



Location: Rolling Hills Estates, Los Angeles County

Timeframe: 2007

Project Partners: City of Rolling Hills Estates

Project Services

- Photorealistic visualizations
- Policy recommendations
- Redevelopment and infill analysis
- Return on investment analysis
- Video fly-throughs



The City of Rolling Hills Estates envisions this aging, largely single story commercial hub with expansive surface parking lots into a dynamic village-like area that will bring residents within walking distance of jobs, shopping and services, while also infusing the area with a full-time resident population. Through the Demonstration Project, a study was done to test the application, feasibility and appropriateness of the proposed Peninsula Village Overlay Zone, intended to "create a mixed-use center combining high density residences, office/service developments, and retail uses in an attractive and functional pedestrian-oriented environment."

Goals

- Evaluate the proposed overlay zone's ability to encourage a mixed-use center
- Improve the pedestrian environment within the village
- Get a better understanding of business activity within the village
- Determine the relationship between existing regulations and development potential
- Identify and study three priority sites that represent prime redevelopment opportunities
- Conduct a parking study to evaluate current and projected parking needs
- Provide visualizations of how the priority sites could redevelop

Results

The return on investment and tipping point analyses indicated that, depending on land costs, developers could experience difficulty meeting financial feasibility goals because of tradeoffs related to satisfying landscaping/open space requirements while also staying under density maximums. The limited buildable footprint and the desire on the part of the City to avoid surface parking would likely force developers to build expensive underground and/or podium parking.

The final report recommended that the City of Rolling Hills Estates make strategic adjustments to the proposed Peninsula Village Overlay Zone, as outlined in the findings of each of the analyses, in order to best achieve its vision for Peninsula Village.