



# City of Rancho Palos Verdes



## Compass Blueprint Demonstration Project

### Western Avenue Corridor Strategy

**PREPARED FOR:**

Southern California Association of Governments  
818 West Seventh Street, 12<sup>th</sup> Floor  
Los Angeles, CA 90017

**PREPARED BY:**

Rancho Palos Verdes  
30940 Hawthorne Blvd.  
Rancho Palos Verdes, CA 90275  
(310) 544-5228

**October 21, 2010**

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building partnerships. serving communities.



2010-2011 FISCAL YEAR APPLICATION

# DEMONSTRATION PROJECT PROPOSAL

## AN OPPORTUNITY TO PARTNER FOR REGIONAL SUSTAINABILITY

Please complete this form using only the space provided.

Western Avenue Corridor Strategy

**Project Name**

City of Rancho Palos Verdes

**Agency Sponsor**

Eduardo Schonborn, AICP

**Primary Contact Person**

Senior Planner

**Title**

30940 Hawthorne Blvd.

**Address**

Rancho Palos Verdes CA 90275

**City**

**State**

**Zip**

(310)544-5228

**Phone**

EduardoS@rpv.com

**Email**

Please provide a short description of your proposed project and the services requested:

The City of Rancho Palos Verdes (RPV) is seeking Compass Blueprint Demonstration Project funds to develop the Western Avenue Corridor Strategy (Strategy), a corridor and streetscape revitalization strategy for a two-mile stretch of Western Avenue. Western Avenue is a heavily traveled arterial that runs north-south on the eastern side of Rancho Palos Verdes from 25th Street in the City of Los Angeles to Palos Verdes Drive North. It is also a California State Highway (SR 213) that bisects six different cities as it traverses the L.A. basin, including San Pedro, Rancho Palos Verdes, Torrance, Lomita, Los Angeles and Hollywood and is owned and maintained by Caltrans.

The current average daily traffic (ADT) count on Western Avenue in RPV is 21,844. Traffic volume is expected to increase exponentially over the next two decades as the City reaches its build-out capacity and implements the circulation element of its General Plan Update. Western Avenue has intersections that are included in the County of Los Angeles' Congestion Management Program and will strongly benefit from the planning and improvements associated with the proposed Strategy. The funds requested will allow the City to revitalize Western Avenue, decrease traffic congestion, increase pedestrian and bicycle accessibility, beautify the street and help reduce greenhouse gas emissions in compliance with State and regional efforts to help comply with State-mandated legislation, such as AB32 and SB 375.

The proposed Western Avenue Corridor Strategy will provide the City of RPV with a modern, sustainability-oriented vision for transforming this aging concrete metropolis corridor into a vibrant streetscape with a coordinated model for bicycle, pedestrian, and transit activity that will benefit the community, local businesses, and the region.

Attach a proposal that includes detail on:

- The project location (include maps);
- Scope of the overall project;
- Scope of the planning assistance requested from Compass Blueprint;
- Project timeline including anticipated start date for requested services (funds expected to be available February 2011);
- Estimated cost of requested services;
- Product(s) expected (e.g. written report, visual/video aids, plans, events, etc.);
- How the project will assist the region in meeting the Compass Blueprint principles of mobility, livability, prosperity and sustainability (please see [www.compassblueprint.org/about/principles](http://www.compassblueprint.org/about/principles)).

Applicants are encouraged to include a letter of support from the appropriate subregional organization and selected projects will need to provide a resolution of support from the appropriate City Council or County Board of Supervisors (see [www.compassblueprint.org/files/demoprojresolution.pdf](http://www.compassblueprint.org/files/demoprojresolution.pdf) for a sample resolution).

Proposals should not exceed 10 pages and must include an electronic copy (PDF preferred) of all application materials. Proposals under 10MB may be submitted via email.

Submit your proposal by 5:00 p.m. on October 21, 2010 to:

**Peter Brandenburg**  
**Southern California Association of Governments**  
**818 West Seventh Street, 12th Floor**  
**Los Angeles, CA 90017-3435**

For more information, go to [www.compassblueprint.org](http://www.compassblueprint.org)  
E-mail: [brandenburg@scag.ca.gov](mailto:brandenburg@scag.ca.gov)  
Or call: (213) 236-1937

## II. Project Location

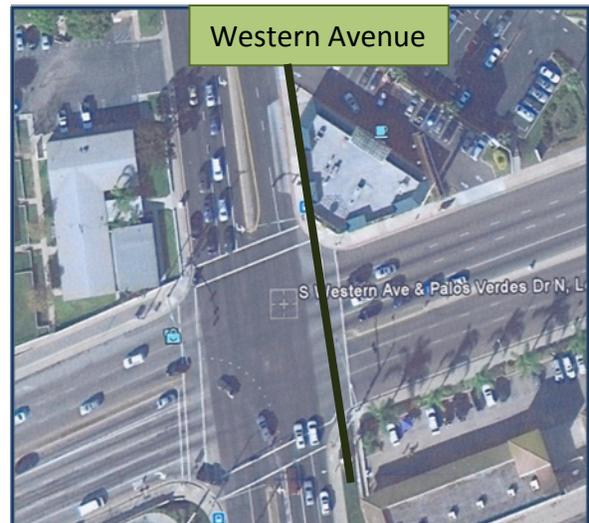
The City of Rancho Palos Verdes (RPV) is located in the South Bay region of Los Angeles County, only 15 miles south of the Los Angeles International Airport. The City incorporated in 1973 and is in the process of updating its 1975 General Plan. A major focus of the new General Plan is to link land use and circulation elements on major corridors throughout the City. The overarching goal is to improve pedestrian and bicycle access and increase public transit ridership, leading to improved environmental outcomes through a reduction in greenhouse gas emissions.

The City of RPV is seeking Compass Blueprint Demonstration Project funds to develop the Western Avenue Corridor Strategy (Strategy), a corridor and streetscape revitalization strategy for a two-mile stretch of Western Avenue. Western Avenue is a heavily traveled arterial that runs north-south on the eastern side of Rancho Palos Verdes from 25th Street in the City of Los Angeles to Palos Verdes Drive North. It is also a California State Highway (SR 213) that bisects six different cities as it traverses the L.A. basin, including San Pedro, Rancho Palos Verdes, Torrance, Lomita, Los Angeles and Hollywood and is owned and maintained by Caltrans.

The current average daily traffic (ADT) count on Western Avenue in RPV is 21,844. Traffic volume is expected to increase exponentially over the next two decades as the City reaches its build-out capacity and implements the circulation element of its General Plan Update. Western Avenue has intersections that are included in the County of Los Angeles' Congestion Management Program and will strongly benefit from the planning and improvements associated with the proposed Strategy. The funds requested will allow the City to revitalize Western Avenue, decrease traffic congestion, increase pedestrian and bicycle accessibility, beautify the street and help reduce greenhouse gas emissions in compliance with State and regional efforts to help comply with State-mandated legislation, such as AB 32 and SB 375.



The City of Rancho Palos Verdes is located 15 miles south of the Los Angeles International Airport.

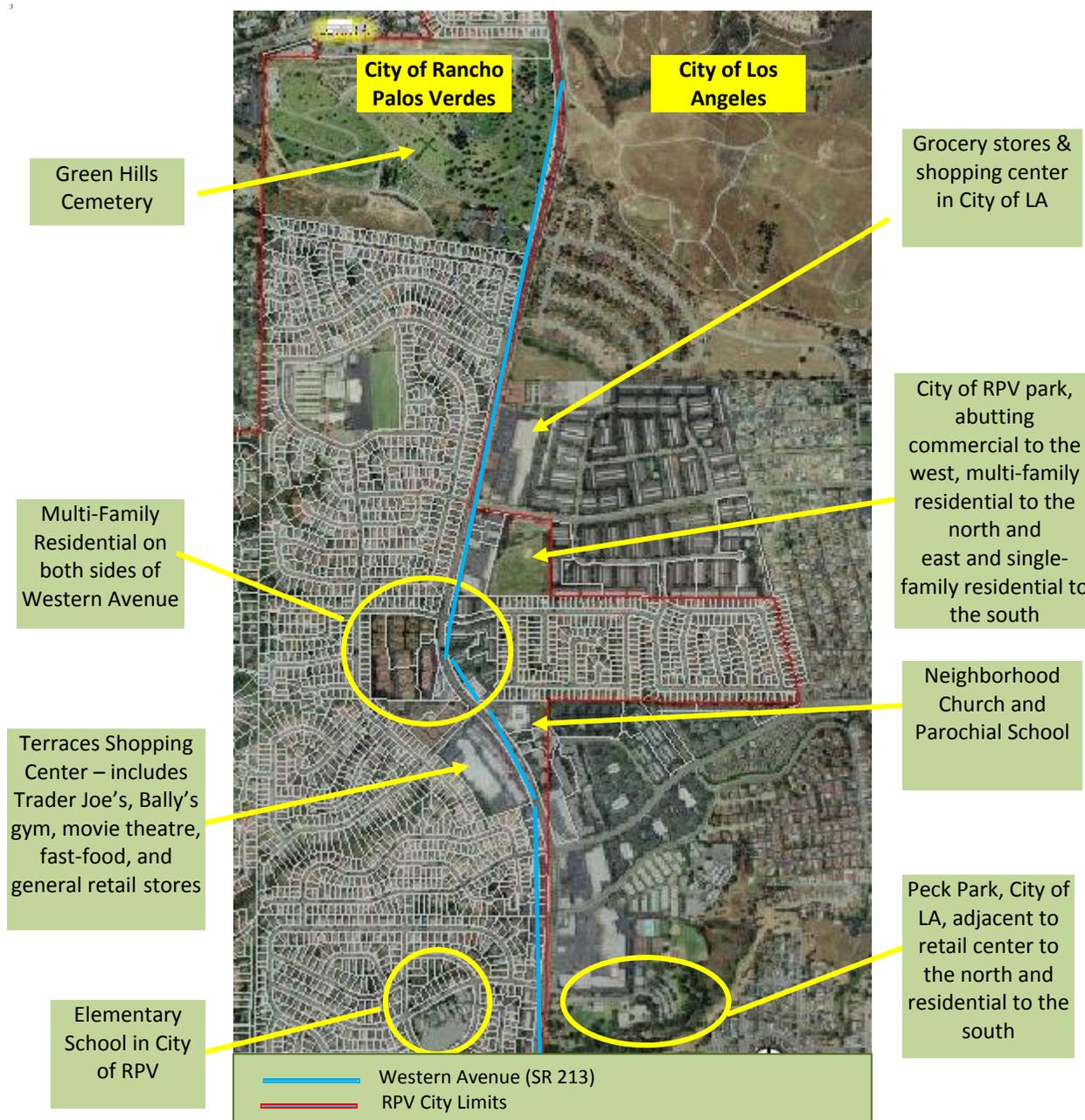


Western Avenue and Palos Verdes Drive N. Western Ave. is a major arterial in RPV with an ADT of nearly 22,000.

**II. Project Location (Continued)**

**Western Avenue**

- Western Avenue is a 2-mile corridor that traverses the City of Rancho Palos Verdes.
- Western Avenue is a State Highway (SR213), maintained by Caltrans.
- Structures primarily constructed in the 1950s and 1960s with a typical strip mall development pattern that caters to the automobile by providing parking and paving in the front, with the buildings setback away from the sidewalks.
- Western Avenue is within the Eastview area of the City, a portion of RPV that was annexed in 1983.
- Topographical constraints and over parcelization create a challenge to link adjacent residential to the commercial corridor. The proposed Strategy will transform Western Avenue into a model corridor for sustainability, walkability and community appeal.
- Western Avenue needs a revised identity and sense of place, including streetscaping, directional signage for pedestrians, bicycle lanes, improved bus stops, public transit options and more.



City of Rancho Palos Verdes Western Avenue Corridor Strategy

### III. Scope of Overall Project

#### a. Demonstrate Project Need

The proposed Western Avenue Corridor Strategy will provide the City of RPV with a modern, sustainability-oriented vision for transforming this aging concrete metropolis corridor into a vibrant streetscape with a coordinated model for bicycle, pedestrian, and transit activity that will benefit the community, local businesses, and the region. The intent of the project is to improve the functionality of the Western Avenue Corridor by developing a corridor and streetscape strategy that accomplishes the following objectives: 1. Develop guidelines and policy that unify the overall vision for the Western Avenue Corridor, 2. Strengthen the core Western Avenue business and residential identity and increase community appeal, 3. Improve transit integration, diversity, frequency and efficiency, 4. Analyze and assess redevelopment and mixed-use potential, 5. Improve the pedestrian and bicyclist experience, 6. Increase economic activity of the corridor through business development, signage and marketing, and 7. Increase streetscape beautification through innovative, urban greening design solutions that increase walkability and provide environmental benefits.

In order to execute the Strategy, RPV will enlist the help of project partners, the business and residential community and the Southern California Association of Governments' (SCAG) Compass Blueprint consultants, along with regional oversight from the South Bay Cities Council of Governments to overcome the current challenges on Western Avenue detailed below as follows:



- Multiple Owners/High Level of Parcelization:** In a short two-mile stretch of Western Avenue (SR 213) there are six major entities that share responsibility for maintaining and using this heavily traveled arterial. This disjointed ownership issue has been a major hurdle in the past and limited the City of RPV's ability to affect change. Caltrans owns the road's right of way as it is a State Highway. RPV owns the majority of the sidewalk areas, retail shopping centers and parking lots with some areas belonging to the City of Los Angeles. The Los Angeles County Metropolitan Transportation Authority (METRO) provides bus services along with Palos Verdes Peninsula Transit Authority and the Municipal Area Express. This area of RPV is virtually built out. Residential and commercial business owners along and adjacent to Western Avenue also own several hundred small and narrow parcels that up until now have prohibited effective implementation of redevelopment projects due to space restrictions. Western Avenue is in great need of a sustainable future and the proposed project will assist in the formation of a collective Western Avenue Corridor Visioning Committee comprised of the aforementioned entities, along with the assistance of a SCAG planning consultant and support resources. This will greatly assist the City of RPV in breaking through ownership and parcelization barriers and assessing future revitalization possibilities for the Western Avenue corridor.

- Lack of Corridor Identity:** Western Avenue currently lacks community appeal and cannot compete with commerce options on other more established corridors in the region. Although it is home to the Terraces at South Bay, one of the most frequented shopping centers in the City, and has parks, churches, banks, restaurants and more, throughout the two-mile stretch, residents and commuters have no compelling reason to be drawn to the Western Avenue corridor. It is largely comprised of concrete and asphalt, as is consistent with older Los Angeles County thoroughfares. It also has no greenery in the medians, very few trees on the street and no signage to denote the corridor's diverse attractions.

- Heavy Congestion/Poor Circulation:** The current average daily traffic volumes on Western Avenue within RPV City limits are 21,844 and are expected to increase to 30,496 by build-out year 2035. Western Avenue has intersections that are included in the County of Los Angeles' Congestion Management Program due to heavy traffic congestion. Strategic planning is needed to accommodate

growth.

- **Lacking Functional Pedestrian and Bicycle Options:** Pedestrians and bicyclists steer clear of Western Avenue in RPV due to a lack of dedicated bicycle lanes, challenging hillside topography, limited gathering spaces, heavy traffic and lack of aesthetics and greenery. High density housing, with a high number of seniors and families with young children, juxtaposed with a local shopping center with restaurants and a movie theater, local parks, schools and churches make Western Avenue the ideal place for a model sustainable, walkable and livable community.

- **Limited Accessibility for Alternative Transit Options:** Poor signage, uninviting transit stops with limited seating and poor walkability options deter RPV and neighboring City of L.A. and San Pedro residents from taking advantage of public transportation options. It is important to promote public transportation since some of these routes terminate at, and/or provide accessibility to multi-modal transit stations. An increase in alternative modes of transportation is critical to State and regional goals to reduce greenhouse gas emissions through reduced vehicle trips. RPV will work with L.A. County Metro, Palos Verdes Peninsula Transit Authority and Municipal Area Express to improve and increase public transit options and better link RPV residents with regional transit opportunities for bus, light rail and train options.

The proposed Strategy will develop a strategic alliance among the main partners who maintain or operate this highly parceled 2-mile stretch of Western Avenue in Rancho Palos Verdes. The ultimate goal is to create a new vision for transit, pedestrian, bicycle and beautification improvements along this main commercial lifeline. Improving streetscapes and better integrating transit services will increase community interest and boost the multi-faceted potential of Western Avenue.

#### ***b. Transportation and Land Use Planning Integration (20 points)***

- **Linking Land Use and Transportation Planning:** The City of RPV recognizes the importance of leveraging the relationship between transportation and land use planning to develop long-term sustainability solutions for Western Avenue. The City of RPV is in the process of updating its General Plan for the first time since 1975 and has taken careful consideration over the past year to align the objectives of its Circulation and Land Use elements to foster long term sustainability in RPV. The proposed Strategy will take a holistic approach to revitalizing Western Avenue through the following transit and land use approaches that will provide mobility, livability and air quality benefits for RPV and the region.



- **Mobility:** The Compass Blueprint vision calls for “designing streets that can accommodate pedestrians, bicycles and vehicles and that can include amenities such as medians and street trees.” The proposed project will produce a strategy that includes the following:

1. **Pedestrian Improvements.** Increased pedestrian and walkability appeal including increased green parkway spaces, small gathering spaces for conversing or waiting for public transit, bus stop design and functionality improvements and increased decorative signage that guides pedestrians to the main commercial and open space attractions of the corridor.
2. **Bicycle Lanes.** Feasibility study for, and later installation of, a dedicated Class II Bicycle Lane that will allow neighboring residents and commuters to bicycle to work/school or enjoy cycling for fitness. Careful planning considerations will be made to link bicycle lanes to existing bicycle lanes on 25<sup>th</sup> Avenue to create a broader regional bicycle network that will increase mobility and provide exponential public health benefits to residents. Utilize complete street concepts to integrate with needs of all users of the roadway system, including cyclists.

3. **Increased Knowledge and Access to Public Transit.** The Strategy will improve Western Avenue bus stops, increase regional transit linkage capabilities, encourage ride sharing at major corporate developments, improve public transit frequency and options and increase education about public transit. Currently there are three bus routes that service Western Avenue including MTA, Palos Verdes Peninsula Transit Authority and Municipal Area Express commuter bus services. A feasibility study will be conducted to evaluate the best way to increase transit ridership and ideas and findings will be implemented to help relieve traffic congestion on Western Avenue.
  4. **Improved Signage.** Increased signage and wayfinding devices will be developed to more easily connect commuters and neighborhood residents to the corridor's main attractions, transit options and more.
  5. **Partnerships with Local Businesses to Install Bicycle Racks.** The City of RPV will develop partnerships with local businesses to install bicycle racks. This will help encourage bicycle activity along Western Avenue as end destinations will have a place for bicyclists to park their bikes while they, shop, eat and take advantage of the area's attractions. This will significantly help reduce the number of vehicle trips in the area leading to long term environmental benefits.
- **Livability:** SCAG defines livability as "designing communities that can be enjoyed on foot, with plenty of opportunities for people-scaled experiences." RPV will increase livability in Eastern Rancho Palos Verdes along the Western Avenue Corridor by analyzing the following options through the proposed strategy:
    1. **Mixed-Use Developments.** Examining the potential for mixed-use developments along Western Avenue that will create dynamic live-work opportunities for residents as stipulated in the City's certified Housing Element.
    2. **Improving Community Morale.** Revitalizing the identity of the corridor so that residents feel a renewed sense of community pride and business owners benefit from increased business.
    3. **Increased access to outdoor recreation.** Increasing pedestrian and bicycle access to nearby parks, as well as increasing the number of pocket parks and preserving green space, will increase health benefits for neighbors by encouraging outdoor physical activities close to resident's homes.
  - **Air Quality benefits:** SCAG states that "a more holistic approach to sustainable development is needed to address AB 32 and anticipated federal greenhouse gas legislation." The future adoption of the Western Avenue Corridor Strategy (that will be developed as a result of this project) will afford RPV and the region multiple air quality benefits as follows:
    1. **GHG Emissions Reductions.** Significant reductions in GHG emissions will be achieved through increased pedestrian activity, transit ridership and bicycle activity as a result of Western Avenue Corridor revitalization improvements. These increased activities will result in the direct correlation of a decrease in vehicle miles traveled and as a result, will yield air quality benefits through decreased GHG and CO<sub>2</sub> emissions.
    2. **Reduced Heat Island Effect through Urban Greening.** Streetscape improvements that include significant urban greening components including tree planting, pocket parks and median/parkway improvements will help reduce the urban heat island index and help contribute to GHG emissions reductions.



**c. Infill, Redevelopment & Density (20 points)**

The City of RPV will utilize the services of a SGAG Compass Blueprint Services consultant to revitalize the Western Avenue Corridor by determining the feasibility for repurposing under-utilized areas along the 2-mile stretch of Western Avenue. As RPV is virtually built out in this vicinity, the City is committed to examining new and inventive ways to repurpose this heavily traveled corridor and densely populated neighborhood to better align with regional sustainability goals and objectives. The following redevelopment planning initiatives will be included in the Strategy:

1. **Redevelopment and Infill Analysis.** With support from a qualified consultant, RPV will conduct a thorough analysis of the redevelopment potential along Western Avenue. This will include investigation of commercial properties, under-utilized land, inefficient use of parcels, re-parcelization and examine the potential for mixed-use retail/commercial sustainable developments.
2. **Accommodate Forecasted Growth.** Consult with expert planners to help project forecasted growth for the Eastern RPV neighborhoods that align and intersect with Western Avenue. This will allow the City and its partners to develop a solid Strategy that will increase sustainability and livability in this already densely populated neighborhood.

**d. Land Use Mix and Housing (15 points)**

After completion of the General Plan Update, the City of RPV intends to update a number of specific plans, and may include an update to the Western Avenue Specific Plan to focus on the revitalization of the commercial uses of the corridor. The proposed Strategy will incorporate land use planning that provides mobility, livability, prosperity and sustainability benefits that make local and regional impacts. The following land use activities will be explored as part of the Western Avenue Corridor Strategy:



1. **Re-Zoning.** RPV will investigate potential rezoning site possibilities within the Western Avenue commercial corridor to allow residential mixed-use development for the first time since the City's inception.
2. **Examining Mixed-Use Development Potential.** The City will consult with expert planners to examine mixed-use development opportunities along the corridor that promote opportunities for community members to live and work along Western Avenue. Increased transit options and improved pedestrian and bicycle accessibility will increase quality of life for residents who take advantage of the mixed-use development opportunities.

**e. Infrastructure and Resource Efficiency and Sustainability (15 points)**

The City of RPV will maximize efficiency in existing Western Avenue commercial development, use, and infrastructure by transforming the existing streetscape, improving pedestrian, bicycle and public transportation access, and improving signage that better links the community to the existing commercial developments. The Strategy will help revitalize and rebrand the Western Avenue corridor image and redefine its sense of purpose for the City and Region. It will also rezone and designate updated energy efficiency standards for commercial and potential future mixed-use developments along the corridor to improve energy efficiency and preserve natural resources as a result of the Strategy. By improving Western Avenue, the City of RPV will increase use of and preserve open park spaces on and adjacent to Western Avenue, as well as create new parkways for pedestrians to enjoy.

**f. New Public/Private Partnerships**

A new Western Avenue Corridor Visioning Committee will be formed with Caltrans, the South Bay Cities Council of Governments (SBCCOG), City of L.A., L.A. County METRO, Palos Verdes Peninsula Transit Authority, Municipal Area Express, and City of RPV with SCAG's guidance as a result of this funding opportunity. This will help the City of RPV remove planning barriers which have existed for decades that have resulted from ownership and maintenance issues on Western Avenue by multiple public agencies

and entities. As other California cities are faced with similar right of way/ownership challenges, the Strategy will serve as a model project for corridor revitalization in the South Bay region.

#### IV. Scope of Planning Assistance Requested from Compass Blueprint

The City of RPV proposes to utilize the services of qualified SCAG Compass Blueprint consultants who can provide comprehensive services in the areas of planning and analysis. The City of RPV specifically requests the following assistance from SCAG's Compass Blueprint Team:

- **Transit Planning:** Utilize SCAG's full array of transportation modeling tools including "4-D" analysis that can account for the local-scale effects of mixed use, pedestrian-friendly urban design in reducing the number and length of vehicle trips. Support will be requested to evaluate infrastructure and programs to encourage residents and commuters to use pedestrian, bicycle and public transit alternatives along Western Avenue.

- **Sustainability Services:** Access greenhouse gas (GHG) modeling techniques to estimate GHG emissions in RPV to determine if Western Avenue Corridor Strategy will make a significant contribution to regional goals to meet AB 32 and SB 375.

- **Drought Tolerant Streetscape Planning and Design:** Incorporate best practices of urban greening to enhance Western Avenue Streetscape plan and design. Increase GHG emissions reduction benefits through tree planting and green spaces that help reduce the urban heat island effect of this heavily concreted corridor.

- **Land Use Planning and Design:** Increase knowledge of best practices in land use planning for areas like Western Avenue that have been subject to high density and over parcelization that over time have prohibited the City from employing sustainable, transit-oriented land use planning techniques.

- **Economic/ROI Analysis:** Request support for economic development strategies that help improve business use along the corridor. Provide advanced economic analysis to determine the financial viability of the Western Avenue Corridor Strategy to ensure long term, sustainable benefits.

#### V. Project Timeline

The City of RPV's Public Works Planning Division will take responsibility for the project and coordinate support from other City departments as additional expertise is needed. The City will develop the Western Avenue Strategy Visioning Committee to provide expert level feedback, identify information sources, and brainstorm solutions throughout the process.

Eduardo Schonborn, Senior Planner for the City of RPV, has more than 13 years experience managing similar planning efforts, and has a proven track record of delivering projects on time and within budget. As the Project Manager, he will conduct weekly reviews of the project timeline/budget to monitor progress. In addition, a monthly meeting with key project team members and the Western Avenue Strategy Visioning Committee will ensure the project is well executed.

**Figure 1: Project Timeline**

No.	Activities	Timeline	Person(s) Responsible
1	Grant Awarded	February 2011	SCAG
2	Kick Off Meeting	March 2011	Consultant/City of RPV/SCAG
3	Consultant Scope of Work Defined	April 2011	City of RPV Staff
4	Western Avenue Visioning Committed Formed	May 2011	Consultant/RPV Staff
5	Consultant Develops Western Avenue Corridor Plan	June-November 2011	Consultant
6	Presentation of Draft Plan to RPV Staff	December 2011	Consultant
7	Community Input Period	Dec.-February 2012	Consultant/RPV staff
8	Final Plan Adopted	February 2012	City of RPV City Council
9	Project Close Out	February 2012	City of RPV Staff

## VI. Estimated Cost of Requested Services

The City of RPV proposes to utilize the Compass Blueprint services of a qualified consultant who can provide comprehensive services in the areas of transit planning, urban greening and streetscape improvements, land use and sustainability analysis. The total estimated project cost is \$120,000 with \$100,000 (83%) being requested in Compass Blueprint grant funds and \$20,000 (17%) contributed by the City as an in-kind match. The City has extensive experience managing similar planning projects that have been completed on-time and within budget.

**Figure 2: Estimated Project Costs**

No.	Planning Elements	Compass Blueprint	City Match	Total Estimated Project Costs
<b>Western Avenue Corridor Plan Development -Planning Consultant Services:</b>				
1	Circulation, Traffic, and Public Transportation Planning	\$20,000		\$20,000
2	Pedestrian and Bicycle Lane Improvement Planning	\$20,000		\$20,000
3	Streetscape and Urban Greening Planning	\$20,000		\$20,000
4	Land Use Planning/Zoning	\$15,000		\$15,000
5	Economic/ROI Analysis	\$5,000		\$5,000
6	Sustainability Analysis	\$5,000		\$5,000
7	Oversight Team Meetings, Strategy Presentation and Public Review	\$15,000		\$15,000
<b>Project Management and Oversight:</b>				
8	Project Management and Oversight (250 hours x \$80 fully burdened rate for City of RPV Staff time)		\$20,000	\$20,000
	<b>Total Estimated Project Costs</b>	<b>\$100,000</b>	<b>\$20,000</b>	<b>\$120,000</b>

## VII. Expected Project Deliverables

With the requested funds, the City of RPV will work with a planning consultant to develop a Western Avenue Corridor Strategy that will be executed in the form of a plan. The final strategic plan will include, but not be limited to, the following chapters:

- **Chapter 1:** Traffic analysis and inventory of the existing parcels and right of way on Western Avenue in RPV.
- **Chapter 2:** Current vs. proposed usage of Western Avenue. This will include pedestrian, bicycle and public transit options as well as zoning and environmental sustainability ordinances.
- **Chapter 3:** Streetscape design improvements including urban greening elements.
- **Chapter 4:** Recommendations for implementation and minimum standards.
- **Chapter 5:** Final strategic implementation plan for working with multiple agencies and coordinating with regional and State goals and standards.

## VIII. How Project will Assist Region in Meeting Compass Blueprint Principles

The City of Rancho Palos Verdes is committed to sustainable development opportunities through the Western Avenue Corridor Strategy that includes planning considerations for land use and alternative modes of transportation, with an emphasis on pedestrian/bicycle improvements and urban greening. More efficient pedestrian access and improvements in alternative forms of transit translate into energy savings that will help conserve Los Angeles County's precious resources.

- **Consistency with GHG Emission Reduction Strategies in Regional Plan:** The City is committed to designing a Strategy that meets the GHG reduction strategies of the Compass Blueprint, which include:
  1. **Improving Mobility for All Residents.** The Strategy will increase pedestrian accessibility, plan for a dedicated Class II Bicycle Lane and increase/ improve public transit options.
  2. **Fostering Livability for All Residents.** By better linking residential areas to existing commercial developments and open spaces that due to traffic congestion, over parcelization and topography have been a challenge to access on the Western Avenue Corridor.
  3. **Promoting Sustainability for Future Generations.** Implementing sustainable strategies that will transform the Western Avenue corridor from a concrete, car focused roadway into a vibrant, community-centric destination that increases pedestrian and bicycle access to the diverse offerings that Western Avenue has to offer, including retail, restaurants, movies, parks, schools, churches and more. In the long run, this will reduce vehicle miles traveled and help the City and region meet climate action goals associated with AB 32 and SB 375 by reducing GHG emissions.
  
- **Collaboration:** The City has obtained a letter of support from the South Bay Cities Council of Governments (SBCCOG), Caltrans, The City of Los Angeles and Los Angeles METRO and will seek additional collaboration from local businesses and organizations, as well as from community members by inviting their participation on the Western Avenue Corridor Visioning Committee that will meet throughout the planning process. There will be a 2-month community input period once the plan is drafted and presented that will foster community-wide participation. The Compass Blueprint partnership and planning process will provide the City of RPV with new opportunities to leverage additional resources to revitalize and transform the Western Avenue Corridor into a community-oriented model of sustainability.

**IX. SCAG Membership**

The City of Rancho Palos Verdes is a member of SCAG.



**The Western Avenue Corridor Strategy will revitalize and redefine the identity of Western Avenue and create a pedestrian-oriented destination that helps the City and the region meet the objectives of AB 32 and SB 375**

## RESOLUTION NO. 2010-95

### **A RESOLUTION OF SUPPORT BY THE CITY COUNCIL OF THE CITY OF RANCHO PALOS VERDES AND ITS COOPERATION WITH THE SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS (SCAG) AS A 2% STRATEGY DEMONSTRATION COMMUNITY, AND APPROVING THE FILING OF AN APPLICATION THROUGH SCAG'S "COMPASS BLUEPRINT DEMONSTRATION PROJECTS" PROGRAM.**

WHEREAS the City of Rancho Palos Verdes is a member of the Southern California Association of Governments; and,

WHEREAS the Southern California Association of Governments is providing planning assistance to member agencies for "Compass Blueprint Demonstration Projects" program that will serve as regional showcase projects; and,

WHEREAS, said procedures established by the Southern California Association of Governments require a resolution certifying the approval of application(s) by the Applicant's governing board before submission of said application(s) to the State; and,

WHEREAS the City of Rancho Palos Verdes is applying for Compass Blueprint planning services to develop a Western Avenue Corridor Strategy to align with the goals of the Compass Blueprint program by providing for:

- integration of land use and transportation planning and efficiency of infrastructure use;
- emphasis on pedestrian infrastructure and other modes of transportation including bicycling, bus, carpooling, etc.;
- inclusion of urban greening practices and eco-friendly streetscapes, to ensure sustainability;
- cooperation with other local governments and transportation commissions, including LA Metro, the City of Los Angeles, Caltrans, and the South Bay Cities Council of Governments;
- coordination with project stakeholders through an existing or planned advisory group;
- development planned within or adjacent to existing developed or underutilized areas, with conservation of open space and agricultural lands, and

WHEREAS the Western Avenue Corridor Strategy will align with the goals of the Compass Blueprint program and should reduce regional vehicle miles traveled and result in reductions in greenhouse gas emissions while providing the "co-benefits" of community livability, mobility, prosperity and sustainability.

WHEREAS, the City of Rancho Palos Verdes, if selected, will enter into an agreement with the Southern California Association of Government (SCAG) to carry out the development of the proposal.

NOW, THEREFORE, BE IT RESOLVED THAT THE CITY COUNCIL OF THE CITY OF RANCHO PALOS VERDES:

**SECTION 1:** Approves the filing of an application through the Southern California Association of Governments' "Compass Blueprint Demonstration Projects" program for the development of a comprehensive corridor and streetscape strategy for the Western Avenue corridor

**SECTION 2:** Certifies the support of a Western Avenue Corridor Strategy to align with the goals of the Compass Blueprint program.

**SECTION 3:** Supports cooperation between the City of Rancho Palos Verdes and the Southern California Association of Government as a 2% Strategy Demonstration Community.

**SECTION 4:** Appoints the City Manager, or designee, as agent to conduct all negotiations, execute and submit all documents including, but not limited to applications, agreements, payment requests and so on, which may be necessary for the completion of the aforementioned project(s).

PASSED, APPROVED, AND ADOPTED this 19<sup>th</sup> day of October 2010.

/s/ Stefan Wolowicz  
Mayor

ATTEST:

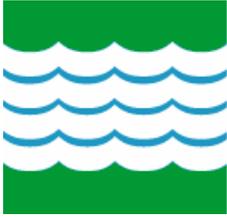
/s/ Carla Morreale  
City Clerk

STATE OF CALIFORNIA )  
COUNTY OF LOS ANGELES) ss  
CITY OF RANCHO PALOS VERDES )

I, Carla Morreale, City Clerk of the City of Rancho Palos Verdes, hereby certify that the above Resolution No. 2010-95 was duly and regularly passed and adopted by the said City Council at a regular meeting held on October 19, 2010.

  
\_\_\_\_\_  
for City Clerk

Resolution No. 2010-95  
Page 2 of 2



**SOUTH BAY CITIES**  
COUNCIL OF GOVERNMENTS

5033 Rockvalley Road  
Rancho Palos Verdes, CA 90275  
(310) 377-8987  
[sbccog@southbaycities.org](mailto:sbccog@southbaycities.org)  
[www.southbaycities.org](http://www.southbaycities.org)

October 14, 2010

Mr. Mark Butala  
Manager of Comprehensive Planning  
Southern California Association of Governments  
818 W. 7<sup>th</sup> Street, 12<sup>th</sup> Floor  
Los Angeles, CA 90017

Re: SCAG Compass Blueprint Call for Demonstration Projects – City of Rancho Palos Verdes Western Avenue Corridor Strategy

Dear Mark:

On behalf of the South Bay Cities Council of Governments (SBCCOG), I would like to express our support for the City of Rancho Palos Verdes’ Compass Blueprint Demonstration Project application to develop a corridor and streetscape strategy for Western Avenue, one of the most heavily traveled arterials in the South Bay region.

The City of Rancho Palos Verdes has been an active participant in the SBCCOG’s Climate Action Planning since 2009. Their application will promote long term sustainability on Western Avenue by developing a model strategy that considers land use, promotes alternative modes of transportation, improves pedestrian accessibility and beautifies the street with drought tolerant plants and landscaping. Funds from this project will also assist the City in better executing the circulation element of its General Plan.

The Western Avenue Corridor Strategy will encourage and promote increased walking and bicycling opportunities. It will also help improve air quality in the City and Region by outlining strategies that help meet SB 375 and AB 32 objectives to reduce greenhouse gas emissions from cars and light trucks by increasing access to alternative modes of transportation. This application is in conformance with the SCAG Compass Blueprint principles and also responds to the concepts expressed in the SBCCOG Sustainable South Bay strategy. It can serve as a model for neighboring cities.

We urge you to give your approval to this comprehensive planning project, which has multiple benefits for Rancho Palos Verdes residents, businesses and the broader South Bay region.

Sincerely,

Jacki Bacharach  
SBCCOG Executive Director

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LOCAL GOVERNMENTS IN ACTION

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