

354 South Spring Street
Suite 800
Los Angeles
California 90013

Public Information
T 213 977 1951
F 213 977 1666
www.crala.org

Community Redevelopment Agency
of the CITY OF LOS ANGELES



West Valley

CANOGA PARK / RESEDA
Earthquake Recovery Project



ABOUT CRA/LA

FOR OVER HALF A CENTURY, THE COMMUNITY REDEVELOPMENT AGENCY (CRA/LA) HAS BEEN LOS ANGELES' PUBLIC PARTNER IN HOUSING, COMMERCIAL, NEIGHBORHOOD AND ECONOMIC DEVELOPMENT. WHEN CITY COUNCILMEMBERS, COMMUNITY-BASED ORGANIZATIONS, FAITH-BASED INSTITUTIONS, OR OTHER CIVIC LEADERS AND ORGANIZATIONS REQUEST THAT CRA/LA ESTABLISH A REDEVELOPMENT PROJECT AREA IN A COMMUNITY, CRA/LA WORKS WITH LOCAL COMMUNITY AND BUSINESS LEADERS AND RESIDENTS TO CREATE A VISION FOR THEIR NEIGHBORHOODS. CRA/LA'S MAIN TASK IS TO LEND A HAND – TO INVESTORS WILLING TO TAKE RISKS FOR A MORE VIBRANT CITY; TO NEIGHBORHOOD RESIDENTS WITH RENEWED ASPIRATIONS FOR THEIR COMMUNITIES; AND TO THOSE IN NEED WHO STRIVE TO TAKE PART IN THE CITY'S GROWING PROSPERITY. CRA/LA HELPS: (1) INCREASE THE SUPPLY OF HOUSING FOR LOW- AND MODERATE-INCOME FAMILIES; (2) PROVIDE THE INFRASTRUCTURE FOR COMMERCIAL AND INDUSTRIAL DEVELOPMENT; AND (3) CREATE JOBS NECESSARY TO MAINTAIN ACCEPTABLE LEVELS OF EMPLOYMENT. CRA/LA ALSO MAKES SURE THAT CITIZENS ARE ENGAGED IN THE DECISION-MAKING PROCESS EVERY STEP OF THE WAY.

ABOUT THE COMMUNITIES

Canoga Park, Winnetka and Reseda

Although Canoga Park is the oldest community in the West San Fernando Valley, many of the residential neighborhoods in Canoga Park, Winnetka and Reseda grew out of post World War II housing developments that were created to accommodate the surge of settling families. The commercial developments in both communities have a longer history, having grown during the era of Los Angeles trolley streetcars. Both communities also remain close-knit and family oriented. A large number of Latino, Asian, Persian, and Armenian shoppers characterize the local retail stores and businesses in the area.

Located in the 3rd Council District (CD3), the Canoga Park/Reseda Redevelopment Project Area is on the west side of the San Fernando Valley and covers an area of more than 2,400 acres.



CANOGA BANQUET HALL, RESEDA



MADRID THEATRE, CANOGA PARK



IMAGES FROM LEFT TO RIGHT:
POTTERY FOUNTAINS, RESEDA;
VISIONS OF THE PAST ANTIQUE SHOP, CANOGA PARK;
TIRE OUTLET, INC., RESEDA.

WHY CRA/LA IS HERE

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Following the devastating 1994 Northridge Earthquake, the Los Angeles City Council directed CRA/LA to take charge in preparing recovery redevelopment plans for the most severely impacted communities – particularly those in the neighboring areas of Canoga Park, Reseda and parts of Winnetka. The Disaster Assistance Project included the repair, restoration, demolition and replacement of damaged properties.

Among the greatest challenges in rebuilding the area was the large number of retail stores destroyed in the quake as well as the subsequent decline in population. Both factors led to a marked decrease in key consumer spending in the area. The dual burden of a poor economy and lack of revenues caused many local businesses to shut down.



“As a result of the ‘94 Northridge Earthquake, many of the buildings along Sherman Way sustained considerable damage. The structural and façade improvements have made a tremendous difference in the look, feel and actual safety of Canoga Park. All of the stakeholder groups in Canoga Park including Main Street, the Canoga Park Improvement Association, The Chamber of Commerce, and the Neighborhood Council are delighted with the public/private relationship that has been developed and supported by the CRA/LA”

John Parker

CANOGA PARK BUSINESS/PROPERTY OWNER, PARKER BROWN INC.
PRESIDENT, CANOGA PARK IMPROVEMENT ASSOCIATION (PBID)
VICE PRESIDENT, CANOGA PARK/WEST HILLS CHAMBER OF COMMERCE

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IMAGES FROM LEFT TO RIGHT:
DIA DE LOS MUERTOS AZTEC DANCERS AND FESTIVAL ALTAR,
MAIN STREET PERFORMING ARTS STUDIO.

DIA DE LOS MUERTOS FESTIVAL HAS BEEN DESIGNED TO BRING ECONOMIC REVITALIZATION TO HISTORIC DOWNTOWN CANOGA PARK AND THE SURROUNDING COMMUNITIES. DIA DE LOS MUERTOS IS A FAMILY FESTIVAL THAT CELEBRATES A REVERENT HOLIDAY HONORING LOVED ONES WHO HAVE PASSED ON BEFORE US. THE DAY BEARS GREAT SIGNIFICANCE IN PASSING ON HISPANIC TRADITIONS TO THE CHILDREN LIVING IN THE SURROUNDING COMMUNITIES AND EDUCATING PEOPLE FROM THROUGHOUT LOS ANGELES OF THE RICHNESS OF THE ARTS AND CULTURE OF THE PEOPLE OF MEXICO AND CENTRAL AMERICA.



4 “We send our greetings and thanks to the CRA/LA and Councilman Dennis P. Zine for the valuable contributions made on behalf of Main Street Canoga Park and the production of the Annual Dia de los Muertos Festival.”

La Catrina and Friends

THE ANNUAL DIA DE LOS MUERTOS FESTIVAL



5 “The CRA/LA had the vision to help create and build the Main Street Performing Arts Studio (MSPAS) and bring the Arts to the Canoga Park Community. By creating an outlet for the expression of self through dance, the CRA/LA is developing the community through adults and children within the community. MSPAS/Creation Station offers supportive, challenging and nurturing classes in salsa, yoga, cardio-kickboxing, ballet, tap, and hip hop for children 18 months to 18 years, as well as adults. Thank you CRA/LA for making this possible.”

Noël Harlow

DIRECTOR,
CREATION STATION/MAIN STREET PERFORMING ARTS STUDIO
MAINSTREETPERFORMING@SOCAL.RR.COM



STREETSCAPES



THIS LATEST PHASE OF THE WEST VALLEY FAÇADE AND SIGNAGE IMPROVEMENT PROGRAM WILL SEE MAJOR UPGRADES TO 67 STOREFRONTS IN THE CANOGA PARK AND RESEDA BUSINESS DISTRICTS BY THE END OF FISCAL YEAR 2005. USING CONTRACT ARCHITECTS AND WORKING CLOSELY WITH BUSINESS AND PROPERTY OWNERS AND THE COMMUNITY, THIS PROGRAM HAS MADE A NOTICEABLE DIFFERENCE IN IMPROVING THE APPEARANCE OF THESE OLDER, DETERIORATING BUSINESS DISTRICTS. CANOGA PARK’S RETAIL DISTRICT HAS A VERY LOW VACANCY RATE, WHICH DEMONSTRATES THE VALUE OF PHYSICAL IMPROVEMENTS AIMED AT MAKING THE DISTRICT MORE ATTRACTIVE TO POTENTIAL CUSTOMERS. RESEDA WILL ALSO WITNESS A MAJOR TURNAROUND IN THE APPEARANCE OF ITS BUSINESS DISTRICT.



CANOGA PARK FAÇADE AND SIGNAGE IMPROVEMENT PROGRAM: EXISTING



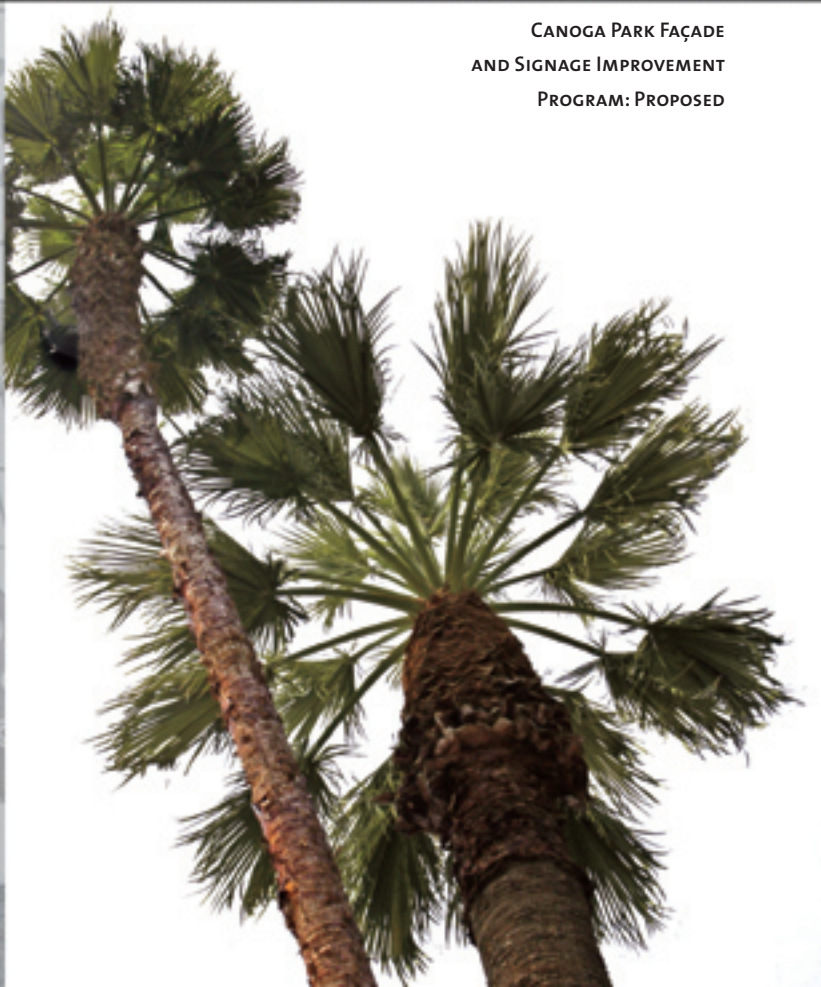
CANOGA PARK FAÇADE AND SIGNAGE IMPROVEMENT PROGRAM: PROPOSED



RESEDA FAÇADE AND SIGNAGE IMPROVEMENT PROGRAM: EXISTING



RESEDA FAÇADE AND SIGNAGE IMPROVEMENT PROGRAM: PROPOSED





COMMERCIAL REVITALIZATION (PROJECT WIDE)

SIGN CODE COMPLIANCE PROGRAM (RESEDA ONLY)

BUSINESS ATTRACTION AND RETENTION PROGRAM
(44 NEW/EXISTING BUSINESSES)

HOUSING (PROJECT WIDE)

FIRST TIME HOMEBUYERS PROGRAM

COMMERCIAL FACADE IMPROVEMENT PROGRAM

1. CANOGA PARK PHASE 1 (11 STOREFRONTS)
2. CANOGA PARK PHASE 2 (10 STOREFRONTS)
3. WINNETKA (5 STOREFRONTS)
4. CANOGA PARK PHASE 3 (31 STOREFRONTS)
5. RESEDA PHASE 1 (5 STOREFRONTS)
6. RESEDA PHASE 2

Housing

7. LAS CASITAS (8 UNITS)
8. OWENSMOUTH TOWNHOMES (48 UNITS)
9. TIERRA DEL SOL (119 UNITS)
10. COHASSET MANOR (32 UNITS)

SOCIAL NEEDS

11. GUADALUPE CENTER REHABILITATION
12. CANOGA PARK CHARTER SCHOOL
13. CANOGA PARK COMMUNITY CENTER

PUBLIC IMPROVEMENTS

13. CANOGA PARK STREETSCAPE PHASE 1 (4 BLOCKS)
14. CANOGA PARK STREETSCAPE PHASE 2 (4 BLOCKS)
15. CANOGA PARK STREETSCAPE PHASE 3 (8 BLOCKS)
16. RESEDA STREETSCAPE PROJECT (BUSINESS DISTRICT WIDE)
17. RESEDA PARKING LOT IMPROVEMENT PROJECT

ECONOMIC DEVELOPMENT

18. MAIN STREET CANOGA PARK

ARTS & ENTERTAINMENT

19. MADRID THEATER
20. MAIN STREET PERFORMING ARTS STUDIO
21. CANOGA PARK YOUTH ARTS CENTER
22. RESEDA THEATER

EARTHQUAKE RECOVERY

23. RESEDA MARKETPLACE
24. FOLLOW YOUR HEART

REDEVELOPMENT UPDATE

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Success Through Reconstruction & Redevelopment

CRA/LA works closely with community leaders for economic revitalization by attracting new businesses, upgrading the appearance of existing businesses, creating new cultural facilities and programs, building new affordable housing, and repairing the area’s physical infrastructure.

CRA/LA has invested more than \$15 million in the Canoga Park area and is aggressively targeting the Reseda and Winnetka communities for the same level of investment. The program’s short-term goals have been accomplished as shown by the dramatic improvement in the commercial areas’ appearance. The successful Façade Improvement Program has brought facelifts to 30 storefronts in the 3 business districts with another 65 storefronts to be completed in FY05. The new Business Attraction and Retention Program, which provides incentives for new businesses to locate in the Project Area, will provide assistance to 44 new and existing businesses during FY05. As a result of this Program, the retail vacancy rate in Canoga Park is close to zero.

Working in tandem with Canoga Park businesses and residents, the CRA/LA successfully obtained State certification of Canoga Park as a California Main Street Community. It is one of two Main Street’s in Los Angeles. Administered by a community-based nonprofit organization, the Main Street Program is a four-point approach to commercial revitalization that complements CRA/LA’s efforts by marketing the retail district. Main Street is the sponsor of the annual Dia de los Muertos Festival, which brings more than 15,000 people to Canoga Park on the first Sunday in November.



STREETSCAPE, CANOGA PARK



TIERRA DEL SOL CONSTRUCTION, CANOGA PARK



MADRID THEATRE, CANOGA PARK



LAS CASITAS, CANOGA PARK

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An aggressive streetscape program is also underway in Reseda and Canoga Park to complement the Façade Improvement Program. Nine blocks have been completed in Canoga Park with an additional six blocks planned for completion in FY05. Improvements include new street trees and furniture, public art, pedestrian lights, enhanced crosswalks and major sidewalk repair. Reseda’s improvements consist of safety lighting at bus stops, enhanced crosswalks and new traffic signals. The major portion of these projects is covered by Federal funds.

A major objective in Canoga Park is expansion of the area’s arts and entertainment opportunities. CRA/LA developed the 480-seat Madrid Theater, completed in 1998, and the Main Street Performing Arts Studio, which offers a variety of classes to children and adults with scholarships available to low income residents and local employees. The City-owned Canoga Park Youth Art Center offers visual arts classes, and the privately-funded West Valley Playhouse, opened several years ago, offers theater and musical productions.

CRA/LA has invested close to \$10 million in the production of affordable housing in the Project Area, including rehabilitation of an 8-unit bungalow court for occupancy by low income seniors (Las Casitas), creation of a First Time Homebuyers’ Program, and the planned completion of 199 units of rental units for very low income families and large families. One of these projects, Tierra del Sol, is unique in that the housing shares the site with a new charter elementary school with a gymnasium that will be available to the community when school is not in session. A new community center will also be developed on the 5-acre site.

IMAGES FROM LEFT TO RIGHT:
LA TORTILLA LOCA, RESEDA;
MOUCHIAN AUTO ELECTRIC, PROPOSED FAÇADE
IMPROVEMENT, RESEDA;
CRA/LA OFFICES, RESEDA.



“Restaurant la Tortilla Loca y Canoas Banquet Hall junto con sus miembros, reconocemos y agradecemos la ayunda y el esfuerzo que ha tenido el Departamento de CRA para la ciudad de Reseda en mejoras, limpieza y cooperación para los peguinos negocios como nosotros.”

Yunive Rouvroy and Limber Alvarado

RESEDA BUSINESS OWNERS,
LA TORTILLA LOCA RESTAURANT AND CANOAS BANQUET HALL



“What the CRA means to me is represented by the few people they have in my district, who do the hard work of many. Their efforts have served to improve the community through commercial revitalization. Our community is witnessing the positive changes that are occurring in this area since the 1994 earthquake with CRA’s assistance. The staff listens to the community and is making our dreams of a new and improved place become a reality. CRA is successfully serving the residents and businesses and we commend and welcome them to continue their good work”

Marlen Mouchian

RESEDA BUSINESS/PROPERTY OWNER, MOUCHIAN AUTO ELECTRIC
MEMBER, CD3 COMMUNITY ADVISORY COMMITTEE
VICE PRESIDENT, RESEDA CHAMBER OF COMMERCE
FOUNDING MEMBER, RESEDA NEIGHBORHOOD COUNCIL

FUTURE PLANS

IMAGES FROM LEFT TO RIGHT:
PATRIES BY EDIE, CANOGA PARK;
OUT OF THE CLOSET THRIFT SHOP,
CANOGA PARK.



The Future Looks Bright

CRA/LA is encouraged by the willingness of the areas' residents and businesses to work together on a shared vision for the community.

- In Canoga Park, some of the long-term challenges are the age and appearance of commercial buildings as well as the impact on small, family-owned businesses by the larger commercial corridor. However, the Business Improvement District has served as an optimistic example for the rest of the community in this regard. CRA/LA hopes to increase the number of residents included in the Main Street program in order to build on this success.
- Within the Reseda community, CRA/LA will work to fill the high number of commercial vacancies by attracting businesses to the area and providing grants for fiscally-responsible businesses.
- CRA/LA continues to broaden its relationship with community leaders and neighbors by opening a second project area site office in the Reseda Central Business District, and near the City Council's Field Office in Reseda, further ensuring that all stakeholders will have a voice on various committees related to CRA/LA's efforts.

“Until the CRA came to Reseda not much was done. Now the CRA is the salvation for Reseda. I have tried for 14 years to get a parking lot association with the business owners and property owners of the properties on the south side of Sherman Way from Etiwanda to Lindley Avenue, to no avail. We had our regular CAC meeting last week, and three property owners, all new ones, came to the meeting. We can now proceed with our plans for this parking lot. This would have not been possible without the CRA. Nor, would the Façade Improvements on Reseda Boulevard and the much welcomed Reseda Streetscape Project. What a difference. Only because of the CRA. Leslie, Charlotte, and Vicki have dedicated themselves to Reseda, and are doing an excellent job.”

Ann Kinzle

EXECUTIVE DIRECTOR, RESEDA CHAMBER OF COMMERCE AND
PRESIDENT – CD3 COMMUNITY ADVISORY COMMITTEE
RESEDA RESIDENT



GUADALUPE
COMMUNITY CENTER,
CANOGA PARK.

GET INVOLVED!



West Valley Site Offices

21500 Wyandotte Street
Suite 101
Canoga Park
California 91303

T 818 593 5490
F 818 932 9908
www.crala.org
comments@cra.lacity.org

18305 Sherman Way
Suite 22
Reseda
California 91335

T 818 708 5844
F 818 344 2425
www.crala.org
comments@cra.lacity.org

“The Los Angeles Community Redevelopment Agency provided the catalyst for the renovation of the 53-year old Guadalupe Community Center in Canoga Park. Because of the CRA’s help, the West Valley community now has a beautiful, safe, state-of-the-art center where local families can receive assistance with food and clothing, and can gather to learn and play.”

Margaret T. Pontius

DIRECTOR,
GUADALUPE COMMUNITY CENTER, CANOGA PARK



Get Involved in the Revitalization of Your Community

The success of your community depends on your involvement, and CRA/LA welcomes the valuable input provided by property owners, businesses, residents and community organizations. The Council District 3 Community Advisory Committee (CAC) was established to ensure that redevelopment in the project area is carried out with full participation from the community. The CAC meets regularly to discuss pending and new initiatives and will continue to work with the community to convey public information and collect input for revitalizing the Canoga Park, Reseda and Winnetka areas. CRA/LA also works closely with Neighborhood Councils and various civic organizations. Get involved by contacting the local CRA/LA office to receive information about upcoming meetings or events and to learn more about the programs and services CRA/LA has to offer.



CRA STAFF WITH COUNCILMAN ZINE

