

3.4

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-invigorating 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:



# Van Nuys Neighborhood Council

## Consejo Vecinal de Van Nuys



Lydia Drew Mather - President  
Van Nuys Neighborhood Council  
818 - 908 - 1915

June 11, 2010

Tony Cárdenas  
Los Angeles City Councilman, 6th District  
City Hall, Room 455  
Los Angeles, CA 90012

Dear Councilman Cárdenas,

The Van Nuys Neighborhood Council would like to lend support toward a revitalization plan for the Van Nuys Central Business District that addresses our present concerns over the lack of neighborhood-serving businesses along Van Nuys Blvd.. We are in full support to streamline the city permitting process for prospective business owners as we believe this will help bring in the types of businesses the community has been asking for, including:

- Coffee Houses
- Restaurants
- Restaurants with Entertainment
- Take-Out Restaurants (limited amount)
- Retail - stand alone businesses only
- VNNC does not support or approve of swap style shopping, multiple retailer facilities
- Adult stores, Pawn shops or any second hand retailers including charities.
- Gymnasiums
- Theaters

The Neighborhood Council believes the proposed revitalization plan will increase the number of businesses that want to locate along the Boulevard, providing jobs, valuable neighborhood services and a greater sense of neighborhood identity. To that end we are eager to work with your office and the business community to bring a full compliment of businesses and activities to Van Nuys that will create a complete village environment for the greater Van Nuys area. We thank you for your efforts to improve the Van Nuys Boulevard and look forward to working with you in the future.

Sincerely,

Lydia Drew Mather  
VNNC President

Date: 7-14-10

Submitted in Trans Committee

Council File No: 10-1141 and 10-0993

Item No.: 3,4

Deputy: [Signature]

3.4

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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,

*[Signature]*  
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: *[Signature]*