



Northwest San Pedro Neighborhood Council

“Your Community Voice”

May 14, 2013

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

Re: SCAG Compass Blueprint Sustainability Program – City of Rancho Palos Verdes
Western Avenue Corridor Design Implementation Guidelines

Dear Mr. Butala:

The Northwest San Pedro Neighborhood Council, which has been a participant with the Western Avenue Visioning Committee, is happy to support the City of Rancho Palos Verdes' Compass Blueprint Sustainability Program application to develop design implementation guidelines for the Western Avenue corridor, one of the most heavily-traveled arterials in the South Bay region. This application signals the next phase of the Western Avenue Corridor Strategy, which will help influence and guide architectural and streetscape guidelines for private development and public right-of-way along this 2.3-mile segment.

Western Avenue runs north-south on the eastern side of Rancho Palos Verdes from Summerland Street in the City of Los Angeles to Palos Verdes Drive North. It also forms a major commercial corridor that serves the residents of both San Pedro and Rancho Palos Verdes. The Northwest San Pedro Neighborhood Council has been tasked with overseeing and responding to many development proposals along this segment of the Western Avenue corridor, which has become increasingly congested and chaotic over the past several years. I believe the Western Avenue Corridor Design Implementation Guidelines will encourage consistent private and public architectural and streetscape guidelines, providing long-term sustainability benefits to both of our cities.

There has been a longstanding relationship between the cities of Los Angeles and Rancho Palos Verdes. Our residents live, shop, and share this corridor in a unique way. We are committed to collaborating with our neighbor city to successfully implement this planning project. Please join me in supporting the City of Rancho Palos Verdes' next step in bringing the Western Corridor Strategy closer to fruition.

Sincerely,

Diana Nave
President, Northwest San Pedro Neighborhood Council

Diana Nave
President

George Thompson
Vice President

Scott Alman
Treasurer

Katie Marrie
Secretary