistake to abandon the work that has already been done, but rather work within the framework of the existing plan.

Mr. Iacofano noted that his approach would be to create a community-based alternative and make the community feel like they are building the City.

COUNCILWOMAN MITCHELL concurred and stated that since the framework has already been provided, the COUNCIL has the flexibility to create a viable plan.

Mr. Iacofano noted that they need to identify those framework elements within the program to assist in achieving the community-based alternative.

COUNCILMAN ZUCKERMAN inquired as to how much attention the COUNCIL intends to spend on physical constraints before the public is engaged in the creative process. He urged the COUNCIL to have realistic expectations before proceeding.

Planning Director Wahba restated City Manager Prichard's suggestion of focusing the boundaries of the project on Deep Valley Drive.

Mr. Iacofano noted the following issues to be addressed: 1) Boundaries of the district; 2) Acceptable number of housing units; 3) Appropriate mix between residential and commercial; 4) Phasing or sequencing of the public and private improvements; and 5) Traffic and parking.

Mr. Iacofano went on to list some elements which should be included in the final plan: 1) Appropriate traffic mitigation; 2) Redevelopment of the landslide area; 3) Acknowledgement of the existing approved projects; 4) Focus on pedestrian accessibility throughout the district including some sort of passage between Deep Valley Drive and Silver Spur Road;; 5) Streetscape and landscape improvements on Deep Valley Drive; and 6) The need for public open spaces.

*MAYOR SEAMANS LEFT AT 11:45 A.M.

Discussion ensued regarding details for meeting dates, times and details.

It was the consensus of the COUNCIL to invite the Planning Commission to the workshop tentatively scheduled for March 19.

ADJOURNMENT

At 11:58 a.m., MAYOR PRO TEM ZERUNYAN formally adjourned the City Council meeting to an adjourned City Council meeting of February 13, 2007 at 5:30 p.m. for the purpose of conducting a workshop to consider development impact fees in the Peninsula Village Master Plan area.

Submitted by,

Approved by,

Hope J. Nolan
Deputy City Clerk

Douglas R. Prichard
City Clerk