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July 7, 2010



The Honorable Tony Cardenas
Los Angeles City Councilmember
City of Los Angeles
200 N. Spring Street, Room 455
Los Angeles, CA 90012

RE: SUPPORT for Motions 10-0993, 10-0995 and 10-1141 (Cardenas)

Dear Councilman Cardenas:

On behalf of the Valley Industry & Commerce Association (VICA), we are writing to express our support for three Council motions to assist with the revitalization of Van Nuys: 10-0993, 10-0995 and 10-1141.

These three motions are part of a larger effort to revitalize Van Nuys Boulevard and strengthen the community through exploring efforts to maximize use of all available parking facilities in addition to extending hours of operation and developing a rational parking strategy for these facilities. As you know, VICA put together a special taskforce working with your Planning Deputy at the forefront of this and we are proud to see you taking a leadership role on this issue.

We share the vision of a thriving neighborhood commercial corridor through improved management of parking facilities and relaxed requirements for on-site parking throughout the area.

The proposed revitalization plan will reduce red tape and make it easier for businesses to locate along and around Van Nuys Boulevard, therefore encouraging job growth and retention, increasing economic development and re-energizing the community.

For these reasons, VICA is proud to have promoted this effort from its inception and ready to assist you in any way possible.

Thank you for your hard work on this important endeavor.

Sincerely,

Daymond Rice
2010 Chairman

Stuart Waldman
President

Date: 7-14-10

Submitted in Trans Committee

Council File No: 10-1141 and

Item No: 3, 4 10-0993

Deputy: