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# The Valley Economic Alliance

Better businesses. Better jobs. Better communities.

June 14, 2010

The Honorable Tony Cardenas  
City of Los Angeles, Councilman 6<sup>th</sup> District  
200 North Spring Street  
Room 455  
Los Angeles CA, 90012

Dear Councilman Cardenas;

*Tony*

The Valley Economic Alliance would like to lend support toward a revitalization plan for the Van Nuys Central Business District that addresses the present difficulties arising from current city minimum off-street parking requirements and the 1911 development characteristics of Van Nuys Boulevard.

We support efforts to re-create the thriving neighborhood-serving commercial corridor that once existed through improving the management of parking and relaxing on-site parking requirements throughout the district for the following types of uses:

- retail
- gymnasiums
- coffee houses
- restaurants
- restaurants with entertainment
- take-out restaurants
- theaters

The proposed revitalization plan will reduce red tape and make it easier for businesses to locate along the Boulevard, which in turn provides Van Nuys with jobs, services and a greater sense of community. We thank you for your efforts to improve the Van Nuys Central Business District and look forward to working with you in the future to further develop this proposal.

Sincerely,

Bruce D. Ackerman  
President and CEO

Date: 7-14-10

Submitted in Trans Committee

Council File No: 10-1141 and 10-0993

Item No.: 3.4

Deputy: