

TO CITY CLERK FOR PLACEMENT ON NEXT  
REGULAR COUNCIL AGENDA TO BE POSTED

#56

MOTION

The communities of Reseda and Canoga Park contain historic central business districts that have, over the years, seen significant disinvestment. Through an exhaustive community-based process, a vision has been identified for the revitalization of the communities in the Reseda/Canoga Park Redevelopment Project Area. Councilmember Bob Blumenfeld has transformed this vision into the multi-front West Valley Improvement Plan initiative. This initiative is a ten-point plan of improvements and amenities throughout the area's commercial corridors; a reinvestment in these historic communities to help them attain their former glory as destinations for commerce, art, and culture.


The commercial corridors of Reseda and Canoga Park, especially along Sherman Way and Reseda Boulevard, contain highly active business districts that are home to a broad variety of small businesses. These corridors experience a high volume of bus, car, bicycle and pedestrian traffic on a daily basis and commercial development has been steadily increasing over the years through both public and private investment. In order to attract and retain existing retail and commercial businesses, it is important to continue to invest in the community to ensure continued economic growth. As part of this effort, the Economic and Workforce Development Department is working closely with Council District Three staff to establish a Commercial Façade Improvement Program along the commercial corridors of Reseda and Canoga Park. The goal is to provide local business tenants and property owners with the necessary financing to improve the appearance of their storefronts and buildings similar to a program once operated by the former Community Redevelopment Agency of the City of Los Angeles.

The use of taxable CRA/LA Excess Bond Proceeds towards business assistance and catalytic commercial development is identified as an eligible expense in the Bond Expenditure Agreement and Bond Spending Plan. Additionally, the establishment of a small business assistance program in the Reseda/Canoga Park Redevelopment Project Area that includes a facade improvement program is specifically listed as a potential project in the Bond Spending Plan and should be funded accordingly.

In accordance with policies adopted by Council (C.F. 14-1174) related to the CRA/LA Bond Expenditure Agreement and Bond Spending Plan, any proposal to expend CRA/LA Excess Bond Proceeds shall be initiated by Council Motion. Proposals will be reviewed by the CRA/LA Bond Oversight Committee, Economic Development Committee, and any other applicable committee with final recommendations presented to the Council and Mayor for final consideration and approval.

**I THEREFORE MOVE** that taxable Excess Bond Proceeds available to Council District Three in an amount not to exceed \$1,500,000 from the Reseda/Canoga Park Redevelopment Project Area be utilized by the Economic and Workforce Development Department to develop and implement a Commercial Façade Improvement Program within the central business districts of Reseda and Canoga Park; and

**I FURTHER MOVE** that the Economic and Workforce Development Department, with the assistance of the City Administrative Officer, Chief Legislative Analyst, and any other applicable City department, provide a report with recommendations to the CRA/LA Bond Oversight Committee to allocate taxable Excess Bond Proceeds in an amount not to exceed \$1,500,000 to develop and implement a Commercial Façade Improvement Program for the central business districts of Reseda and Canoga Park in Council District Three as identified in the Bond Expenditure Agreement and Bond Spending Plan for the Reseda/Canoga Park Redevelopment Project Area.

PRESENTED BY:   
BOB BLUMENFELD  
Councilmember, 3rd District

SECONDED BY: 

JUN 09 2017



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