

## Rolling Hills Plaza



BPS has been engaged in renovation and rehabilitation of Rolling Hills Plaza in Torrance for more than a decade. The center is unique as a private development on City-owned land. Designed to have a local community “village” aesthetic, the center makes room for national retail and restaurant establishments to co-exist with local “mom-and-pop” retailers in a cohesive, architectural whole. Our tasks included master planning, replacement of several outdated retail structures, a three-story office building, several restaurant tenant spaces, overall Center Design Criteria and review of tenant design proposals for retail and restaurant spaces. The 3-story office building was placed at the rear of the center with no direct visibility, making the area undesirable for retail. The office leased immediately. Emphasis was placed on the three most effective emotional sales tools: Curb Appeal, Entrance, and Tenant Space. This building won the 1988 Cabrillo Chapter A.I.A. Citation Award.



The firm master planned expansion of an existing 6-plex AMC Theater to a 20-screen entertainment complex with a five-story, freestanding ticket tower, and an axial relationship to the Centers fountain court: the icon for the complex as a whole. This complex has spawned multiple retail and restaurant renovations in the center including Romano’s Macaroni Grill, Islands, and others. Our work included new paint colors throughout, new paving patterns, two parking structures, multiple out-parcel sites including 24-hour fitness, Hollywood Video, and Trader Joe’s.

The revitalized complex has become a South Bay landmark, against which all other existing and future regional retail and entertainment venues are judged.



Even outdated shopping centers can be brought back into useful service with careful modernization, thoughtful re-tenanting and a cleverly conceived economic development strategy. For years this center closed at 6 pm. Now it comes to life as the sun goes down and it has revitalized an entire district, this year expanding across the major thoroughfare to Torrance Town Center.