



RESIDENTIAL CONSTRUCTION activity, which is the life blood of any center, was at an all time high on the Palos Verdes Peninsula during 1962. Shown above is a section of the residential community which adjoins Peninsula Center.

## Palos Verdes Peninsula's 1962 Growth Rises 38% Above That of Previous Year

During 1962 real estate and construction activity as well as population growth on the Palos Verdes Peninsula continued at a vigorous pace.

A new record was set in residential construction activity which was 38 percent above 1961. Real estate sales for the year ran 16 percent ahead of 1961, commercial developments are up 10 percent, and the average value of both vacant lots and residences is continuing to increase.

Population on the Palos Verdes Peninsula has continued to increase during 1962 at a rate that is about 4.5 times that of Los Angeles County as a whole.

This rate far exceeds the expansion in local job opportunities, and apparently reflects the desirability of the Peninsula as a place to live and its improved accessibility which has resulted from the completion of the Harbor Freeway and other freeway links.

Estimates of population which pertain specifically to the peninsula are being made for the first time by the Los Angeles Regional Planning Commission. These estimates are made on a quarterly basis and the estimate for October places the peninsula population at 38,941. The following areas comprise this total:

Palos Verdes Estates	10,921
Rolling Hills	1,822
Rolling Hills Estates	4,640
Unincorporated Areas	21,558
Total	28,941

Residential construction activity during the first nine months of 1962 was up a

substantial 38 percent over the corresponding period for 1961. While data is not available for the peninsula as a whole, the valuation of permits for new residential construction in the incorporated areas amounted to \$7,915,000, and was apparently substantially above this amount in the incorporated area.

Palos Verdes Estates accounted for 66 percent of the new construction in the incorporated areas. This high level of building activity started in March and has been sustained each month to date.

The average value of permits for new residences is running about \$37,300 for the incorporated areas, which is an increase of about six percent over the 1961 average.

Combined sales of real estate made by members of the Palos Verdes Estates Board of Realtors, the Rolling Hills Board of Realtors and Grandview Palos Verdes Homes is estimated to be about \$30 million for the first nine months of 1962, up 16 percent over the corresponding period for 1961. This value includes the principal share of new residential construction reported above, together with resales of existing houses, lots, and some commercial property. In addition, substantial residential development activity occurred in other areas of the peninsula.

Commercial developments including retail stores, banks, office buildings and the like have been confined

for the year 1961. The average prices paid for both residences and undeveloped lots has tended to increase over the years throughout the Peninsula. The average price paid for lots within the incorporated areas during 1962 is about 15 percent above the average for 1961, and in turn the average 1962 prices were about 12 percent above 1960.



THREE SWEETHEARTS reigned over the annual Sweethearts Ball last Friday night at El Camino College. Queen of Hearts was Linda Root (left), of Manhattan Beach; with (left to right) princesses Joyce Pease, Gardena, and Carol Robinson, of Torrance.

### Know Freedoms?

"Do You Know Your Freedoms?" will be the question asked by Wendell Noble, Glendale Federal Savings and Loan Association's community relations director, when he appears before the regular meeting of the Torrance-Lomita Realty Board at Board Hall, Torrance, 12 noon, Feb. 27.

Noble, who has made more than 900 appearances before Southern California service clubs, also is a KABC news commentator with two shows daily. A veteran of 17 years in the radio and television field, he has extensive experience in news coverage in Washington, D.C.

### El Camino College Looks Forward to Expansion

El Camino College, leaving its humble beginning of 1948 in military bungalows far behind, now looks forward to opportunity and expansion for 1963.

From the original student body of 1100, the college now records approximately 12,000 students attending classes on a beautiful 90-acre campus with more than 20 major instructional units in operation.

Founded on a pay-as-you-go plan, which incurs no bonded indebtedness or state construction aid to the district, the college in ten years has completed permanent structures for science, social studies and physical education, vocational classes, music and administration, in addition to the campus theater, pools and the Campus Center for food and supply services, and the library.

The existing structures are planned so that further additions can be made with minimum cost to the college. This is in preparation for an anticipated enrollment of 15,000 students by 1965.

The technical arts building, the second units of the chemistry and physics building, and additions to the health and physical education areas were completed in early 1960. With the addition of three laboratories and six lecture-demonstration rooms a total of 18,958 square feet — space for 1800 chemistry and physics students was created in the area of science alone.

Creating space for 20 new classrooms, and offices for faculty and administrative personnel, the two-story humanities building was completed in the fall of 1960.

Construction is now underway on two new additions to the life science building and the communications center.

Located just west of the

present Life Science building, the three-level science addition will contain the homemaking department, two laboratories for life science, earth science, lecture and demonstration rooms and laboratory for the new nursing program.

Another three-level structure is planned for the Communications Center.

It will house the photography and journalism departments on the lower level, the audio-visual department and two listening labs on the second level, and eight classrooms and faculty offices for the foreign language department on the third level.

These buildings are scheduled for completion in early 1963.

### Legal Action Set Feb. 21

Charles Catterlin, city prosecutor, has reported to the Youth Welfare Commission that legal action will be commenced Feb. 21 against a seller of alleged indecent literature.

This is the case that was brought out during the City Council meeting of Jan. 29 and councilmen ordered that the seller be prosecuted.

Catterlin's report came during the commission's meeting Thursday night.

The commission also reviewed and endorsed the proposed changes in the state laws asked by Assemblyman Charles Chapel. Commissioner Joseph Platt said that the commission has asked City Council to endorse Chapel's proposed changes.

## Still Building ..

for the future

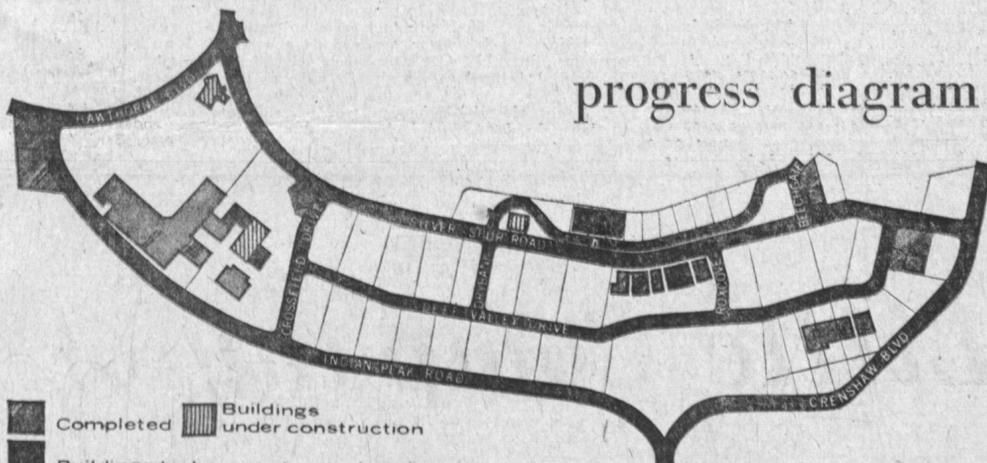
### EL CAMINO COLLEGE

continues to provide the finest educational services and facilities for Torrance and the South Bay - Centinela Valley area.

The Associated Students  
El Camino College  
16007 South Crenshaw Blvd.

## PROGRESS REPORT 4

progress diagram



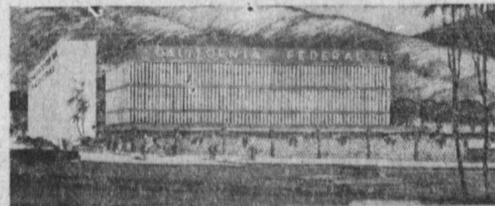
## GROWING with the peninsula

The Palos Verdes Peninsula is undergoing a period of dynamic growth. Its annual rate is over 4 times that of Los Angeles County. New homes, large apartments, and homesites are springing up all over the peninsula.

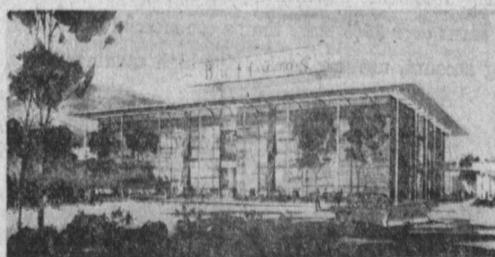
Peninsula Center, located at the very hub of the peninsula, is keeping pace with this astounding growth. Sophisticated investors realize that as the peninsula grows, so grows Peninsula Center.



Mall Shops



California Federal Savings and Loan Building



Buffum's



## PENINSULA CENTER

becoming the center of all peninsula life