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Community Redevelopment Agency
of the CITY OF LOS ANGELES



East Valley Region

NORTH HOLLYWOOD
Redevelopment 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 COMMUNITY

North Hollywood

Located in the 4th Council District (CD4), east of the SR-170 Hollywood Freeway, the 740-acre North Hollywood Redevelopment Project Area is the historical center of the east San Fernando Valley. The project area is bordered by Hatteras Street to the north, Cahuenga Avenue to the east, SR-134 Ventura Freeway to the south and Tujunga Avenue to the west.

The North Hollywood project area features an older but charming residential area and the NoHo Arts and Entertainment District – a commercial district that includes more than 20 theaters, restaurants and shops, anchored by the Academy of Television Arts and Sciences and the Academy Hall of Fame Plaza.

The project area also offers a unique shopping experience along Lankershim and Magnolia Boulevards, and is home to a small, but vibrant, industrial corridor. The Metro Rail Redline Station is located within the boundaries of the project area and the Metro Rapid Orangeline Transitway (MRT), linking Warner Center to North Hollywood by a rapid bus system, is currently under construction.



NORTH HOLLYWOOD METRO PORTAL



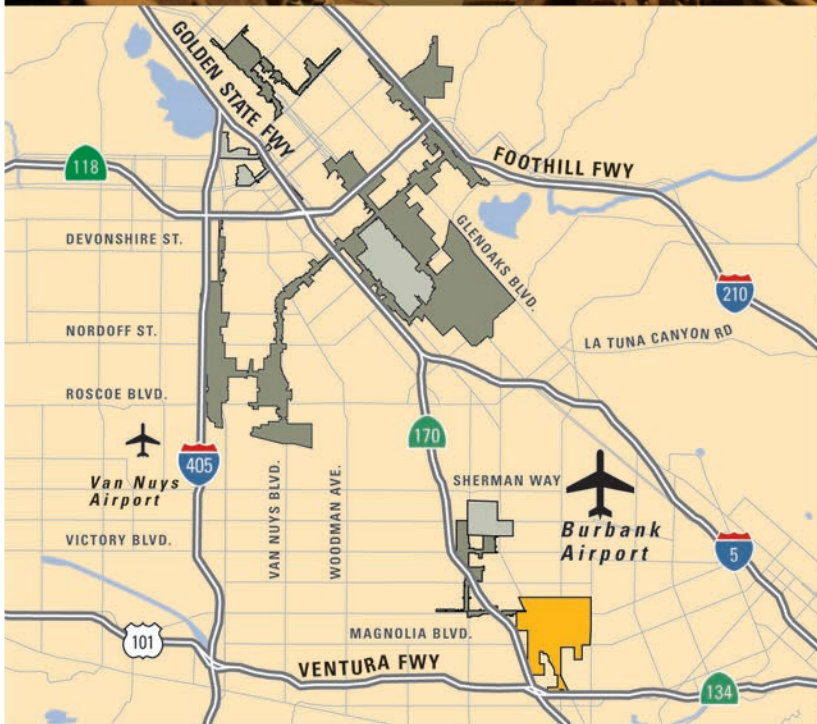
WHY CRA/LA IS HERE

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North Hollywood was largely developed during the early 1900s and served as the commercial center of the San Fernando Valley for many years. The project area includes most of the original township of Lankershim, which was one of the earliest settlements in San Fernando Valley. As the transportation network of the San Fernando Valley improved and expanded, new residential and commercial development moved from this community to the West Valley area.

By the 1970s, the North Hollywood area was in need of City assistance to reverse the decline that had slowly set in. It was the community's dream to reverse this decline in order to once again, become a major economic force and cultural center in the San Fernando Valley. Before CRA/LA adopted the redevelopment plans for the North Hollywood community, the project area suffered from various conditions of blight that the City of Los Angeles wanted to address. Many factors contributed to preventing financial investment in the area. One example was that the area had inadequate public infrastructure and public facilities. Major street improvements were required on busy thoroughfares, including Lankershim, Burbank, Magnolia and Chandler Boulevards. Many side streets did not meet City standards and the area lacked proper street lighting.

The City of Los Angeles realized the needs of the area and directed CRA/LA to devise a comprehensive redevelopment plan for the community.



- NORTH HOLLYWOOD REDEVELOPMENT PROJECT
- OTHER EAST VALLEY REGION PROJECT AREAS



Completed Projects

- **HOUSING**
 1. ACADEMY VILLAGE
 2. ALAMO HOTEL
 3. BAKMAN TOWERS
 4. BAKMAN VILLAS
 5. DENNY MANOR
 6. DENNY PLACE
 7. ELMER GARDENS
 8. GARDEN VILLA HOMES
 9. GOLDEN YEARS
 10. HARMONY FAMILY APARTMENTS
 11. HARMONY GARDENS
 12. HARMONY GATE
 13. HARMONY MANOR
 14. HARMONY VILLAGE
 15. MAGNOLIA TOWERS
 16. MAGNOLIA VILLAS
 17. MORRISON PARK APARTMENTS
 18. ROSS PARK APARTMENTS
 19. TICINO APARTMENTS
 20. WILLOWOOD APARTMENTS

- **COMMERCIAL DEVELOPMENT**
 1. 5161 LANKERSHIM BLVD. OFFICE COMPLEX
 2. ACADEMY OFFICE COMPLEX
 3. EL PORTAL THEATRE
 4. VINELAND/MAGNOLIA SHOPPING CENTER
 5. NOHO ARTS CENTER

- **SPECIAL PROJECTS**
 1. BURBANK LANKERSHIM GATEWAY
 2. CHANDLER OUTDOOR GALLERY
 3. NOHO ART PARK
 4. VINELAND MEDIAN
 5. AMELIA EARHART STATUE
 6. LANKERSHIM ART CENTER
 7. NORTH HOLLYWOOD PUBLIC LIBRARY RESTORATION

- **SELECTED GRANT PROJECTS: COMMERCIAL FAÇADE**
 1. COLOR ME MINE
 2. PARKWAY ELECTRIC
 3. TOKYO DELVES
 4. ANAWALT LUMBER
 5. DOG & BIRD HOUSE PET SHOP
 6. HAHÀ CAFÉ
 7. MADILYN CLARK STUDIOS
 8. SHIRLEY MARTIN DANCE STUDIO
 9. WHITE STUDIOS
 10. WORK BOOT WAREHOUSE

- **MARQUEES**
 1. DEAF WEST THEATRE
 2. RAVEN THEATRE

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IMAGE TO RIGHT:
CHANDLER MURAL.

REDEVELOPMENT UPDATE



A New Vision for North Hollywood

The new vision for North Hollywood includes goals to preserve and expand housing in the community; revitalize and expand local businesses; improve public facilities; and help enhance urban design to benefit the area.

CRA/LA is currently focusing its redevelopment activity in the commercial core of the project area, near the Metro Line Red Line Station and within the boundaries of the “NoHo Arts District.” The Arts District has become a significant part of the community, boasting more than 20 live theaters and hosting an annual festival in June.



TICINO APARTMENTS



PARKWAY ELECTRIC SUPPLY



“ Our business community has had a close relationship with the Community Redevelopment Agency, since their arrival in North Hollywood. They’ve assisted in countless storefront renovations, the development of the Academy of Television Arts & Sciences; several residential and multi-use projects, including the NoHo Commons project currently underway. CRA/LA has strong support from the North Hollywood business community. Their tools for redevelopment are needed in order to facilitate land assemblage, establish appropriate land use controls and encourage the growth of the new transit core of North Hollywood.”

Bruce Spiegel

PRESIDENT, UNIVERSAL CITY NORTH HOLLYWOOD CHAMBER OF COMMERCE AND PRESIDENT OF THE JEWELRY FACTORY



IMAGE TO LEFT:
CONDO ART.

REDEVELOPMENT UPDATE



“Thank you CRA/LA, it wouldn’t have happened without you! The NoHo Arts District is a statement of what is possible with vision, commitment and guidance. The District is becoming a destination for people of all ages to have an arts experience. The District is flourishing with artists, actors, theatres, fine art galleries, dancers, and recording studios. Art is everywhere and there is more to come... look out Melrose.”

Mary Garcia

EXECUTIVE DIRECTOR,
NORTH HOLLYWOOD REGIONAL ARTS COUNCIL

Success Through Reconstruction and Redevelopment

With the help of the residents, businesses and elected officials, and the establishment of the North Hollywood project area in 1979, the community began its course to fulfill its potential as an economic and cultural center of the San Fernando Valley. Thanks to vital redevelopment assistance, the North Hollywood area now enjoys significant new investments that improve living and working conditions in the area.

- CRA/LA has helped to complete 1,048 new housing units. To revive current residential neighborhoods, CRA/LA assisted in rehabilitating more than 1,000 units for low- and moderate-income households.
- CRA/LA implemented the “First Time Home Buyers” and “Paint is Free” programs to help the community become involved in improving existing residential neighborhoods.
- CRA/LA worked to bring new office towers, entertainment facilities, shopping centers, senior citizen and family residential units to North Hollywood.
- Thousands of homes have been rehabilitated through CRA/LA’s “Residential Rehabilitation” program. Funds through this program can be used for landscaping and exterior improvements.



IMAGES FROM LEFT TO RIGHT:
NORTH HOLLYWOOD SHOPS AT MAGNOLIA,
NoHo MODERN,
TOKYO DELVE'S.

REDEVELOPMENT UPDATE

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- CRA/LA implemented its “Commercial Façade” program to assist property owners and tenants with improving the exterior façades of their properties.
- CRA/LA coordinated the development of three commercial projects, providing 469,000 square feet of office, retail and parking space.
- CRA/LA helped create and develop the NoHo Arts and Entertainment District. It has worked to promote the area by supporting the NoHo Arts Festival, developing brochures and working with Channel 35 and the Chamber of Commerce’s Arts Development Committee, to create a video about the Arts District. CRA/LA has a successful history working with the Los Angeles Neighborhood Initiative.
- A comprehensive Streetscape Improvement program has been designated a priority for the community. To date, the program has enlisted more than 20 artists to design streetscape elements unique to the district, and completed major projects including new street lighting for Lankershim and Magnolia Boulevards; enhancing the Lankershim/Camarillo/Vineland intersection and widening portions of Chandler and Lankershim Boulevards.

More than just improving the aesthetics of the area, CRA/LA projects contributed to the creation and retention of more than 1,135 jobs. CRA/LA expects an additional 1.5 million square feet of new commercial space to be constructed by 2014. This new commercial space will create approximately 5,000 additional jobs.



“The Community Redevelopment Agency has been instrumental in improving the North Hollywood area. Working in partnership with the community, CRA has helped make many projects come to fruition. Together, the Agency and the Community were able to take a diamond in the rough and over a period of time, polish it. Those that mistakenly gave up on North Hollywood will not recognize it within the next few years, as it becomes the “hot spot” that people will want to live, work and play in.”

Eric Reuveni

VICE PRESIDENT,
MID TOWN NORTH HOLLYWOOD NEIGHBORHOOD COUNCIL

CHAIR,
PLANNING, LAND USE, HOUSING & TRANSPORTATION COMMITTEE



IMAGES FROM LEFT TO RIGHT:
NoHo Tower,
Imperia Apartments.

FUTURE PLANS



The Future Looks Bright

During the next few years, CRA/LA plans to build on its revitalization efforts to bring positive change to the North Hollywood community. Activities are focused both on the economic improvement of the area as well as the stabilization and recovery of the residential neighborhoods. Economic revitalization is focused on transit-oriented development and support and expansion of the NoHo Arts District. All revitalization efforts will build upon the community's strengths and carry out the dream of making North Hollywood one the major centers of activity in the San Fernando Valley. Specifically, CRA/LA will focus on the following projects and programs:

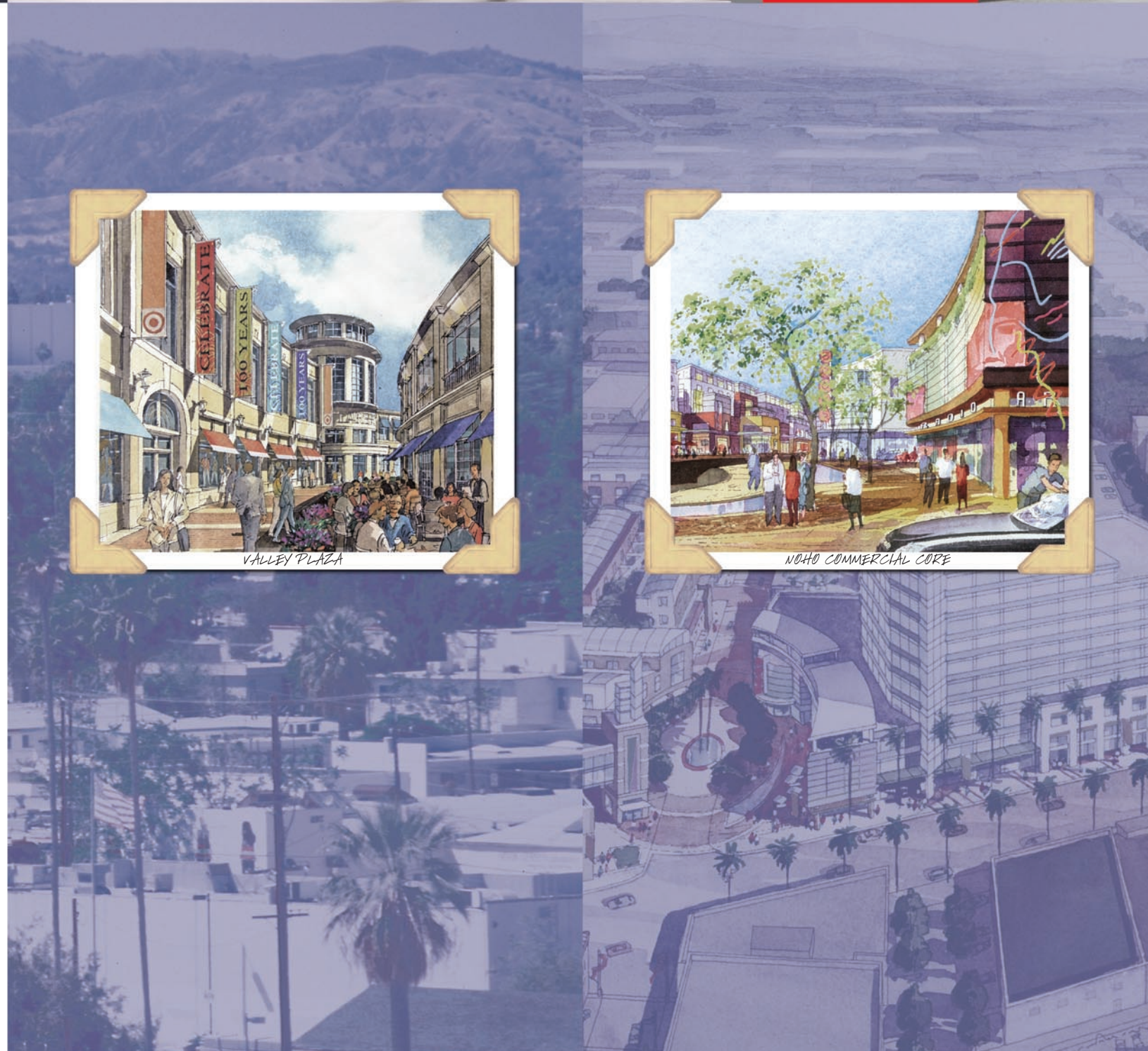
- The Metro Red Line Station – CRA/LA is working to bring commercial and residential development adjacent to the Metro Rail Station.
- The NoHo Arts District – CRA/LA is aiming to further develop the Arts District, which was originally created through the joint efforts of the business and arts community. CRA/LA wants to build on the interest and vitality that the District has brought to North Hollywood.
- Revitalizing and improving the commercial core of the area – recognizing the need to create more jobs while enhancing the business element of the community, CRA/LA looks forward to beginning construction on the NoHo Commons development.



VALLEY PLAZA



NOHO COMMERCIAL CORE



- Additional CRA/LA commercial activities will include both support for the existing businesses and build-ings through façade improvements and business attraction programs, and new development and streetscape improvements.
- Developing additional office, retail, live-work housing, parking and entertainment-related projects – all with accompanying streetscape and art improvements.
- Providing housing for all income levels, with multiple opportunities and residential improvement assistance.
- CRA/LA recognizes that North Hollywood's residential neighborhoods are the strength of the area. One major focus of CRA/LA is to complete various projects currently underway, reflecting the community's interest in having the area look well-maintained and creating a vibrant and supportive atmosphere for the growing arts district and the community's youth. Such programs include creating a bikeway, and restoring the historic park – the Lankershim Depot; completing artist-designed streetscape improve-ments along Lankershim and Magnolia Boulevards; the Chandler Outdoor Art Gallery; and landscaping the Vineland Avenue utility easement.

FUTURE PLANS

Continued from page 11

- CRA/LA and the Metropolitan Transportation Authority (MTA) are working cooperatively on an economic development strategy, with the assistance of the Urban Land Insititute (ULI), to establish a new vision for the commercial core area of North Hollywood and to identify strategies for streamlining the approval process for major developments.



GET INVOLVED!

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. CRA/LA will continue to work with the community to convey public information and collect input for revitalizing the North Hollywood area. 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.

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