

Welcome to the Heart of the Hill

Growing your business in Rolling Hills Estates





Experience Business in the “Heart of the Hill”



Nestled in the heart of the Palos Verdes Peninsula, the Rolling Hills Estates Commercial District embodies its nickname in location and atmosphere, offering the charm of a rural community just minutes away from the hustle and bustle of Los Angeles.

- The convenience of large-scale shopping centers and the rarity of small businesses, mom & pop shops and legacy restaurants.
- Retaining the small-town feel to serve 8,200 residents within the City’s 4.18 square miles. But still accessible and attractive to 70,000+ residents of the Palos Verdes Peninsula and surrounding cities.
- Special events throughout the year, drawing thousands of visitors and providing opportunities to showcase your business. Like the Holiday Parade of Lights, attracting an estimated 5,000 participants and spectators each December.

We are ready to welcome you!

\$160,724

AVG. HOUSEHOLD INCOME

MEDIAN HOME PRICE

\$1.9m



~3,100

HOUSING UNITS IN THE CITY

93%

HOMEOWNERSHIP

CITY-RUN EQUESTRIAN CENTER AND OVER

25 MILES

OF BRIDLE TRAILS



9 PARKS

AND 10 MILES OF BIKE PATHS



CENTRALLY LOCATED TO

100,000

LOS ANGELES RESIDENTS

The RHE Difference

City Council values the preservation of our community’s unique charm, while also recognizing the need for progress. Rolling Hills Estates is home to a mile-long commercial district and has approved mixed overlay zones with an added community benefit program so residents and visitors can live, work, dine and play on the Hill.



Incentives

When you set up shop in Rolling Hills Estates, you'll get the benefits of:



A City Council that supports local business—mixed overlay zones to allow for a combination of residential and commercial uses.



No business license fee for your first year, no matter how big or small your business.



Supporting the local environment through 100% renewable energy through Clean Power Alliance, which provides choice on renewable levels at competitive rates to Southern California Edison.



Local policies that make it easy for you and your employees' children to attend our award-winning school district, even when you are not a resident of Rolling Hills Estates.



Free recycling with your waste collection, competitive organic waste rate service and a chance at winning a year of free waste hauling service each quarter based on your business' successful recycling!



Businesses here benefit from the knowledge, innovation and support of the Palos Verdes Chamber of Commerce, which helps to ensure success, collaboration and harmony between local business owners.

“Economic development has been a cornerstone to our City’s success. Having quality businesses we can count on has allowed us to maintain our unique character and provide our residents the convenience and services that they expect and deserve.”

—Greg Grammer
City Manager of RHE

“The Chamber is committed to building a strong local economy, connecting businesses with each other and the community, providing education and resources to businesses to accelerate their growth, and serving as the voice of business to government. We are your catalyst for business growth, the convener of leaders and influencers, and a champion for a stronger community.”

—Eileen Hupp
President & CEO
Palos Verdes Peninsula
Chamber of Commerce

RHE Works for You

Understanding that the COVID-19 pandemic had tremendous impacts on our business community, City Council works hard to set policies and programs that support you:

- ▶ COVID-Cares grant approved funding support to 18 local businesses and 8 non-profits.
- ▶ Continued business assistance grants available in 2022-23 for \$2,500 to small businesses and community-oriented non-profit organizations.
- ▶ Boosted community policing contracted with the Los Angeles County Sheriff's Department-Lomita Station in the commercial district during the busy holiday season for enhanced safety.
- ▶ Connecting you to local resources through the State, County or other agencies for business relief, utilities incentives and more.

Rolling Hills Estates is dedicated to helping our businesses get back on track and thrive. Our staff is available to help you.



www.rhe.city



Contact us

rhe.city

310.377.1577



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To preserve and enhance the quality of life for residents, businesses and visitors through outstanding municipal governance and exemplary service to the community.