

MOTION


On June 20, 2018, Council took various actions related to the development and implementation of a façade improvement program (Program) within the boundaries of the Reseda/Canoga Park Redevelopment Project Area of Council District 3 (C.F. 14-1174-S21). Among those actions, Council authorized the Economic and Workforce Development Department (EWDD) to be the implementing department and to carry out a Request for Proposals process to identify and select an operator for the Program. The Program would provide up to \$75,000 in loans to commercial property and business owners to implement capital improvements that would not only improve aesthetics but would also help revitalize the community and positively stimulate the economy.

Subsequent to Council's actions, it was learned that the Community Development Commission of the County of Los Angeles (LACDC) is interested in expanding their County-City partnered façade improvement program into Council District 3. The Los Angeles County Third Supervisorial District is investing County General Funds into the implementation of a façade improvement program in the Northeast Valley. Under this County-City partnership, the County will fund up to \$500,000, with a dollar for dollar match from the City, plus an additional \$50,000 in City funds to help cover the cost of project management. A similar structure was recently approved by Council for Council District 7. The County's participation provides an opportunity to leverage County funds with the already Council-authorized appropriation of \$1,500,000 in CRA/LA Excess Bond Proceeds from the Reseda/Canoga Park Redevelopment Project Area. The combined \$2 million façade improvement program budget would then provide loans up to \$350,000 per participant in lieu of the initial \$75,000 cap previously proposed.

I THEREFORE MOVE that the Council action of June 20, 2018, related to the development and implementation of a façade improvement program in Council District 3 within the Reseda/Canoga Park Redevelopment Project Area (C.F. 14-1174-S21) BE RESCINDED and that the following recommendations BE ADOPTED in lieu thereof:

1. APPROVE up to \$1,500,000 in CRA/LA EBP available to Council District Three from the Reseda/Canoga Park Redevelopment Project Area, to be utilized to fund the Program with loans up to \$350,000 per participant.
2. AUTHORIZE the Economic and Workforce Development Department, in conjunction with the County of Los Angeles (County), to negotiate and execute agreements and/or a Memorandum of Understanding and all related documents as required to facilitate the Program.
3. DIRECT the EWDD to obtain from the County a progress report on the Program prior to the disbursement of EBP, and quarterly thereafter.
4. AUTHORIZE the EWDD to be the implementing department, and to expend funds up to \$1,500,000 from the EBP Fund No. 57D, Account No. 22L9PT, Reseda/Canoga Park, Taxable 2010 Series D, for transactions related to the Program upon proper documentation and satisfactory review by the EWDD.
5. AUTHORIZE the General Manager, EWDD, or designee, to prepare Controller instructions and/or make technical adjustments that may be required and are consistent with this action, subject to the approval of the City Administrative Officer (CAO); and, AUTHORIZE the Controller to implement these instructions.

PRESENTED BY


 BOB BLUMENFELD
 Councilmember, 3rd District

SECONDED BY



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JUN 26 2019