

# APPROVED

SEP 20 2017

BOARD REPORT

BOARD OF RECREATION AND PARK COMMISSIONERS NO. 17-203

DATE September 20, 2017

C.D. 3

## BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: RESEDA SKATE FACILITY – PRELIMINARY AUTHORIZATION TO PROCEED WITH THE ACQUISITION OF PROPERTY FOR PARK PURPOSES

AP Diaz	<u>        </u>	V. Israel	<u>        </u>
*R. Barajas	<u>RB</u>	S. Pina-Cortez	<u>        </u>
H. Fujita	<u>        </u>	N. Williams	<u>        </u>



General Manager

Approved

Disapproved

Withdrawn

### RECOMMENDATIONS

1. Authorize the Department of Recreation and Parks (RAP) to initiate the process for the possible acquisition of real property, consisting four parcels totaling approximately 92,790 square feet or 2.13 acres, and located at 18128 and 18210 Sherman Way in the Reseda area of the City, as described in the Summary of this Report;
2. Authorize RAP staff to coordinate acquisition activities with the Department of General Services (GSD), and other Departments as necessary, and to obtain the necessary environmental clearances and funding approvals to expedite the purchase of said property;
3. Upon the completion of the preliminary acquisition activities, direct staff to return to the Board of Recreation and Park Commissioners (Board) with escrow instructions and related documents for the Board's final approval to acquire the property, contingent on the following conditions:
  - A. Funding will have been identified for the acquisition of the property through Proposition K funds and/or other funding source(s) yet unidentified;
  - B. Appropriate California Environmental Quality Act (CEQA) documentation will have been completed;
  - C. All environmental assessments, Phase I, and Phase II if needed, will have been completed and satisfied prior to close of escrow;
  - D. All necessary Appraisals will have been prepared and approved by GSD;

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4. Direct staff to return to the Board with a conceptual plan for the Reseda Skate Facility project; and,
5. Authorize RAP staff and the City Attorney to make any changes or technical corrections necessary to carry out the intent of this Report

### SUMMARY

The Reseda Skate Facility proposes the acquisition of property located at 18128 and 18210 Sherman Way, in the Reseda area of the City, for the development of an ice skating rink and a roller hockey rink.

The property consists of four parcels (Los Angeles County Assessor's Parcel Numbers (APN) 2125-036-900, 2125-036-901, 2125-036-902, and 2125-036-903), which are currently owned by the CRA/LA, a Designated Local Authority, and successor agency to the former Community Redevelopment Agency of the City of Los Angeles. The property was formally improved with commercial buildings. However those buildings have since been demolished and the property is currently vacant.

The City has an agreement (Option Agreement) with the CRA/LA that provides the City with the option to purchase the property from the CRA/LA and use the property for the proposed Reseda Skate Facility. The City has until March 8, 2018, to exercise its option to purchase the property from CRA/LA.

The City Council has requested that RAP, with the assistance of the Department of Public Works, Bureau of Engineering (BOE) and all other affected Departments, take the lead on the Reseda Skate Facility to ensure acquisition of the necessary CRA/LA parcels in a timely manner (Council File No 17-0832).

### RESEDA SKATE FACILITY

The Proposition K ballot measure set aside to the City Two Hundred Ninety-Eight Million, Eight Hundred and Fifty Thousand Dollars (\$298,850,000.00) of the total amount generated over 30 years for 183 specified projects. The Reseda Skate Facility was one of the 183 specified projects included in the Proposition K ballot measure. The scope of the Reseda Skate Facility, as described in the ballot measure, is for "acquisition and construction of an ice hockey and roller blading facility".

Council District 3, as a part of its "Reseda Rising" initiative, identified the CRA/LA property at 18128 and 18210 Sherman Way as an optimal location for the Reseda Skate Facility. "Reseda Rising" is Councilmember Blumenfield's multi-front initiative to reinvest in the community and help Reseda attain its former glory as a center for entertainment and small business. This initiative was launched to develop a shared community vision for Reseda, and to support the commercial activity that will make Reseda once again into a destination for commerce, art and culture. In 2015, Council District 3 engaged the non-profit Los Angeles Neighborhood Initiative (LANI) to meet with the "Reseda Rising" Project Steering Committee, composed of community leaders and

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stakeholders, for a year and a half to help the community focus and organize its vision. Several well-attended community meetings were held during this process to confirm vision principles, and identifying additional resources to transform the neighborhood. The resulting document, the Sherman Way Conceptual Plan, is a community vision plan that will inform all aspects of the "Reseda Rising" initiative. The proposed Reseda Skate Facility was identified in Sherman Way Conceptual Plan as a key part of a larger proposed "Reseda Town Center" project, which could help revitalize the entire community.

The Sherman Way Conceptual Plan is attached as Attachment 1.

RAP, BOE, and other City staff are working to develop conceptual project design and site plans, including preliminary cost estimates and financing plans, to acquire the CRA/LA property and build the Project on the site. The conceptual design for the Project, once complete, would be presented to the Board of Recreation and Park Commissioners (Board) for the Board's review and approval.

### OPTION AGREEMENT

On January 8, 2015 the City entered into an Option Agreement with the CRA/LA to provide the City with the option to purchase the CRA/LA owned property located at 18128 and 18210 Sherman Way (City Contact No. C-125180).

The Option Agreement specifies the process for the City to acquire the CRA/LA property, including the process for determining the fair market value and the purchase price for the property. As previously discussed, the City has until March 8, 2018, to notify the CRA/LA that it is exercising its option to purchase the property. This notification (Option Notice) is exercised via a letter from the Mayor to the CRA/LA, and is required to include the purchase price, the escrow closing date, and a detailed plan for the development of the property.

If the City does not exercise its option to acquire the property by March 8, 2018, the CRA/LA will move forward with the disposal of the property pursuant to State Law.

The Option Agreement is attached as Attachment 2.

### NEEDS ASSESSMENT

The acquisition of 18128 and 18210 Sherman Way would increase the number of City residents that would be served by a park within walking distance of their residence. An estimated 2,955 City residents who live within a ½ mile walking distance of 18128 and 18210 Sherman Way are not currently served by a park and would be served by a new park at this location

The Equitable Parks & Amenities Decisions Support System (EPADSS) report for 18128 and 18210 Sherman Way is attached as Attachment 3

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ENVIRONMENTAL IMPACT STATEMENT

Staff has determined that California Environmental Quality Act (CEQA) will be addressed when the complete project scope has been determined and sufficient funds have been identified for the acquisition of the site.

FISCAL IMPACT STATEMENT

The approval of the preliminary authorization to proceed with the acquisition of the property will have no fiscal impact to RAP's General Fund.

This Report was prepared by Darryl Ford, Senior Management Analyst I, Planning, Construction and Maintenance Branch.

LIST OF ATTACHMENT(S)

- 1) Sherman Way Conceptual Plan
- 2) CRA/LA Option Agreement
- 3) EPADSS Report



# SHERMAN WAY

## CONCEPTUAL PLAN

09.29.16



STUDIO ONELEVEN  
Patricia Smith, ASLA, AICP  
KEYSER MARSTON ASSOCIATES  
FEHR & PEERS kpff

## PROJECT TEAM

### PROJECT SPONSOR

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19040 Vanowen Street  
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Stephanie Magnien Rockwell

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Alexandra Burkhardt

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323.665.1940

Pat Smith, ASLA, AICP

### PROJECT MANAGER

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Anna Apostolos

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Chelsea Richer, AICP

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#### **KPFF**

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Frank LaRocca, PE

### FINANCIAL ANALYSIS CONSULTANT

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Kevin Engstrom

## STEERING COMMITTEE

Casey Amberger  
David Fradin  
Greg Gole  
Addy Gonzalez  
Rubi Pacheco-Rivera  
Fran Piazza  
Leticia Rodriguez  
Carter Rubin  
Diane Taylor  
Kevin Taylor  
Juana Torres  
Mustafa Sahin  
Walt Sweeney  
Spike Dolomite Ward  
Judy Wray  
Rod Wray

Thomas Safran & Associates  
Majestic Asset Management, Inc  
Canby Woods  
11:11 A Creative Collective  
Valley Economic Development Center  
Reseda Neighborhood Council  
Valley Economic Development Center  
Los Angeles Great Streets  
Traders Loan & Jewelry  
Former Reseda Neighborhood Council  
Reseda Neighborhood Council  
Magnolia Science Academy-1  
Revitalize Reseda  
Reseda Renaissance  
Former Reseda Neighborhood Council  
Architect

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# INTRODUCTION

SHERMAN WAY CONCEPTUAL PLAN



Letter from the Councilmember  
Background + Project Details  
Study Area  
History  
Context Study  
Context Imagery



## LETTER FROM COUNCILMEMBER BLUMENFIELD



## BOB BLUMENFIELD

Councilmember, Third District

June 3, 2016

Ms. Veronica Hahn  
 Executive Director  
 Los Angeles Neighborhood Initiative  
 800 S. Figueroa Street, Suite 970  
 Los Angeles, CA 90017

Re: Sherman Way Conceptual Plan

Dear Ms. Hahn:


As the Councilmember representing the West San Fernando Valley in the City of Los Angeles' Third Council District, I wish to express my strong support for the Sherman Way Conceptual Plan created by Los Angeles Neighborhood Initiative (LANI) in strong partnership with my office.

The result of a comprehensive community-led outreach and engagement process, the final plan successfully articulates the community's vision for a unique retail corridor that not only supports but celebrates the vital businesses, diverse people and vibrant spirit of Reseda. Neighborhood-selected elements include: sidewalk and urban design improvements; transit stop amenities; a program for commercial façade design upgrades; bike lanes or bike arrows; wayfinding signage; and small business programs. These enhancements are designed to have a catalytic effect in stimulating local revitalization; encouraging patronage of the area's unique small businesses, shops and restaurants; and creating a safe and welcoming street environment for pedestrians, cyclists and transit users.

I want to recognize the entire project team, made up of LANI, Studio One Eleven, Patricia Smith Landscape Architecture, Fehr & Peers, KPFF and Keyser Marston for working collaboratively with the Project Steering Committee (PSC) made up of community stakeholders and the Technical Advisory Committee (TAC) comprised of relevant City of Los Angeles Departments including the Office of Los Angeles Mayor Eric Garcetti and the Great Streets team.

Using this conceptual plan document as a tool, we look forward to working diligently to make the community's vision a reality for Sherman Way.

Sincerely,

  
 BOB BLUMENFIELD  
 Councilmember  
 City of Los Angeles

BB:trk

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 DISTRICT OFFICE 10010 Sanwen Street, Reseda, CA 91335 818.793.4330 fax 818.756.9179

councilmember.blumenfeld@lacity.org blumenfeld.lacity.org facebook.com/BobBlumenfeldSEV twitter.com/BobBlumenfeld

## BACKGROUND

Los Angeles Neighborhood Initiative (LANI) is working in partnership with Los Angeles City Councilmember Bob Blumenfield to implement the Sherman Way Conceptual Planning Project. The consultant team of Studio One Eleven, Patricia Smith Landscape Architecture, Fehr & Peers, KPFF and Keyser Marston were retained to develop the plan. Sherman Way is located in the Reseda neighborhood of Los Angeles. The Conceptual Planning Document includes a streetscape and facade improvement plan, as part of an economic development strategy, that reflects the community's vision for the Sherman Way project area.

Sherman Way is a major arterial and intermodal thoroughfare with significant amounts of daily bus, car, bicycle and pedestrian traffic. Reseda is an urban neighborhood, home to numerous small business and single and multi-family residences. The consultant team worked in conjunction with LANI staff, a Project Steering Committee (PSC) comprised of community stakeholders and a Technical Advisory Committee (comprised of LADOT and other requisite City of Los Angeles Departments, the Mayor's Office, Councilmember Bob Blumenfield's representatives and other public agencies) to identify the community's priorities for improvement.

Utilizing its nationally recognized model for community engagement, LANI oversaw the development of a conceptual plan for Sherman Way. The team's active participation in the planning process resulted in a neighborhood driven Conceptual Plan Document. The document includes streetscape and facade improvements from Wilbur to Lindley Avenues that focus on improving the multimodal user experience, as well as emphasizes strategies that promote revitalization and support the area's numerous small businesses, while also attracting new development and investment.

## PROJECT DETAILS

The Conceptual Plan Document evolves into a Five Point Plan for success, serving as a guide for the design development and construction of physical improvements along Sherman Way. The Plan provides a series of transformative improvements, including but not limited to, streetscapes, facade design guidelines and economic development with in-depth descriptions of the improvements agreed upon by the community, including detailed conceptual drawings, cost estimates, and maintenance plans. The plan gathers community input on the desired location of a new ice rink in Reseda as well as the potential development uses of three city-owned properties on Sherman Way, as part of a long term neighborhood revitalization plan. The Conceptual Plan Document is meant to serve as a tool for securing funding for future design, construction of improvements and implementation of revitalization strategies that will lead to economic growth. Conceptual design elements and revitalization strategies include the following elements:

- Sidewalk and urban design improvements
- Transit stop amenities
- Facade design guidelines
- Bike lanes or bike sharrows
- Marketing tools (i.e. wayfinding signage)
- Business retention/expansion/attraction plan
- Coordination with existing Business Improvement District feasibility team

# STUDY AREA

SITE MAP | SHERMAN WAY FROM WILBUR TO LINDLEY AVE.



- 1 MILE
- 2 EASTBOUND LANES
- 2 WESTBOUND LANES [WILBUR TO ETIWANDA]
- 3 WESTBOUND LANES [ETIWANDA TO LINDLEY]

- 13 INTERSECTIONS
- 8 SIGNALIZED INTERSECTIONS
- 28 CROSSWALKS

- 74' TYPICAL STREET WIDTH
- 8' TYPICAL SIDEWALK WIDTH

- 7 BUS LINES
- 12 BUS STOPS
- 9 BUS BENCHES
- 2 BUS SHELTERS

\*The one mile stretch from Wilbur to Lindley Avenues is within a regulatory environment guided by the Reseda Central Business District Community Design Overlay. The CDO was put into effect in 2004 to supplement the Reseda Central Business District Plan.

The CDO—in conjunction with the Streetscape Plan—aim to promote more design flexibility and creativity. Any new construction, renovations or additions in the District must comply with the CDO and are formally reviewed by the Los Angeles Department of City Planning before a permit can be issued.

# HISTORY

Reseda's business district came to fruition around 1915 when neighborhood businesses began to center around the intersection of Reseda Boulevard and Sherman Way. As the community continued to grow, by the 1930's the area was well known for its agricultural production, which resulted in the addition of a Southern Pacific Railroad train down the center of Sherman Way.

By the 1960's, the San Fernando Valley was blossoming and Reseda had evolved into a prominent Los Angeles suburb. The increase in single-family dwellings stirred the development of several main street commercial hubs, full of vitality and character, throughout the entire Valley. However, with the rise in malls in the 1970's, energy was sucked from these commercial corridors, leaving under cared for districts in their place. While in the 1980's and 1990's Reseda experienced a slight resurgence due to businesses like the Reseda Country Club—a concert venue which drew artists like Guns N' Roses and Tom Petty—the corridor still lacked the activity and character for which it had once been known. Today Reseda, along with other areas of the Valley, are fighting to reinvent their commercial corridors. The question now is, how can these areas be revitalized economically and architecturally to benefit both their businesses and communities?



CORNER OF RESEDA BLVD.



1928 LOOKING EAST FROM RESEDA BLVD.



1938 LOOKING TOWARDS CANBY AVE.

1954



RESEDA BLVD.



1955 ETIWANDA AVE.



1956 PRESENT DAY CVS AT ETIWANDA AVE.

1957



ENFITEUR.COM  
**Chuck Landis' COUNTRY CLUB**  
 PRO AGE LIGHT  
 BOX OFFICE OPEN MONDAY - 8PM  
 WEDNESDAY - 6PM - 8PM



FRI. OCT. 18  
**GLAM NITE  
 GUNS 'N' ROSES**

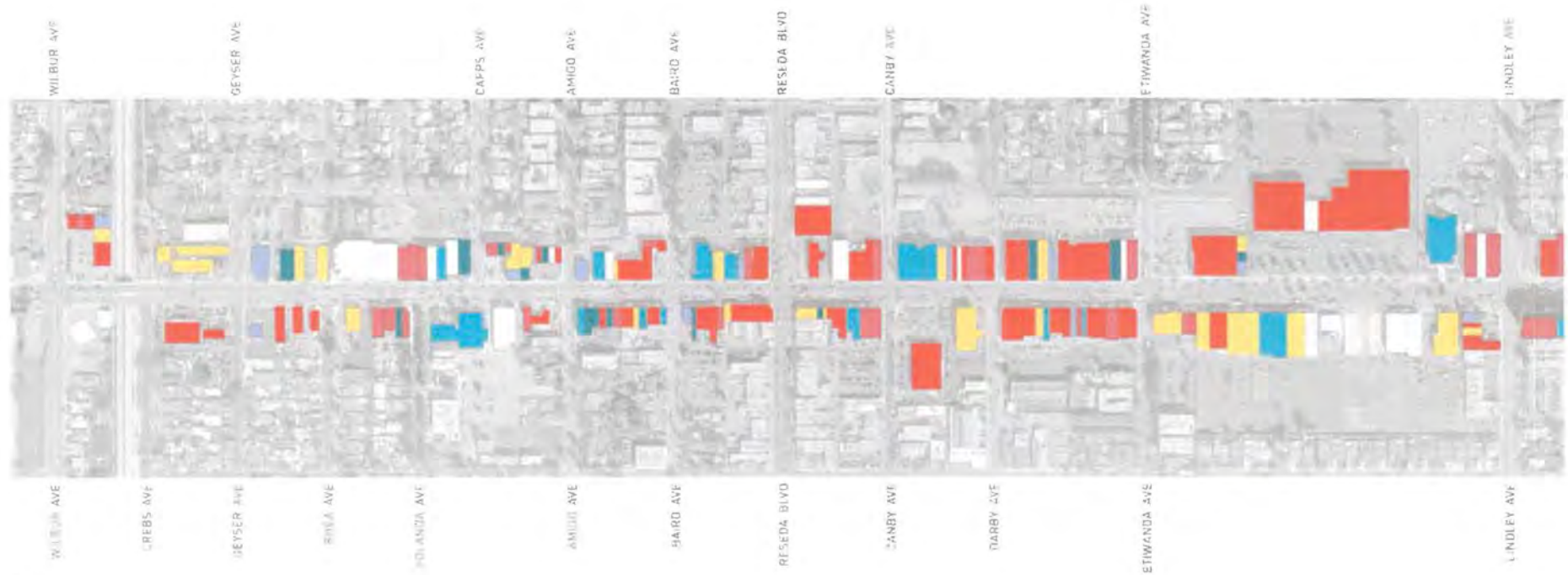
ROY ORBISON  
 CITY OF THE ANGELS  
*Country Club*  
 1981



# EXISTING BUSINESS TYPES

Sherman Way presently offers a broad variety of businesses. While the majority are retail oriented, there is still a strong presence of neighborhood serving, medical and community oriented businesses sprinkled along the corridor, as well. Several large tenants exist to the east, like Bank of America, Jon's Marketplace and Magnolia Science Academy. Sprinkled between are many smaller-scale niche businesses like flower shops, organic eateries and fabric stores. However, moving westward, business types become increasingly varied offering community services like car repair shops, medical clinics and churches.

Existing vacant lots and business spaces provide opportunities for new businesses, mixed-use development and future revitalization as witnessed by new development and development proposals popping up along Sherman Way. While the corridor currently lacks a strong mixed-use presence, by combining retail with housing and public open space, the corridor could develop a stronger, community oriented presence.



**KEY**

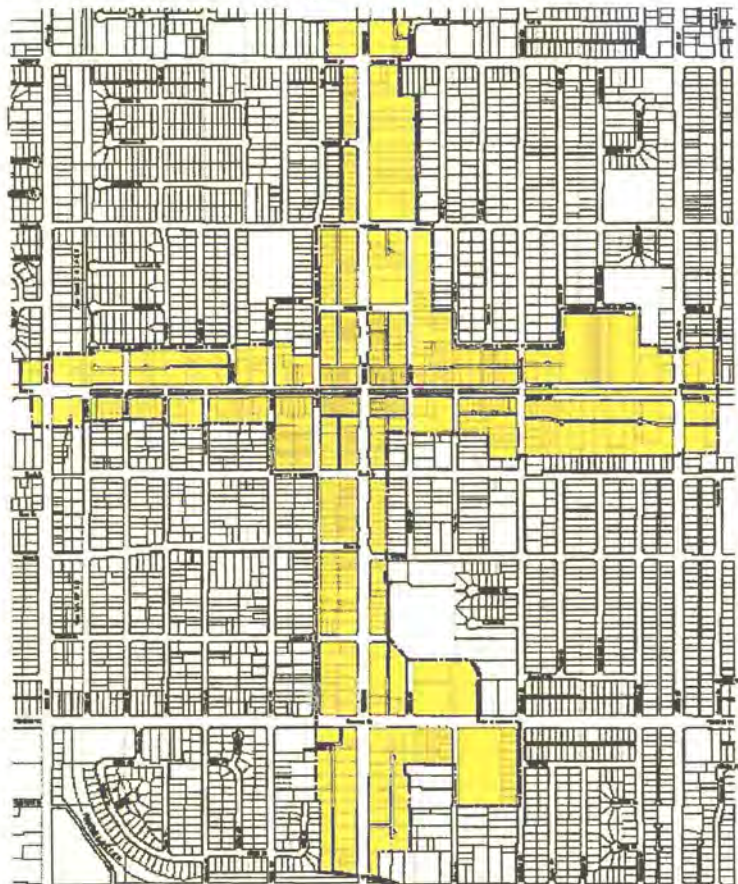
- RETAIL
- DINING / ENTERTAINMENT
- COMMUNITY [RELIGIOUS, EDUCATIONAL]
- OFFICE
- NEIGHBORHOOD SERVICES [BANKS, FITNESS, AUTO REPAIR, SALONS, DAYCARE, LAUNDROMAT]
- MEDICAL
- VACANT



# RESEDA COMMUNITY DESIGN OVERLAY [CDO]

Sherman Way from Wilbur to Lindley Avenues is guided by the Reseda Central Business District Community Design Overlay. Its goal is, "to promote small scale commercial retail character and provide the community with a planning tool for the ongoing participation in the revitalization of their business district." Approved in 2004, the CDO outlines a series of standards to which businesses must comply, with the intention of building upon existing design elements that attract customers and businesses and improve the community's shopping experience.

Before any project is issued a building permit, the planning department checks to ensure a project meets the design standards outlined in the CDO. Standards listed pertain to site planning, landscaping, architecture and signage.



## RESEDA CENTRAL BUSINESS DISTRICT COMMUNITY DESIGN OVERLAY DISTRICT (CDO)

### *Design Guidelines & Standards*

Approved by the City Planning Commission on September 23, 2004.  
Boundary Ordinance No. 176,557 effective May 2, 2005.  
Permanent [Q] Conditions Ordinance No. 176,558

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- Section 2. Goals & Principles
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- Section 4. Definitions
- Section 5. Design Guidelines & Standards

# EXISTING CONDITIONS

## EXISTING CONDITIONS



### PARKING

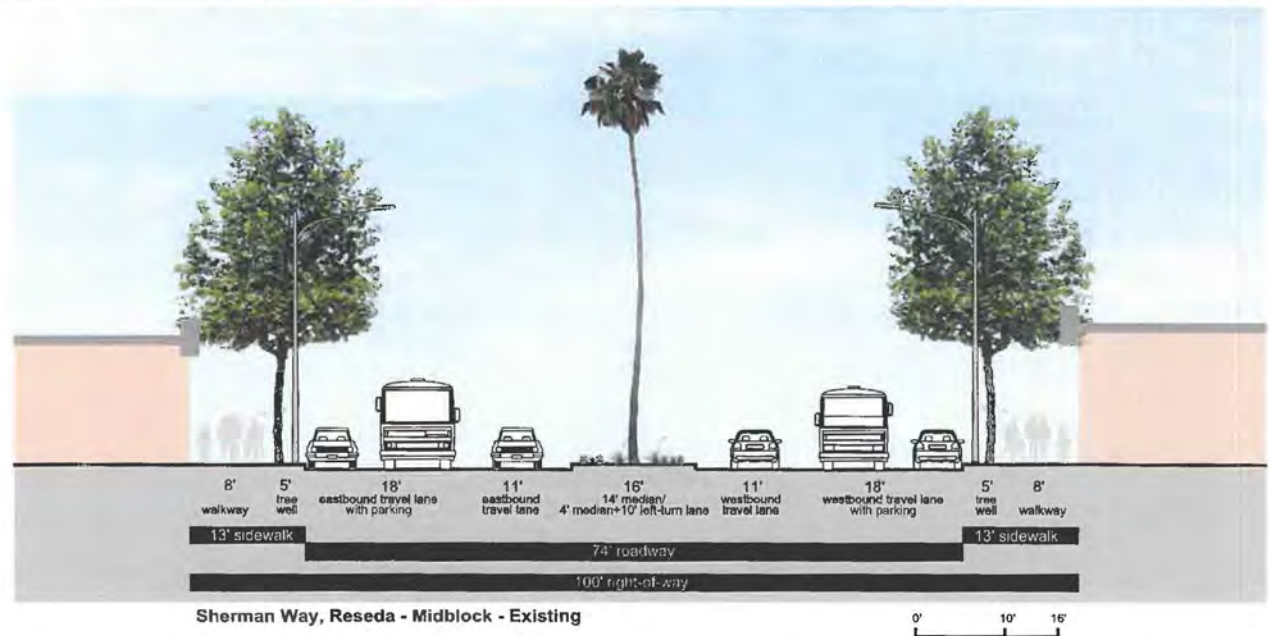
- █ METERED (15 M. - 2 H.)
- █ 2 HOUR
- █ 1 HOUR
- █ 15 MINUTE
- █ NO TIME LIMIT

### TRANSIT

- BUS STOP
- █ METRO RAPID
- █ METRO LOCAL
- █ DASH NORTHRIDGE

### OTHER

- SIGNALIZED INTERSECTIONS
- MARKED CROSSWALKS
- BICYCLE PARKING



# SAN FERNANDO VALLEY BIKE MAP

As part of Los Angeles' Mobility 2035 plan, a series of new bike lanes will be implemented across the San Fernando Valley to help promote safety, accessibility and comfort for bicyclists. The current network of bike paths provides moderate north/west access, however lacks east/west access along corridors like Sherman Way or Parthenia Street. A part of the Vision Zero plan, LADOT identified Sherman Way as a high injury network to be addressed as a part of its Vision Zero prioritization efforts (reference p. 48 collision diagram). Accordingly, one of the new routes the Mobility 2035 plan identifies is a 15 mile protected bike lane along Sherman Way that would allow bicyclists to safely traverse the Valley from Canoga Park to North Hollywood.

The lane would intersect Reseda Boulevard—which could eventually be a continuous protected bike lane, as well. Currently, Reseda Boulevard combines standard and protected bike lanes.

In due time, this intersection could act as a central node for bikability in the Valley. The conjunction of the existing and proposed bike infrastructures would create an integrated network to help cyclists safely access all areas of the San Fernando Valley.

## EXISTING CONDITIONS

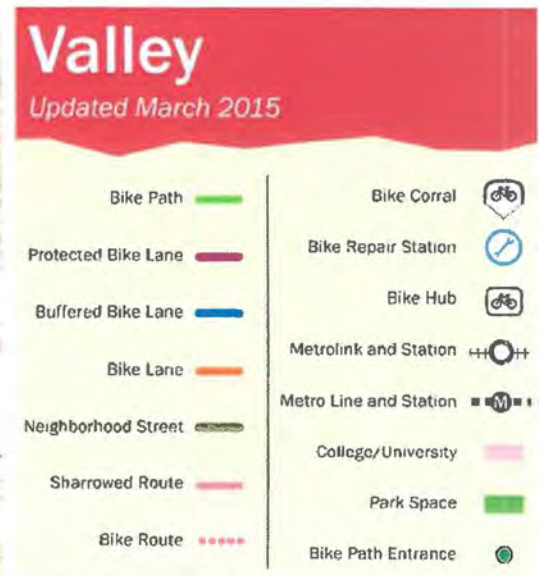
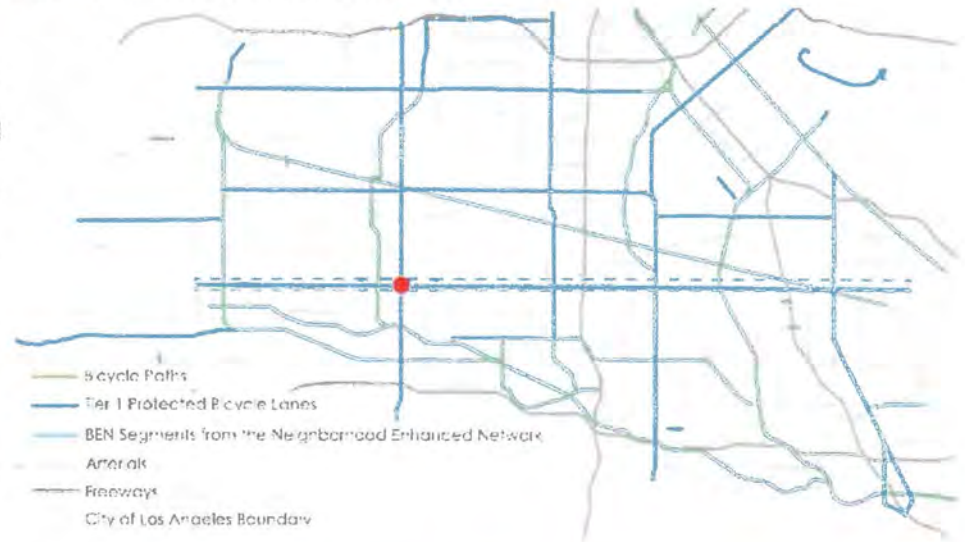


● INTERSECTION OF SHERMAN WAY + RESEDA AVE.

▬ PROPOSED SHERMAN WAY BIKE LANE AREA

▬ POTENTIAL CONNECTION TO EXISTING + PROPOSED SHERMAN WAY BIKE LANES

## MOBILITY 2035 PROPOSED CONDITIONS



# CONTEXT IMAGERY



LOOKING WEST TOWARDS BAIRD FROM SHERMAN WAY



RESEDA THEATER [BETWEEN RESEDA + CANBY]



SOUTH SIDE OF SHERMAN WAY [BETWEEN BAIRD + RESEDA]



OUTSIDE OF THE RNC COMMUNITY SPACE [BETWEEN ETIWANGA + LINDLEY]



LOOKING SOUTH DOWN RESEDA BOULEVARD FROM SHERMAN WAY



LOOKING WEST TOWARDS ETIWANDA FROM SHERMAN WAY



MURAL ON THE SOUTH FACADE OF MAGNOLIA SCIENCE ACADEMY



SOUTH SIDE OF SHERMAN WAY [BETWEEN AMIGO + BAIRD]



# 2

## PRECEDENTS

SHERMAN WAY CONCEPTUAL PLAN

Commercial Corridor + Mixed-Use Development  
Tactical Public Space  
Road Diet + Bike Lanes  
Facade Improvements

# COMMERCIAL CORRIDOR + MIXED-USE DEVELOPMENT

The following commercial corridor redevelopment precedents demonstrate the long term effects of vision planning to create successful housing, commercial and economic development capable of revitalizing neighborhoods and communities:

## E. CARSON STREET [CARSON, CA]

Studio One Eleven and Pat Smith created a vision plan for redeveloping Carson Street in 2002. The plan encouraged active ground floor uses, varying articulated residential configurations and public open space. Over the past decade since the completion of the plan in 2005, various mixed-use developments have been constructed in accordance with the plan. These have greatly improved the environment of Carson Street, infiltrating the area with economic growth, community-oriented spaces and architectural character.



## MAIN STREET [ALHAMBRA, CA]

In the last five years, the City of Alhambra has constructed several developments that have increased residential and commercial development along the Main Street corridor. Similar in scale to Reseda, the developments mostly feature three stories of housing above activated ground floor retail, often sited across from one-story retail structures.





## TACTICAL PUBLIC SPACE

### SUNSET TRIANGLE PLAZA [SILVER LAKE, CA]

As the first “street to plaza” conversion in Los Angeles, the Sunset Triangle Plaza—located along Sunset Boulevard in Silver Lake—represents an inexpensive and quick way to transform public space. The neighborhood utilizes the 11,000 sf of space in a variety of ways, including a twice-weekly farmers’ market, recreation area and flexible space for sitting and relaxing.



### HOLLYWOOD POP! [HOLLYWOOD, CA]

Located on the corner of Selma and Ivar Avenues in Hollywood, Hollywood Pop! is a pop-up parklet that explores public space through unique seating, wayfinding and art. Paid for by the Sunset & Vine Business Improvement District, the park is an example of one of the many ways a BID can prioritize community initiatives, transform vacant spaces for public use and improve the community environment.



### GREAT STREETS INITIATIVE [NORTHRIDGE, CA]

Reseda Boulevard, as part of Mayor Garcetti’s Great Streets Initiative, features sidewalk improvements that transform the walkway into a more pedestrian friendly and inviting space. The improvements feature flexible, colorful seating and sidewalk graphics, which are parallel to Los Angeles’ first protected bike lane.



# BIKE LANES + ROAD RECHANNELIZATION

## BIKE LANES [LOS ANGELES, CA]

A series of bike lanes have been implemented across Los Angeles as part of the Mobility 2035 plan. These improvements have occurred in places like Downtown and Venice, which transform existing vehicular lanes into bike specific travel lanes to help ensure the safety of bicyclists.



## PROTECTED BIKE LANES [NORTHRIDGE, CA]

In April 2015, the first protected bike lanes in Los Angeles were implemented along the west side of Reseda Boulevard between Parthenia and Plummer Streets. The protected lane is an extension of an existing bike path along Reseda that includes standard lanes and sharrowed routes.



# FACADE IMPROVEMENTS

Facade improvement programs are successful tools for revitalizing communities and boosting economic growth. By increasing businesses exposure and enhancing visual attractiveness, the programs help to stimulate existing business and stimulate future private investment. Depending on the facade scope, a city will either contribute a share of the improvement costs or fund the entirety of the program, typically leaving the owner with long term commitments related to upkeep and maintenance.

7TH STREET [SAN PEDRO, CA]



LA BREA AVE. [CENTRAL LOS ANGELES, CA]





# 3

## OUTREACH + DESIGN STUDIES

SHERMAN WAY CONCEPTUAL PLAN

Outreach + Design Process  
Marketing Materials  
Public Workshop One  
Public Workshop Two  
Public Workshop Three

## OUTREACH PROCESS

The goal of the community outreach and design process for the Sherman Way Conceptual Plan was to engage the public, understand their desires for Sherman Way and excite them about the future of Reseda. By gathering local input from the committee and workshop participants, LANI and the consultant team produced a community-driven plan in which people felt involved.

To optimize workshop turnout, the team pursued extensive, multi-lingual marketing efforts to ensure the best community involvement. In advance of each workshop, postcards were mailed and passed out to the community, posters were hung in local businesses (including both Spanish and Vietnamese translations) and social networking efforts were made via community websites, blogs, Facebook and Twitter to help increase awareness.

To fully engage with the community, LANI and the consultant team held all steering committee meetings near the project area and all public workshops along Sherman Way. Each workshop partnered with a community event, like Councilmember Blumenfield's Annual Bike Ride or the Reseda Neighborhood Council Elections, and provided food and beverages from a local business within the project site. Additionally, translators from the consultant team were present at all workshops to engage in discussion or answer questions in either Spanish or Vietnamese if need be.

During each of the three workshops, every effort was made to illustrate potential solutions through precedent imagery, plans, diagrams and photo simulations. Information was provided to help the community in understanding the advantages and disadvantages of each potential solution and members of the consultant team were present to answer any questions the community had. Additionally, results from previous workshops were presented to show new and returning participants how prior community input influenced the thought process behind the decisions they were being asked to make.

To conclude the project, a final Community Meeting was held to celebrate and thank the community, their efforts and the success of the project and to update Reseda residents regarding the future of Sherman Way.



# DESIGN PROCESS



# MARKETING MATERIALS

**BOB BLUMENFELD**  
COUNCIL MEMBER

Sherman Way  
Concept Plan  
Public Workshop &  
Grand Opening of the  
Reseda Neighborhood  
Council Community  
Space

**SHAPE THE FUTURE**  
SEPTEMBER 19, 2015

11am-2pm  
18118 Sherman Way  
[WWW.RESEEDARISING.LACITY.ORG](http://WWW.RESEEDARISING.LACITY.ORG)

**BOB BLUMENFELD**  
COUNCIL MEMBER

Second Sherman Way  
Concept Plan  
Public Workshop &


Third Annual  
Community Bike Ride

**GEARING UP FOR CHANGE**  
JANUARY 23, 2016

Meet-Up: 9-9:30 am  
Bike Ride: 9:30-10:30 am  
Resource Fair and  
Planning Workshop: 10:30-12 pm

18238 Sherman Way  
Rear Parking Lot of  
Magnolia Science Academy  
[WWW.RESEEDARISING.LACITY.ORG](http://WWW.RESEEDARISING.LACITY.ORG)





**BOB BLUMENFELD**  
COUNCIL MEMBER

Third Sherman Way  
Concept Plan  
Public Workshop &  
The Reseda Neighborhood  
Council Elections

# VOTING ON A VISION

## APRIL 17, 2016

Reseda Neighborhood  
Council Elections: 9 am - 3 pm  
Concept Plan  
Public Workshop: 11:30 am - 2 pm

Reseda Neighborhood  
Community Space  
18118 Sherman Way

[WWW.RESEDARISING.LACITY.ORG](http://WWW.RESEDARISING.LACITY.ORG)



**BOB BLUMENFELD**  
COUNCIL MEMBER

Sherman Way  
Concept Plan  
Presentation &  
Community  
Meeting

# CELEBRATING THE PLAN

## SEPTEMBER 8, 2016

Doors Open: 6pm  
Plan Presentation: 6:30pm  
Community Workshop: 7-8pm

Magholla Science  
Academy Gymnasium  
18238 Sherman Way

[WWW.RESEDARISING.LACITY.ORG](http://WWW.RESEDARISING.LACITY.ORG)

# PUBLIC WORKSHOP ONE

**SATURDAY, SEPTEMBER 19, 2015 (11:00AM -2:00PM) RESEDA NEIGHBORHOOD COUNCIL COMMUNITY SPACE**

## **EVENT FORMAT + TURNOUT**

Workshop One was planned as a joint event with the Grand Opening of the Reseda Neighborhood Council Community Space. The project team set up boards illustrating opportunities and constraints for the study area on the sidewalk along Sherman Way outside the Community Space. Participants were invited to review the information, discuss their thoughts with the team and in many cases “vote” with stickers indicating their preference for various options. The event was highlighted by the official opening of the Community Space with Councilmember Blumenfield and delicious food provided by local restaurant Tacos Corona. **154** participants signed-in and numerous others came to review and discuss. There was a steady stream of people at the drop-in style event in spite of the approximately 100 degree weather.

## **OUTREACH**

**2100** postcards were mailed to surrounding residents and businesses

**200** postcards were sent home with children at the Magnolia Science Academy

**50** businesses were given postcards for their patrons to pick up

**30** businesses were posted with flyers for the event

The event was posted on the project website [www.resedarising.lacity.org](http://www.resedarising.lacity.org) as well as numerous other sites managed by Project Steering Committee members. Additionally, Councilmember Blumenfield wrote a piece on the Reseda Rising effort and the event that was published on September 17th in the opinion section of the Los Angeles Daily News. Businesses along the corridor were visited by staff and committee members, as well. Almost all storefronts were canvassed.

## **SUMMARY**

Community Workshop One had a turn out that far exceeded expectations. Participants were very engaging and eager to share their thoughts. They expressed an appreciation for their ideas being solicited, especially so early on in the process. The results indicated a strong community desire for Sherman Way to be clean, safe and artistic, as well as for the future of Sherman Way being inspired by all periods of Reseda’s history. Opinions reflected an interest in streetscape improvements that incorporate protected or buffered bike lanes and more consistent pedestrian crossings. Additionally, the inclusion of plazas or park spaces along the corridor were prioritized and participants were supportive of mixed-use development that incorporates entertainment and dining opportunities, too.







WELCOME! BIENVENIDOS! XIN CHÀO!

to the first of three events to **gather community** input toward the development of a **concept plan** for **Sherman Way** from Lindley to Wilbur.

This visioning effort is underway as a part of **Reseda Rising**, an initiative of Councilmember Blumenfield, with cooperation from the City of Los Angeles **Great Streets** program.



## VISION

I would like Sherman Way to be more \_\_\_\_\_  
 Me gustaría que Sherman Way sea más \_\_\_\_\_  
 Tôi muốn Sherman Way được nhiều hơn \_\_\_\_\_

PLACE DOT ON RESPONSE YOU MOST AGREE WITH OR FILL IN YOUR OWN BELOW

Active Activo Cộng đồng năng động	38	Retro Retro Cổ điển	9
Pedestrian Pedestre Người đi bộ	36	Safe Seguro An toàn	65
Bicycle friendly Promoviendo el uso de bicicletas Thân thiện với người đi xe đạp	42	Other Otro Những điều khác	
Clean Limpio Sạch	108		
of a destination de un destino điểm đến	25		
Landscaped Paisajista Cảnh quan	39		
Artistic Artístico Nghệ thuật	45		



\*Data reflects the number of people who voted.

# BUSINESSES



# FINANCIAL



Existing Business Types  
Negocios Existentes  
Doanh nghiệp hiện hữu



I would like see more \_\_\_\_\_ on Sherman Way.  
Me gustaria ver más \_\_\_\_\_ en Sherman Way.  
Tôi muốn Sherman Way được nhiều hơn \_\_\_\_\_

PLACE DOT ON RESPONSE YOU MOST AGREE WITH

Shopping Compras Mua sắm	51	Dining Sitios comer ăn uống	82
Services Servicios Dịch vụ	32	Offices Oficinas Văn phòng	9
Entertainment Entretimiento Giải trí	84	Other Otro Khác hơn	3

## Employment

- Average household income levels in the market area (\$72,000) are consistent with total city, but lower than County (\$78,000)
- There are nearly 100,000 employees within the market area with a concentration of educational, healthcare and social assistance services employment.

## Retail

In the San Fernando Valley, vacancy rates are low and rents are relatively high. Rents in the market area lag the overall region, which is likely due to the lack of freeway frontage and the age of the existing building inventory.

- There is significant retail leakage from the market area, specifically:
  - Building materials stores
  - Food & beverage stores
  - Apparel stores
  - Sporting goods, hobby, book and music stores
  - General merchandise stores
- Average San Fernando Valley rents are \$2.30 per square foot, County average \$2.14 per square foot, asking rents in the market area average \$1.80 per square foot

## Office

While Sherman Way is unlikely to become a major office center, the market fundamentals are healthy for small-scale, professional office development.

- Average San Fernando Valley rents are \$2.20 per square foot, County average \$2.60 per square foot, asking rents in the market area average \$1.70 per square foot

## Residential

Over the past two years, rents and sales prices have increased at a very rapid rate. Within the market area, population growth will lead to healthy demand and pricing for new residential.

- In 2014, the median single family home sales prices were:
  - Reseda - \$417,000 (\$300 per square foot)
  - Los Angeles County - \$475,000 (\$324 per square foot)
- In 2014, the median condominium sales prices were:
  - Reseda - \$285,000
  - Los Angeles County - \$399,000
- Rents have increased over 11% in the market area since 2010, current rents average \$1,370 (\$1.60 per square foot), vacancy rate is 1.5%

\*Data reflects the number of people who voted.

PUBLIC WORKSHOP ONE BOARDS

# LAND USE



Existing Zoning  
Zonificación Existente  
Sử dụng đất hiện tại



Mixed-use should be encouraged \_\_\_\_\_  
El uso mixto debe ser promovido \_\_\_\_\_  
Kết hợp hài hòa giữa cửa hàng và nhà ở nên được khuyến khích \_\_\_\_\_

PLACE DOT ON RESPONSE YOU MOST AGREE WITH



Example of mixed-use with retail on the first floor and residential on the upper floors.

Along the corridor  
Todo el pasillo  
Dọc theo toàn bộ hành lang

69

Along part(s) of the corridor  
Parte del pasillo  
Dọc theo một phần hành lang

42

No where on corridor  
En ninguna parte de el pasillo  
Không có nơi trên hành lang

28

# SHERMAN WAY



\*Data reflects the number of people who voted.

# MOBILITY & PARKING



Sherman Way Existing Conditions  
Sherman Way Condiciones Existentes  
Tình trạng hiện tại của Sherman Way



### Parking

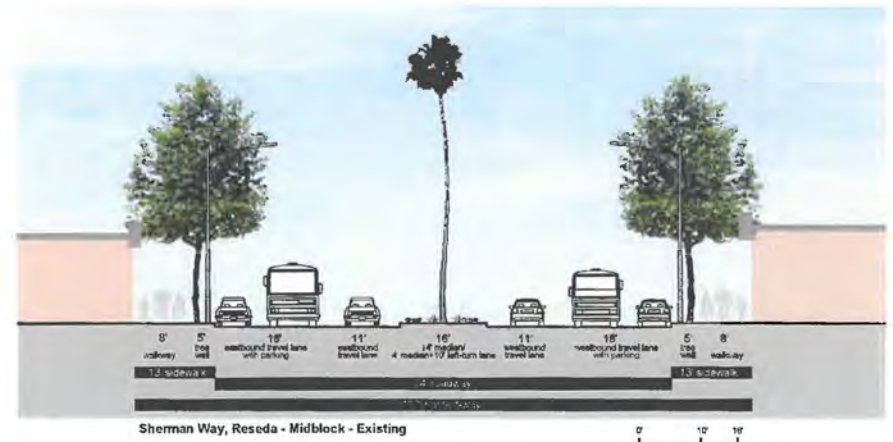
- █ Metered (15 m. - 2 h.)
- █ 2 hour
- █ 1 hour
- █ 15 minute
- █ No time limit

### Transit

- Bus stop
- █ Metro Rapid
- █ Metro Local
- █ DASH Northridge

### Other

- Signalized intersections
- Marked crosswalks
- Bicycle parking



# SHERMAN WAY





# MOBILITY & PARKING



Which pedestrian and bicycle enhancements should be pursued along Sherman Way?

¿Qué mejoras deberían ser perseguidas para los pedestres y las bicicletas a traves en Sherman Way?

Những cải thiện cần thiết cho người đi bộ và đi xe đạp?

		PLACE DOT ON PREFERRED OPTIONS
	Bicycle lanes	24
	Buffered or colored bicycle lanes	39
	Protected bike lanes	57
	Bicycle parking	24
	In-street bicycle coral	14
	All-way pedestrian crossings	75
	Curb Extensions	17
	Enhanced crossings (medians)	44






# STREETSCAPE



Which period(s) in Reseda's history should inspire us?

¿Qué período de la historia de Reseda debe inspirarnos?

Thời gian nào trong lịch sử của Reseda nên truyền cảm hứng cho chúng tôi?

		PLACE DOT ON YOUR PREFERRED OPTION
	1920s & 30s "Small Town Charm." Now: neighborhood shopping; old-fashioned street lights & furniture.	15
	1950s & 60s Neon signs; big blade and roof signs. Now: Restore/enhance signs and lighting.	52
	1980s Reseda Country Club music scene. Now: music, art, cultural street events.	65
	Contemporary Now: reflect Reseda's current character &/ or aspirations.	15
	All Now: A mix of the best of the above that reflects the entire history of Reseda	93

\*Data reflects the number of people who voted.



PUBLIC WORKSHOP ONE BOARDS

# STREETSCAPE



Which LED pedestrian lights are right for Sherman Way?  
 ¿Que LED deberían ser perseguidas para los pedestres en Sherman Way?  
 Đèn LED nào thích hợp cho Sherman Way?

PLACE DOT ON YOUR PREFERRED OPTION



**Historic Replicas**  
 We can't match 1920s globes but here are some approved historic replica lights

100



**Modified Historic**  
 Updated versions of historic lights designed for energy efficient LEDs

43



**Traditional**  
 Styles that have been around a long time and are still popular ("timeless")

18



**Modern / Contemporary**

11

# STREETSCAPE



What landscaping is missing or needs improvement?  
 ¿Qué paisaje falta o necesita mejorar?  
 Những gì còn thiếu hoặc cần cải thiện?

PLACE DOT ON YOUR PREFERRED OPTION



Missing and damaged trees      Continuous canopy

**Missing and damaged trees:**  
 Add more or replace to provide continuous shade canopy

69



1. Enlarge opening      2. Remove grate/enlarge well

**Tree grates are killing trees:**  
 1. Enlarge grate openings OR  
 2. Remove grates; enlarge wells

1. Enlarge opening  
 25  
 2. Remove grate  
 33



Median swale      Median swale with stormwater

**No stormwater treatment:**  
 Next time the medians are redesigned, add infiltration/treatment

85



1. CA natives      2. Other drought tolerant plants

**Reduce water use:**  
 1. Use CA natives only  
 2. Use drought tolerant plants-non-natives are okay

1. CA natives only  
 19  
 2. Drought-tolerant plants  
 58

\*Data reflects the number of people who voted.

# STREETSCAPE



Which seating do you like?

¿Qué asiento le gusta?

Bạn thích chỗ ngồi nào?



1. Traditional bench



2. Movable tables/chairs



3. Individual seats



4. Artist-designed seating

Which litter receptacle do you like?

¿Qué tarro de basura le gusta?

Bạn thích thùng rác nào?



1. Match benches



2. Different is okay



3. Separate recycling



4. City-provided & pick-up

PLACE DOT ON YOUR PREFERRED OPTION

1. Traditional  
**24**

2. Moveable  
**15**

3. Individual  
**29**

4. Artist-designed  
**74**

1. Match benches  
**61**

2. Different  
**18**

3. Separate recycling  
**47**

4. City  
**13**

# STREETSCAPE



Identity Elements?

Elementos de identidad?

Các yếu tố bản sắc?

PLACE DOT ON YOUR PREFERRED OPTION



1. Vertical median or sidewalk sign



2. Span the street

1. Vertical  
**20**

2. Span the street  
**65**



3. Monument



4. Neon median sign

3. Monument  
**56**

4. Neon  
**17**

Gathering Places?

Lugares de encuentro?

Chỗ tụ điểm?



Parklets  
in parking spaces  
maintained by adj.  
business

**22**



Plaza or Park  
on private sites  
adjacent to sidewalk

**108**

# SHERMAN WAY



# SHERMAN WAY



\*Data reflects the number of people who voted.

PUBLIC WORKSHOP ONE BOARDS

**CRA PROPERTIES** 

Economic Development is a key component of revitalization in Reseda, and Councilmember Blumenfield sees an opportunity to create a transformative project on and around former CRA land near the intersection of Lindley and Sherman Way that will benefit the entire community. Councilmember Blumenfield has reached out to AEG/ASEC - American Skating Entertainment Centers and the adjacent landowners (CIM and Magnolia Academy) to help redevelop this property holistically into a mixed use village. This work is on-going and has the potential to revitalize Reseda and create a major economic benefit for the area. However, the clock is ticking because the City has only until 3/2/2018 to finalize a development plan, or the City will lose its ability to negotiate a comprehensive plan and the properties will be disposed of pursuant to state law.

**EARLY CONCEPT USES**



- World Class ice rink and sports fields designed and operated by AEG/ASEC leveraging existing Proposition K funding and significant private investment
- A commercial and retail center including a fitness gym, retail shops and restaurants
- Housing that will bring needed pedestrian activity to the area including the businesses along Sherman Way

**POTENTIAL COMMUNITY BENEFITS**

- New recreational opportunities for the whole Reseda community
- Local jobs that support the Reseda area, and new spending that benefits local businesses
- New commercial investment and development along Sherman Way that will reverberate along the whole corridor and create new space in Reseda for shopping and dining
- The draw of a world class ice rink and recreational facilities that will help sustain existing and new businesses in the area, and providing for a regional catalyst to visit and invest in Reseda
- Redevelopment of vacant land that currently attracts nuisance activity (i.e. dumping, loitering, drug-use, homeless encampments)
- Upgrade and expand the walkable streetscape of Sherman Way

**SHERMAN WAY** 






\*Data reflects the number of people who voted.

**RESEDA THEATER** 

I would like to see the Reseda Theater site be re-developed as \_\_\_\_\_  
 Me gustaría reurbanizar el sitio del Teatro Reseda como \_\_\_\_\_  
 Tôi muốn thấy Reseda Theater tái phát triển thành nơi \_\_\_\_\_



PLACE DOT ON PREFERRED RE-DEVELOPMENT USE

	<b>Entertainment</b> Entretimiento Giải trí	<b>123</b>
	<b>Retail</b> Venta al público Bán lẻ	<b>21</b>
	<b>Workforce housing with entertainment at ground floor</b> Casa con entretenimiento en piso bajo Nhà ở cho nhân viên và nơi giải trí ở tầng trệt	<b>33</b>
	<b>Workforce housing with retail at ground floor</b> Casa con venta al público en piso bajo Nhà ở cho nhân viên và cửa hàng ở tầng trệt	<b>15</b>
	<b>Office with retail or entertainment at ground floor</b> Oficina con venta al público o entretenimiento en piso bajo Văn phòng và cửa hàng hoặc nơi giải trí ở tầng trệt	<b>25</b>

**SHERMAN WAY** 

# PUBLIC WORKSHOP TWO

**SATURDAY, JANUARY 23, 2016 [10:30AM -12:30PM] MAGNOLIA SCIENCE ACADEMY PARKING LOT**

## **EVENT FORMAT + TURNOUT**

Community Workshop Two was planned as a joint event with Councilmember Bob Blumenfield's Third Annual Bike Ride. The event, held in the parking lot behind Magnolia Science Academy, was hosted by several participating organizations like the Los Angeles Kings and LA Metro. Participants began by partaking in an optional ten mile bike ride with the Councilmember and LAPD. Afterwards, bicyclists and the community were given an opportunity to sign-in, review the boards, provide input and enjoy terrific sandwiches provided by Aura's Xquisit Foods. Numerous people stopped by and **75** participants signed-in, however there was a steady stream of people both before and after the bike ride.

## **OUTREACH**

**2500** postcards included in Neighborhood Council Newsletters

**2060** postcards mailed out to nearby residents

**200** postcards mailed to Magnolia Science Academy

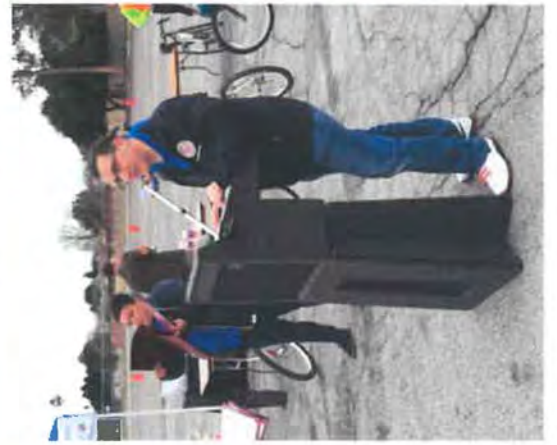
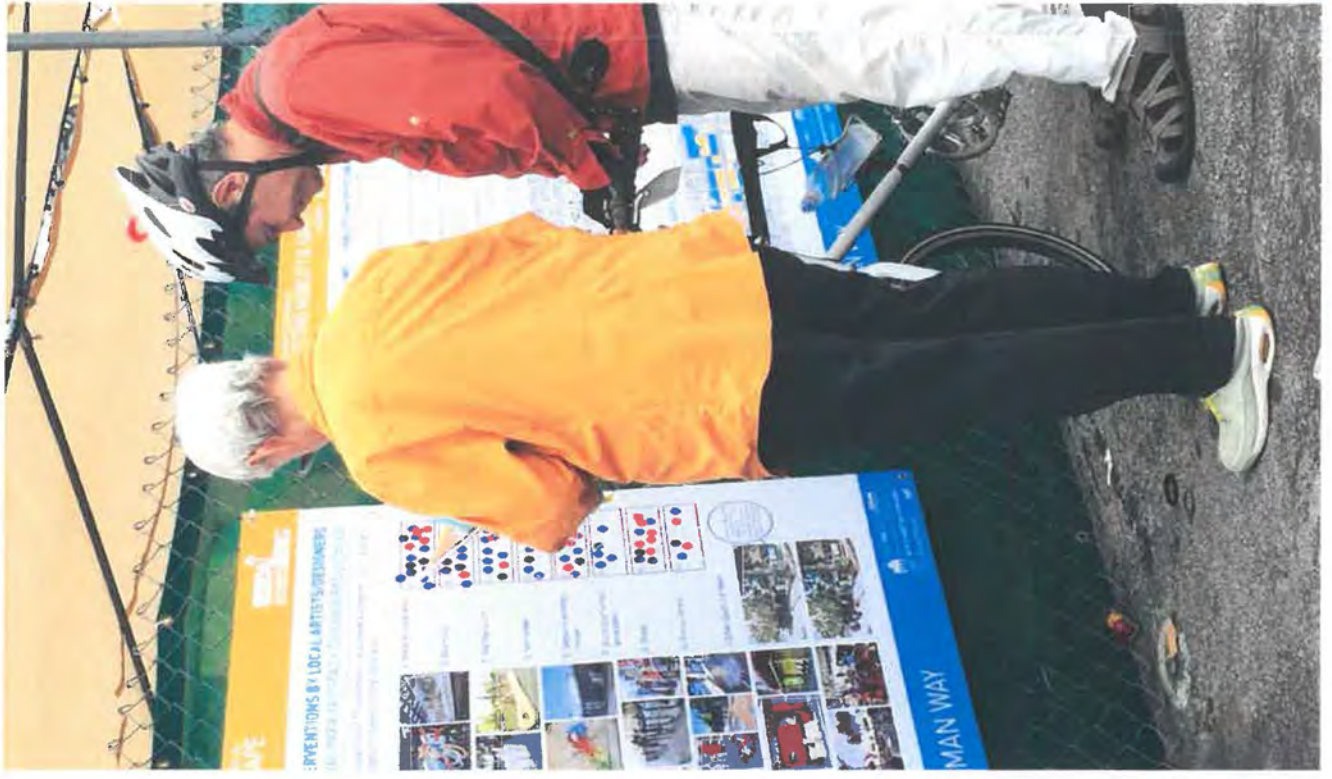
**80** flyers delivered to businesses along with NC Newsletter (in English and Spanish)

The event was posted on the project website, [www.resedarising.lacity.org](http://www.resedarising.lacity.org), as well as numerous other sites managed by Project Steering Committee members. Councilmember Blumenfield spoke after the bike ride to thank the participating organizations sponsoring the event and to promote the planning efforts along Sherman Way.

## **SUMMARY**

Community Workshop Two had a terrific turn out and provided attendees with several means of engaging with the community.

Participants were eager to share thoughts, particularly those who attended Workshop One, and were careful to read boards to better understand the improvement options available. Generally, there was a strong interest in business facade improvements and mixed-use development. The results reflected a strong community desire for improved, activated streetscapes through an increase in pedestrian lights and new varieties of native plants and trees along the sidewalks and medians. A strong interest was also expressed in short-term gathering places—particularly along the sidewalk—that incorporated elements like shade and Wi-Fi. Reflective of Reseda's creative culture, participants prioritized the incorporation murals and artwork, custom designed parking and wayfinding signage and a large gateway arch across Sherman Way. Not surprisingly—being that the workshop took place in conjunction with a bike ride—attendees also showed a strong interest in mobility improvements that focused on the implementation of protected bike lanes.



COMMUNITY WORKSHOP #2  
**01 INTRODUCTION**



**SUMMARY & RESULTS FROM COMMUNITY WORKSHOP #1**  
[RESUMEN Y RESULTADOS DEL TALLER #1]

- > Make Sherman Way clean, safe, artistic and pedestrian/cyclist friendly
- > More entertainment/dining opportunities
- > Supportive of mixed-use development
- > Supportive of protected/buffered bike lanes and pedestrian crossings
- > Future of Sherman Way should be inspired by all periods of Reseda's history
- > Desire for plazas or park spaces



**COMMUNITY WORKSHOP #2 GOALS**  
[LAS METAS DE LA COMUNIDAD]

- > Refine design options based on feedback from Community Workshop #1
- > Provide economic development and business improvement strategies
- > Outline future developments and identify properties needing improvement
- > Gather more detailed input for streetscape improvements
- > Outline feasible mobility changes and gather input

PUBLIC WORKSHOP TWO BOARDS

COMMUNITY WORKSHOP #2  
**02 ECONOMIC DEVELOPMENT**  
 RESEDA RISING  
COMMUNITY WORKSHOP FOR ECONOMIC DEVELOPMENT

**MARKET OPPORTUNITIES**  
 [OPORTUNIDADES DE MERCADO]

**RETAIL OPPORTUNITIES**



**GROUND FLOOR OPPORTUNITIES EXIST**

- Healthy SFV rents - \$2.30/sf avg.
- Market Area - \$1.80/sf avg.
- Sales Leakages (unmet demand)
  - building materials
  - food and beverage
  - apparel
  - sporting and hobby
  - general merchandise stores

**RESIDENTIAL OPPORTUNITIES**



**STRONG MARKET & DEMAND FOR APARTMENTS/CONDOS**

- Area well-suited for mixed-use development, townhomes and flats, with very strong regional demand
  - Assume new product will support rents 10-20% higher
- Reseda median condominium sales-\$285,000 (\$399,000 in LA County)
- Healthy price appreciation
- Average current rent: \$1,370 (\$1.60/sf); range - two-bedroom (\$1.50/sf) to studio (\$1.90/sf)

**OFFICE MARKET OPPORTUNITIES**



**SMALL-SCALE BUSINESSES**

- Market area has over 16,000 employees in key office-related industries
- Average SFV rents (\$2.20/sf) lower than LA County (\$2.60/sf)
- Market Area - \$1.80/sf avg.
- Demand exists for small-scale professional space on street level

**REGULATORY RELIEF AND PROGRAMS**  
 [AYUDA REGRAMENTARIA Y PROGRAMAS]

**PERMIT AND ENTITLEMENT PROCESS**

- > Area specialists on City planning staff

**PUBLIC/PRIVATE PARTNERSHIPS**

- > City and developer work together
- > Increase market rate affordable housing options
- > Density bonus

**FACADE IMPROVEMENT PROGRAMS**

- > Multiple benefits—
  - Increase business exposure
  - Enhance visual attractiveness
  - Stimulates private investment
  - Creates tenant preferred commercial space
- > Seed Money Program—Depending on façade scope, the City contributes:
  - A share of improvement costs
  - Technical assistance and market program based on façade scope
- > Full Costs Program—Building owner grants City an easement to do improvements, with owner responsible for future upkeep

**TENANT IMPROVEMENT LOANS**

- > Funded by the local jurisdiction
- > City provides assistance for building interiors (up to 50% of costs)
- > Structured as a forgivable loan
- > Helps attract desirable tenants

**BUSINESS ATTRACTION PROGRAMS**

- > Reduced business license fees
- > New small business incentives

**PROMOTION OF CULTURAL ACTIVITIES**

- > Examples: Farmers' markets, events, festivals

**SMALL BUSINESS FINANCING**

- > City and community partners assist with access to loans to small businesses
- > Access to guaranteed loans for small businesses

**PARKING MANAGEMENT PLAN**

- > Installation of parking wayfinding signage
- > Dynamic parking rates

**GENERAL FUND/SITE SPECIFIC REVENUES**

- > Explore funding economic development and capital programs through tax increment including:
  - Sales taxes
  - Transient Occupancy Taxes (TOT)
  - Property taxes

**SPECIAL ASSESSMENT & COMMUNITY FACILITIES DISTRICTS**

- > Creation of a Business Improvement District (BID) through
- > Public vote held on implementing a special property tax assessment within the proposed BID boundaries to fund public facilities/services (ex. street lighting)

COMMUNITY WORKSHOP #2  
**03 CONTEXT & OPPORTUNITIES**  
 DEVELOPMENT OPTIONS  
 RESEDA RISING  
COMMUNITY WORKSHOP FOR ECONOMIC DEVELOPMENT

**PROPOSED OPPORTUNITIES & DEVELOPMENTS**  
 [OPORTUNIDADES PROPUESTAS Y DESARROLLOS]

**SHERMAN WAY WEST OF RESEDA BLVD.**

**SHERMAN WAY EAST OF RESEDA BLVD.**

**SHERMAN WAY POINTS OF INTEREST: BUILD UPON OUR HERITAGE**

APPROVED 4 STORY MIXED-USE 42 UNITS 7,000 SF RETAIL  
 APPROVED 4 STORY MIXED-USE 30 UNITS 7,600 SF RETAIL  
 APPROVED 5 STORY MIXED-USE 120 UNITS 10,200 SF RETAIL

RESEDA COUNTRY CLUB SHERMAN WAY ROLLER HOOK  
 MAGNOLIA SCIENCE ACADEMY POTENTIAL ICE RINK LOCATION  
 RESEDA THEATER DEVELOPMENT OPPORTUNITY

LEGEND:  
 PROPOSED DEVELOPMENT  
 PUBLIC SPACE OPPORTUNITY  
 CITY PROPERTY  
 CIVIC PROPERTY  
 REAL ESTATE DEVELOPER  
 FACADE IMPROVEMENT OPPORTUNITY  
 ART OPPORTUNITY

**SHERMAN WAY**

VISIONEER INC. Planning Group, A/C/P  
 KAYE MARKING ASSOCIATES  
 TRADE PARTNERS kpff

**SHERMAN WAY**

VISIONEER INC. Planning Group, A/C/P  
 KAYE MARKING ASSOCIATES  
 TRADE PARTNERS kpff

COMMUNITY WORKSHOP #2  
**04 BUSINESS IMPROVEMENT**

RESEDA RISING  
SUSTAINABLE GROWTH FOR WORKERS

COMMUNITY WORKSHOP #2  
**05 PLACEMAKING**

RESEDA RISING  
SUSTAINABLE GROWTH FOR WORKERS

**STOREFRONT FACADE REVITALIZATION**  
[REVITALIZACIÓN DE FACHADA]

Facade improvement programs are successful tools for revitalizing communities and boosting economic growth. These before and after images demonstrate examples of completed facade programs involving a variety of business types.



**SHERMAN WAY TEST CASE [ETIWANDA AVE.-LINDLEY AVE.]**  
[PRUEBA CASO DE ESTUDIO- SHERMAN WAY]

Below is an example of what a facade improvement program could look like on Sherman Way from Etiwanda to Lindley Avenues to the south. Facades are often funded either partially or fully by the city through Seed Money Programs and Full Costs programs. Such improvements help to increase business exposure, enhance the appearance of a store and stimulate business and economic growth.



**> FACADE IMPROVEMENT COSTS:**

**\$1,000-\$1,800 PER LINEAR FOOT**  
LESS THAN 25' → \$25,000+  
MORE THAN 75' → \$75,000+

**> TYPICAL IMPROVEMENTS INCLUDE:**

- \$ PAINT
- \$\$ AWNINGS
- \$\$\$ LIGHTING
- \$\$ SIGNAGE
- \$\$ SECURITY
- \$\$\$ STOREFRONT

Cost estimates are based on past facade improvement projects completed by Studio One Eleven.



**TYPES OF DEVELOPMENT**  
[TIPOS DE DESARROLLO]

In our first workshop, the community showed strong support for mixed-use development. Given that change is already coming to Sherman Way, and that the market supports such development, here are examples of what mixed-use growth could look like in Reseda and relevant case studies of similar communities in Southern California:

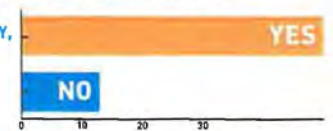
**CONCEPT ILLUSTRATION OF WHERE NEW DEVELOPMENT COULD GO**



**ILLUSTRATIVE SECTION OF HYPOTHETICAL MIXED-USE DEVELOPMENT ALONG SHERMAN WAY**



**TO CREATE A MORE VIBRANT SHERMAN WAY, WOULD YOU SUPPORT NEW DEVELOPMENT AS ILLUSTRATED?**



**RELEVANT CASE STUDIES**  
[CASOS DE ESTUDIO RELEVANTES]

**CARSON STREET [CARSON, CA]**

Studio One Eleven and Pat Smith created a vision plan for redeveloping Carson Street in 2002. The plan encouraged active ground floor uses, varying articulated residential configurations and public open space.



**MAIN STREET [ALHAMBRA, CA]**

In the last five years, the City of Alhambra has pursued several mixed-use developments to increase vitality, improve open space and promote both residential and commercial development along the Main Street corridor.



**SHERMAN WAY**

STUDIO ONE ELEVEN  
Patricia Smith, ASLA, AICP  
KAREN MARYTON, ASLND, DATM  
KAREN MARYTON  
kpff

**SHERMAN WAY**

STUDIO ONE ELEVEN  
Patricia Smith, ASLA, AICP  
KAREN MARYTON, ASLND, DATM  
KAREN MARYTON  
kpff



PUBLIC WORKSHOP TWO BOARDS

COMMUNITY WORKSHOP #2  
**06 STREETScape**





**TREE WELLS / STREET LIGHTS / TRASH BINS**  
 [JARDINERA / LUCES DE LA CALLE / TARRO DE BASURA]

At Workshop #1 there was support for improving conditions for trees, adding historic replica pedestrian lights (the most popular historic periods were the 80s music scene and 50s/60s), and adding more trash receptacles.

**TREE GRATES**

		A. Enlarge grate to keep trees alive ±\$600 ea.	14
		B. Remove grate/expand tree well so trees can thrive ±\$1,200 ea.	54

**PEDESTRIAN LIGHTS**

		A. On street light poles ±\$5,000 ea.	9
		B. Between street lights on 12-14' poles ±\$8,000 ea.	16
		C. Both (not shown)	44

**TRASH / RECYCLING BINS**

		A. City bins - 16 existing; more could be added \$0	22
		B. Solar compactors \$3,500/mo. for 25	53

**SHERMAN WAY**



\*Data reflects the number of people who voted.

COMMUNITY WORKSHOP #2  
**07 STREETScape**



**MEDIAN PLANT PALETTE**  
 [PALETA DE PLANTAS DEL CAMELLÓN]

At Workshop #1 there was support for infiltrating stormwater in medians if feasible (swale to collect stormwater at a minimum), and refining median landscape palette with drought-tolerant plants that better represent Reseda.

	A. Colorful non-native plants	13
	B. Native grasses	23
	C. Colorful succulents and other native desert plants	56
	D. Native chaparral plants	35

**SHERMAN WAY**



COMMUNITY WORKSHOP #2  
08 STREETSCAPE



**STREET TREES**  
[ÁRBOLES EN LAS CALLES]

At Workshop #1 there was support for adding more trees.

**MORE TREES**

A. Replacement trees in empty tree wells



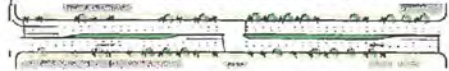
A. In empty tree wells  
±\$600 ea.

49

26

22

B. Up to 15 new trees Reseda Blvd. - Etiwanda Ave. (shown) and 25 new trees Reseda Blvd. - Wilbur Ave.



B. In gaps west of Etiwanda  
±\$1,500 ea.

C. Up to 20 new trees from Etiwanda Ave. - Lindley Ave



C. Between palms east of Etiwanda  
±\$1,500 ea.

**TREE SPECIES**

A. Existing



B. New native species



C. New non-native species



D. Sycamores



A. Sycamores to match existing

17

48

14

B. A new native species

C. A new non-native species

Note: all trees are drought tolerant in local context; median option C. (succulents/desert plants) is shown.

SHERMAN WAY



COMMUNITY WORKSHOP #2  
09 STREETSCAPE



**SHORT-TERM GATHERING PLACES**  
[TÉRMINO CORTO DE ESPACIOS PARA REUNIÓN]

At Workshop #1 there was support for gathering places, particularly permanent spaces that are part of future development projects. If you would like some temporary spaces in the short term:

**WHERE?**



PLACE DOT ON YOUR PREFERRED OPTION

A.
B.
C.
D.
E.
F.

**WHAT?**



- A. Temporary fun furniture like Reseda Blvd.'s
- B. Painted sidewalks
- C. Shade structure
- D. Exercise equipment
- E. Free WiFi
- F. Electric charger
- G. Community info
- H. Art
- I. Other ideas? List them:

12
12
38
12
45
24
22
17

SHERMAN WAY



\*Data reflects the number of people who voted.

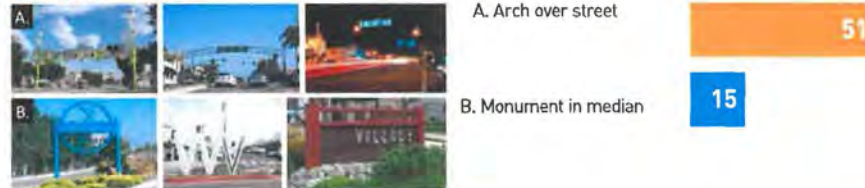
PUBLIC WORKSHOP TWO BOARDS

COMMUNITY WORKSHOP #2  
**10 STREETSCAPE**

**COMMUNITY IDENTITY ELEMENTS**  
 [IDENTIDAD DE LOS ELEMENTOS EN LA COMUNIDAD]

At Workshop #1 there was strong support for community identity elements either spanning the street or monuments in the median.

**GATEWAY TYPE?**



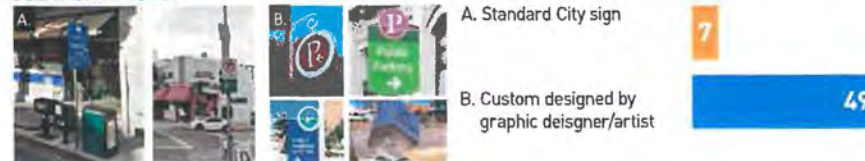
**OTHER ELEMENTS IN MEDIANS?**



**WAYFINDING**  
 [SEÑALIZACIÓN]

We didn't talk about wayfinding signs at Workshop #1, but they are important to highlight parking behind buildings and encourage walking.

**PARKING SIGN**



**OTHER SIGNS?**

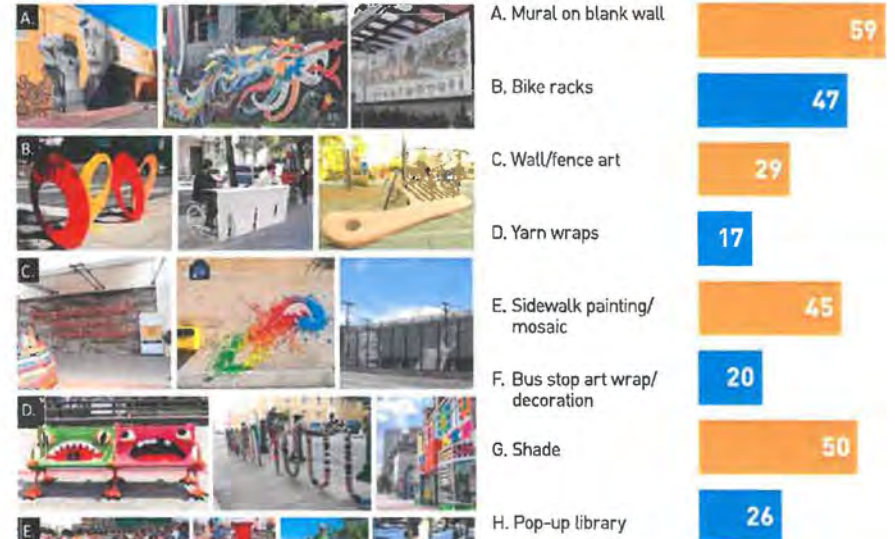


COMMUNITY WORKSHOP #2  
**11 STREETSCAPE**

**TEMPORARY INTERVENTIONS BY LOCAL ARTISTS/DESIGNERS**  
 [ESPACIO TEMPORAL PARA ARTISTAS Y DISEÑADORES LOCALES]

What about a little urban acupuncture? The community could have a competition among local artists and designers and apply for a grant to fund installation.

**IDEAS?**



**I. Other ideas? List them:**



**SHERMAN WAY**

**SHERMAN WAY**

\*Data reflects the number of people who voted.

COMMUNITY WORKSHOP #2  
**12 EXISTING MOBILITY & SAFETY CONDITIONS**  
RESEDA RISING  
COUNCILMEMBER  
ELIZABETH HERRERA

COMMUNITY WORKSHOP #2  
**13 CORRIDOR MOBILITY OPTIONS**  
RESEDA RISING  
COUNCILMEMBER  
ELIZABETH HERRERA

**DAILY VEHICLE TRAFFIC VOLUMES**  
[VOLUMEN DE TRÁNSITO DIARIO]



Compared to volumes at Victory Blvd/Reseda and at Roscoe Blvd/Reseda (two comparable streets), the volumes at Sherman Way/Reseda are relatively typical.

**COLLISIONS 2010-2014\***  
[COLISIONES]



**OFF-STREET PARKING**  
[LOTES VACÍOS PARA USO DE ESTACIONAMIENTO]



off-street parking lots retail

**MOBILITY PLAN 2035 DESIGNATIONS**  
[PLAN DE TRÁNSITO 2035]

**Street Designation: Boulevard II**  
Roadway Width: 80 ft. Right-of-Way Width: 110 ft. | Typical Lanes: 2-3 in each direction  
Typical Sidewalk Width: 15 ft. | Target Operating Speed: 35 mph

**Transit Enhanced Network: Modified Transit Enhanced Street**  
The Transit Enhanced Network proposes to improve existing and future bus service on arterial streets by prioritizing improvements for transit riders.

**Bicycle Enhanced Network: Protected Bike Lane**  
The Bicycle Enhanced Network proposes to improve a network of streets that will receive treatments that will enhance conditions for people on bicycle. This network is a supplemental subset of the 2010 Bicycle Plan.

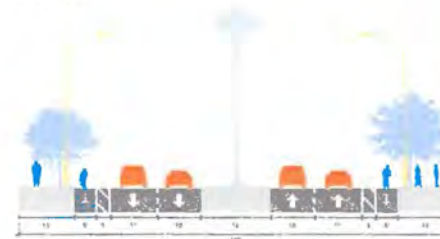
**Pedestrian Enhanced District**  
The Pedestrian Enhanced network includes areas where pedestrian improvements on arterials could be prioritized to provide better conditions for people walking.

\* Sherman Way is in the City of Los Angeles' High Injury Network, which identifies the 4% of city streets that account for over 65% of all severe and fatal traffic collisions involving people walking.

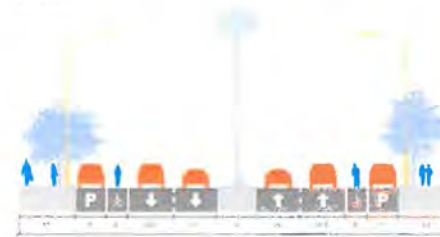
EXISTING



OPTION 1



OPTION 2



OPTION 3



**EXISTING CONDITIONS**  
[CONDICIONES EXISTENTES]



**PROPOSED OPTIONS**  
[OPCIONES PROPUESTAS]



**OPTION 2**



**OPTION 3**



**SHERMAN WAY**



**SHERMAN WAY**



\*Data reflects the number of people who voted.

PUBLIC WORKSHOP TWO BOARDS

COMMUNITY WORKSHOP #2  
**14 INTERSECTION IMPROVEMENT OPTIONS**  
 RESEDA RISING

COMMUNITY WORKSHOP #2  
**15 FINANCE & FEASIBILITY**  
 RESEDA RISING



**6 LANE // 4 LANE SIGNALIZED** ◆ **6 LÍNEAS // 4 LÍNEAS CON SEÑAL**

**PACKAGE 1**

- Protected left-turn phases or leading pedestrian interval in all directions
- Extend pedestrian walk time for all crossings
- High-visibility crosswalks across all legs
- No Right Turn on Red signal on ADA-compliant curb ramps

**PACKAGE 2**

- Protected left-turn phases or leading pedestrian interval in all directions
- Extend pedestrian walk time for all crossings
- ADA-compliant curb ramps

**4 LANE // 4 LANE SIGNALIZED** ▲ **4 LÍNEAS // 4 LÍNEAS CON SEÑAL**

**PACKAGE 1**

- All-way pedestrian phase (Marine Drive)
- High-visibility crosswalks across all legs & diagonal
- ADA-compliant curb ramps

**PACKAGE 2**

- Protected left-turn phases or leading pedestrian interval in all directions
- Extend pedestrian walk time for all crossings
- High-visibility crosswalks across all legs
- No Right Turn on Red signal on ADA-compliant curb ramps

**4 LANE // 2 LANE SIGNALIZED** ● **4 LÍNEAS // 2 LÍNEAS CON SEÑAL**

**PACKAGE 1**

- Protected left-turn phases or leading pedestrian interval for east & west legs
- Extend pedestrian walk time across east & west legs
- High-visibility crosswalks across all legs
- Carb extensions
- ADA-compliant curb ramps

**PACKAGE 2**

- Protected left-turn phases or leading pedestrian interval for east & west legs
- Extend pedestrian walk time across east & west legs
- ADA-compliant curb ramps

**4 LANE // 2 LANE UNSIGNALIZED** ♥ **4 LÍNEAS // 4 LÍNEAS SIN SEÑAL**

**PACKAGE 1**

- High-visibility crosswalks
- Signage and lighting
- Pedestrian crossing beacon or Rectangular Rapid Flashing Beacon
- ADA-compliant treatment across median if needed

**PACKAGE 2**

- High-visibility crosswalks
- Signage and lighting
- Pedestrian crossing beacon or Rectangular Rapid Flashing Beacon
- Carb extensions
- Roundabouts with ADA-compliant pedestrian ramps

**LET'S MAKE THIS HAPPEN!**  
 ¡¡VAMOS A HACERLO!!

ITEM:	COST	TIME	WHAT GETS YOUR VOTE?
<b>BUSINESS IMPROVEMENTS</b>			
FAÇADE IMPROVEMENT [04]	\$25,000-75,000/ea.	6-12 months	49
BUSINESS MURAL / ARTWORK [04]	\$1,000-10,000	3-6 months	20
OUTDOOR FURNITURE / DINING [04]	\$5,000-15,000	3-6 months	24
TREE GRATES [06]	\$600-1,200/ea.	3-6 months	16
PEDESTRIAN LIGHTS [06]	\$5,000-8,000/ea.	6-12 months	26
TRASH BINS [06]	\$0-3,500/mo.	0-3 months	26
<b>STREETScape IMPROVEMENTS</b>			
MEDIAN LANDSCAPING [07]	\$5-15/sf.	1-2 years	18
STREET TREES [08]	\$600-1,500/ea.	1-2 years	26
GATHERING PLACES [09]	\$5,000-100,000/ea.	1-2 years	15
IDENTITY ELEMENTS [10]	\$5,000-15,000/ea.	1-2 years	5
WAYFINDING [10]	\$50,000-100,000	1-2 years	8
TEMPORARY ART [11]	\$1,000-10,000	3-6 months	10
TYPICAL BIKE LANES [13]	\$30,000-150,000*	12-24 months	7
PROTECTED BIKE LANES [13]	\$50,000-300,000*	12-24 months	32
BUFFERED BIKE LANES [13]	\$60,000-5,000,000*	12-24 months	7
INTERSECTION IMPROVEMENTS [14]	\$615,000-1,786,000**	6-24 months	8

**SHERMAN WAY**

**SHERMAN WAY**

\*Data reflects the number of people who voted.

# PUBLIC WORKSHOP THREE

SUNDAY, APRIL 16, 2016 (11:30AM -2:00PM) MAGNOLIA SCIENCE ACADEMY PARKING LOT

## EVENT FORMAT + TURNOUT

Community Workshop Three was hosted in conjunction with the Reseda Neighborhood Council Elections. The event was held in the Bank of America parking lot and featured a barbecue lunch, paletas from La Michoacana and several pop-up tents from other local organizations. Participants were able to escape the heat by enjoying the fresh popsicles in the shade of the tents while reviewing the concept plan, speaking with team members and writing down their comments and thoughts. 60 participants signed in, however it seemed about 150 or so were in attendance throughout the afternoon.

## OUTREACH

1500 postcards included with Neighborhood Council materials

2400 postcards mailed out to nearby residents

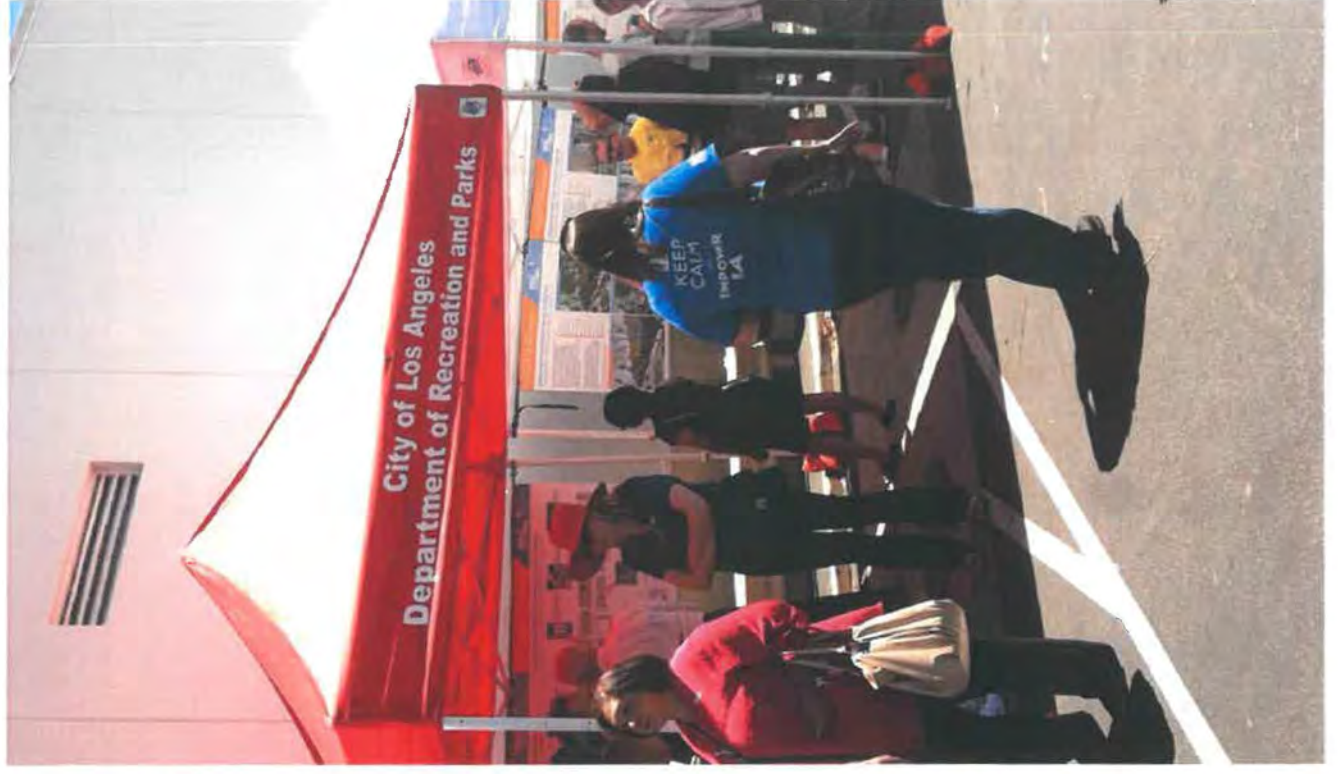
50 flyers were posted in stores (in English, Spanish and Vietnamese)

Electronic versions of the posters were posted on City website and LANI Facebook page. In addition, the event was marketed by the Reseda Neighborhood Council as part of their election outreach and flyers were distributed to businesses in three languages.

## SUMMARY

Community Workshop Three went well overall and the community was quite excited by the potential change coming to Sherman Way. Most people responded very positively to the final concept plan presented. Over half of the attendees who signed in left comments—reflective of participants eagerness to express their opinions.

Generally, the community's response was very positive and showed strong support of the design. Participants reactions confirmed how excited the community truly is to move forward with the plan. Responses reflected interest in new mixed-use development, however people were conscious of not displacing existing business and jobs. Comments went in to depth regarding several of the concepts presented, noting details and ideas like water features, types of planting, archways, dog friendly areas, open space and more. It was great to see several of the same community members from past workshops return, as well as new faces, too.



# FINAL COMMUNITY MEETING

**THURSDAY, SEPTEMBER 8, 2016 (6:00PM-8:00PM) RESEDA NEIGHBORHOOD COUNCIL COMMUNITY SPACE**

## EVENT FORMAT + TURNOUT

The Final Community Meeting was hosted at the Reseda Neighborhood Council Community Space as the culminating event to the three public workshops. Attendees began the evening by listening to Councilmember Blumenfield who spoke about the success of the project, thanked the community for their involvement and outlined next steps for the future of Sherman Way. Following, Alan Pullman, Principal of Studio One Eleven, spoke about the planning process and development of the Sherman Way Concept Plan. Afterwards, members of the Project Steering Committee were thanked for their involvement and presented with certificates.

Following, the community was invited to walk around the room and review and ask questions regarding the plan for Sherman Way. Staff was present to answer questions, engage in discussion and share in the excitement of the evening with the community.

## OUTREACH

1000 postcards and 60 flyers (English and Spanish) supplied to Magnolia Science Academy

2400 postcards mailed out to nearby residents

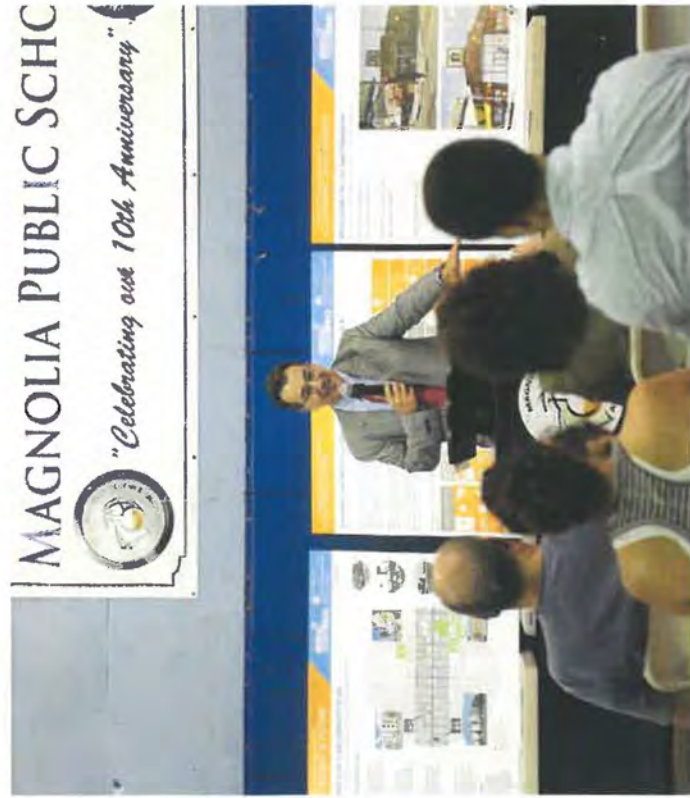
300 postcards and 30 flyers (English and Spanish) supplied to Council District 3

Electronic versions of the flyers were posted on the City's website, as well as LANI and Studio One Eleven's social media accounts.

## SUMMARY

The Final Community Meeting celebrated the success of the project, thanked the public for their extensive involvement and helped inform the community about the revitalization of Reseda. As part of the transformation, an exciting announcement by Councilmember Blumenfield revealed a plan to form a BID along Sherman Way. The meeting's boards included content presented at the third Public Workshop, as well as additional information for the community regarding Reseda's demographics, access to transportation and mobility.







Design Overview + Goals  
Proposed Plan Elements  
Illustrative Plans + Sections  
Cost Estimate  
Economic Development  
Phasing Improvements  
Letters of Support  
Community Support

# SHERMAN WAY FIVE POINT PLAN

## 01 STREETScape



Provide Sherman Way with lasting streetscape improvements that enhance the neighborhood and create vibrant streets on which to live, work and shop.

## 02 MOBILITY



Implement mobility improvements that encourage all forms of transportation, including a new network of bike lanes and enhanced intersection crossings.

## 03 HISTORY



Celebrate the history and character of Reseda by incorporating new identity elements, public open spaces and artist designed signage.

## 04 DEVELOPMENT



Encourage new residential and commercial development along the corridor that boosts economic growth, activates the street and creates a village destination compatible with the existing neighborhood.

## 05 BUSINESS REVITALIZATION



Revitalize business by creating a business improvement district and identifying and implementing façade and tenant improvement programs that increase exposure and stimulate economic activity.

### DESIGN OVERVIEW

With Sherman Way being a focal point of the Reseda Rising Initiative, the intention of this project was to develop a neighborhood driven Conceptual Plan for streetscape, facade and public and private development enhancements with a focus on the multimodal user experience and the revitalization of the existing corridor and businesses. The key to the success is to utilize the 'five-point plan' for Sherman Way, which draws on its culture and past, engages with the community and businesses of present and improves the future community experience through recommended streetscape, mobility, development and economic improvements.

To engage Reseda's culture and historic character, new identity elements, graphic wayfinding and public art would enhance the pedestrian experience. The implementation of streetscape improvements would help in creating a greater sense of place, including new trees and landscaping, improved cleanliness, pedestrian lighting and parklets and public open space. In addition, mobility improvements, including protected bike lanes and increased pedestrian crosswalks, would help make Sherman Way more accessible and safe by foot, bike or car.

To boost economic development, the implementation of a BID, with an emphasis on kick-starting a facade improvement program, would help to increase business activity and generate new revenue for current tenants. Additionally, the continuation of new development, particularly a 'Town Center' mixed-use development between Etiwanda and Lindley Avenues, would help to draw new residents and visitors, increase economic activity and provide new jobs for the community.

# DEVELOPMENT CONTEXT MAP [SPRING 2016]

Currently, two mixed-use developments have been approved on the west side of the project site. At the southeast corner of Wilbur and Sherman Way, a four-story development will be constructed including 2,000 sf of retail at the ground floor and 49 units above. Farther east, along Sherman Way between Rhea and Yolanda Avenues, a four-story mixed-use development is under construction. The project will include 30 units and 7,000 sf of retail

To the east are a series of proposed developments. On the southwest corner of Etiwanda and Sherman Way, a development is proposing two buildings, one five-story and one four-story, which will include 10,200 sf of retail at the ground level and 120 units above. Additionally, an RFP has been issued for the old Reseda Theater site, which could potentially involve an adaptive reuse component.

While the future of the sites owned by the CRA and CIM is unclear, a huge opportunity exists for a catalytic town center development. The project could include one ice rink, several thousand square feet of retail, housing units and a parking structure. The site could also include public open space where the community could gather outdoors to dine, shop and relax.



- APPROVED DEVELOPMENT
- PROPOSED DEVELOPMENT
- - - POTENTIAL OPEN SPACE OPPORTUNITY
- PROPOSED BIKE LANE
- HISTORIC POINTS OF INTEREST

# IMAGES OF PROPOSED PLAN ELEMENTS



### MEDIAN LANDSCAPE

New planting to include colorful and drought tolerant native species, continuous at all medians.



### PROTECTED BIKE LANES

Continuous protected bike lane from Wilbur to Lindley Ave painted green at driveways. Cyclists to be separated from vehicular traffic with bollards (as well as parking from Reseda Boulevard to Lindley Avenue).



### TEMPORARY PLAZA

Community gathering place with temporary, fun furniture.



### MIXING ZONE

Area where vehicles may merge into the bike lane while preparing to turn.



### PARKLET

Dedication of a parking space for public use. Could be implemented at several locations and include dining, public seating, amenities, etc.



### ENLARGE TREE WELLS

Remove or expand tree wells to allow existing trees to thrive. Plant new trees where needed.



### PEDESTRIAN LIGHTS

Pedestrian lights to be located both on and in-between street light poles.



### WAYFINDING AND PARKING SIGNAGE

Signage to be custom designed by a local graphic designer or artist and located intermittently along corridor where necessary.



### GATEWAY ARCH

Bold identity monument for Reseda during the day and night.



### WAYFINDING AND WALKING SIGNAGE

Informational signage to help orient pedestrians and increase walkability. To be custom designed by a local graphic designer or artist.

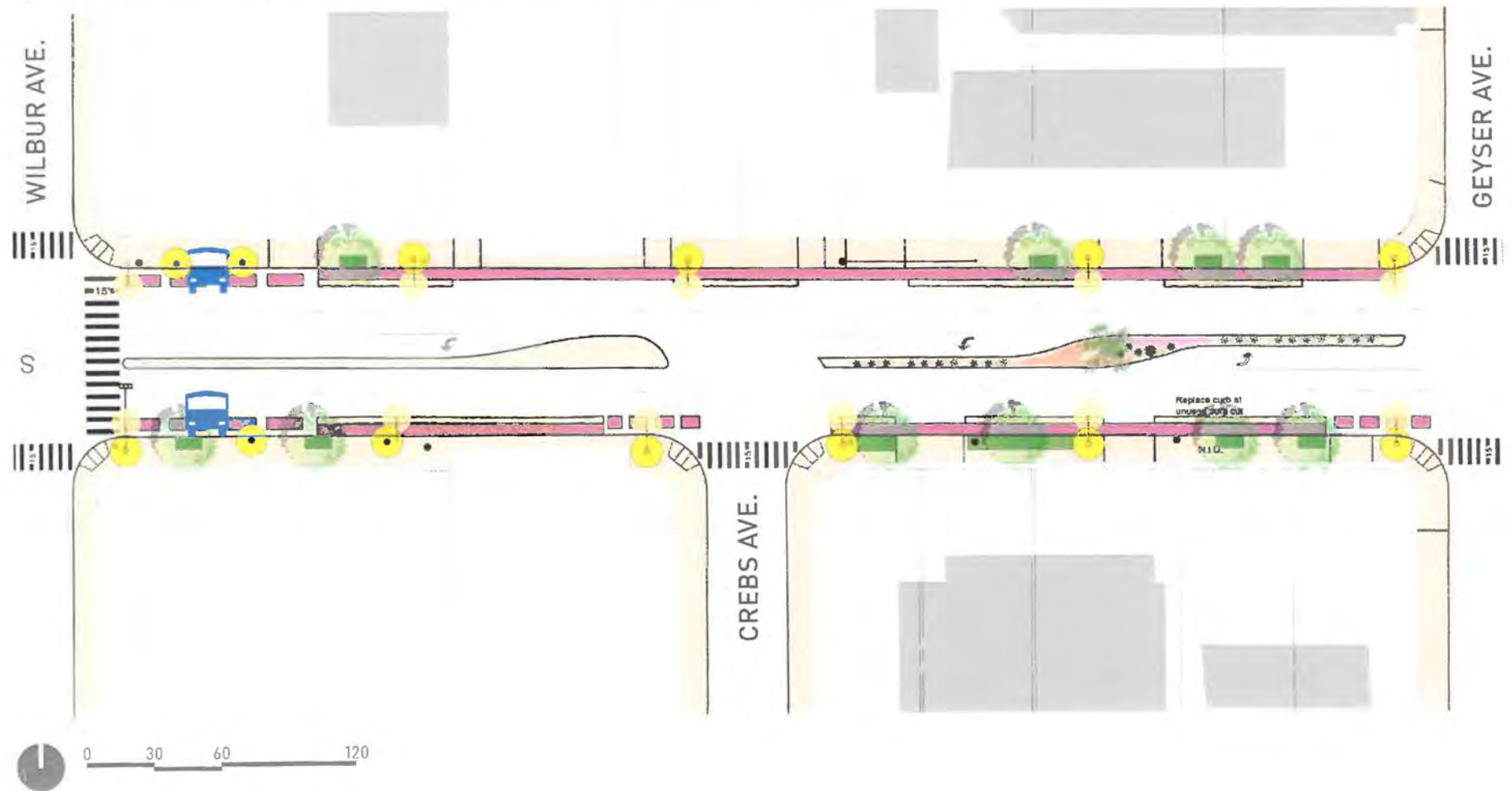


### SOLAR COMPACTORS

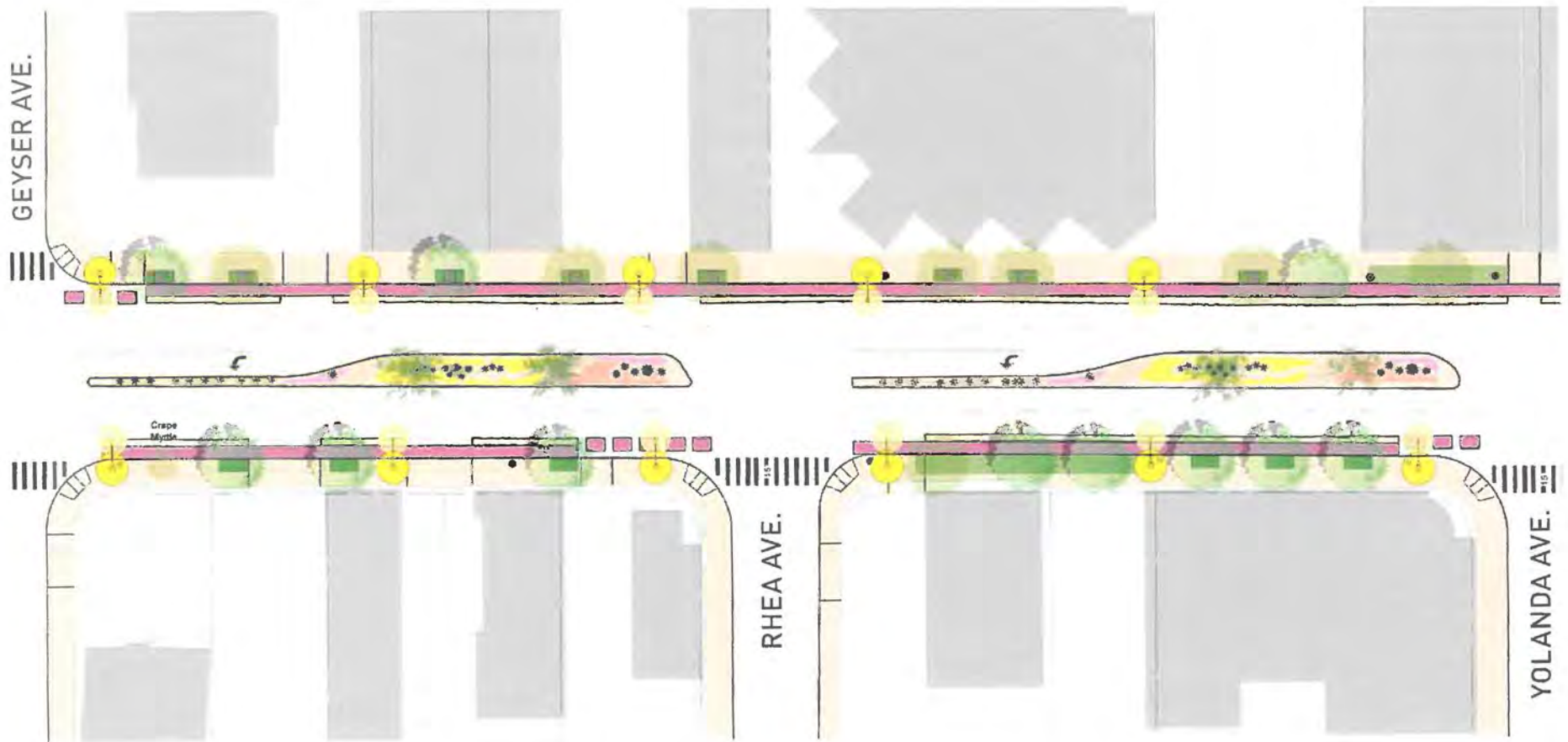
Solar powered trash bins that compact both recyclable and landfill waste. Help to maintain a cleaner environment through environmental and cost efficiency.

# ILLUSTRATIVE STREETSCAPE IMPROVEMENT PLAN DIAGRAM

WILBUR AVENUE TO YOLANDA AVENUE







**EXISTING ELEMENTS**

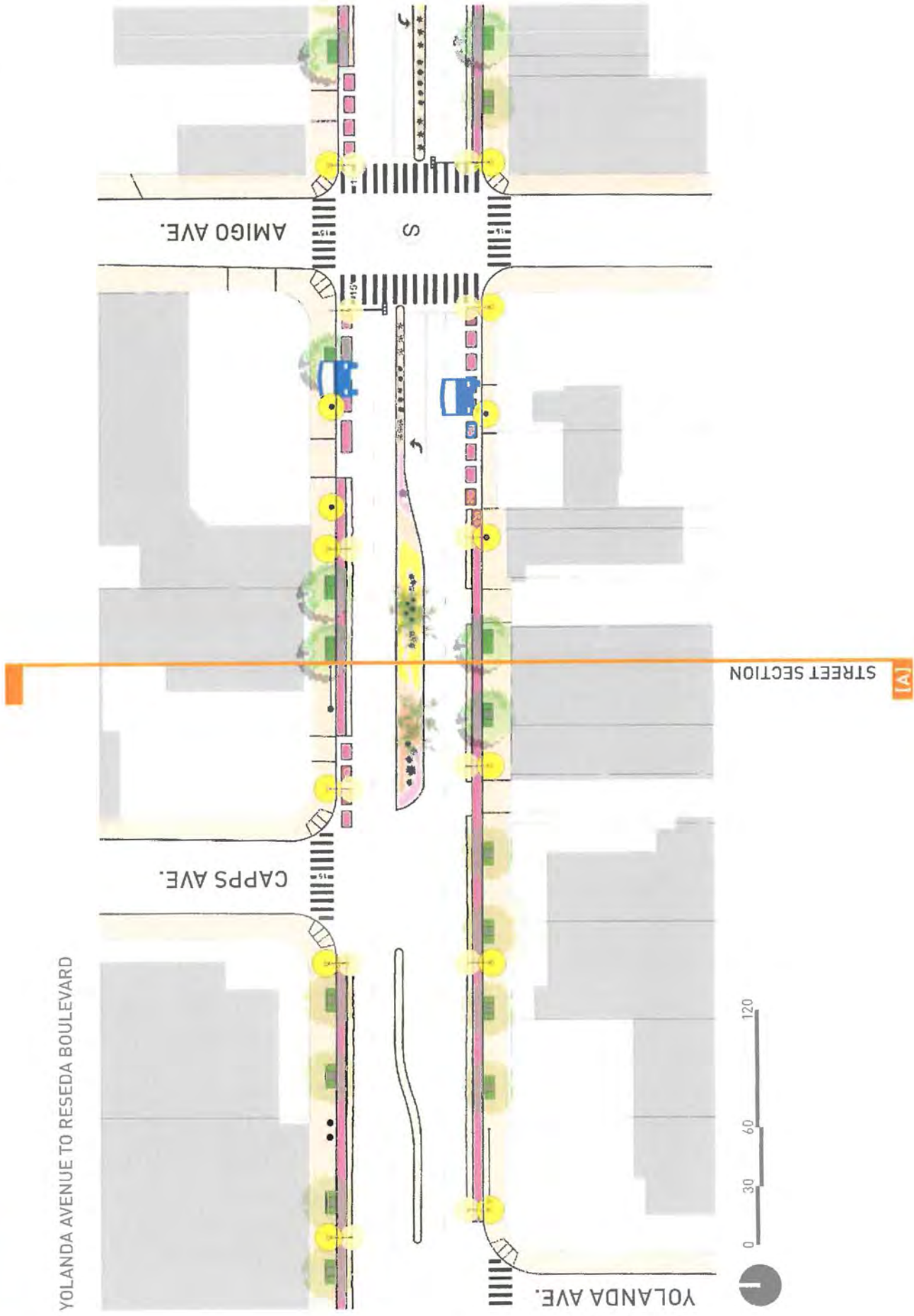
- Travel lane
- Left turn lane
- Signalized intersection
- Continental crosswalk marking
- Sidewalk
- Driveway apron
- ADA ramp
- Tree well with cast iron grate
- Tree well - no grate

- Parkway
- Palm
- Plantanus acerifolia* 'Columbia'
- Street light
- Bus stop pedestrian light
- Traffic signal on mast arm
- Bus stop with bench(es)
- Building footprint (approx.)

**PROPOSED ELEMENTS**

- Replant existing median with low water use flowering desertscape (+ infiltrate street run-off if feasible)
- Curbside parking
- Protected bicycle lane:**
  - Buffer
  - Bicycle lane
- Mixing zone at bus stops and intersections
- Continental striping at existing marked crosswalk
- Tree well - 5' x 10' with DG surface or planting
- Infill street tree
- "Accent tree on median, e.g., *Cercidium* 'Desert Museum'
- Pedestrian pendant light on existing street light pole
- Gateway arch location
- Potential gathering place with private development (illustrative)
- Potential future development (illustrative)

YOLANDA AVENUE TO RESEDA BOULEVARD





**EXISTING ELEMENTS**

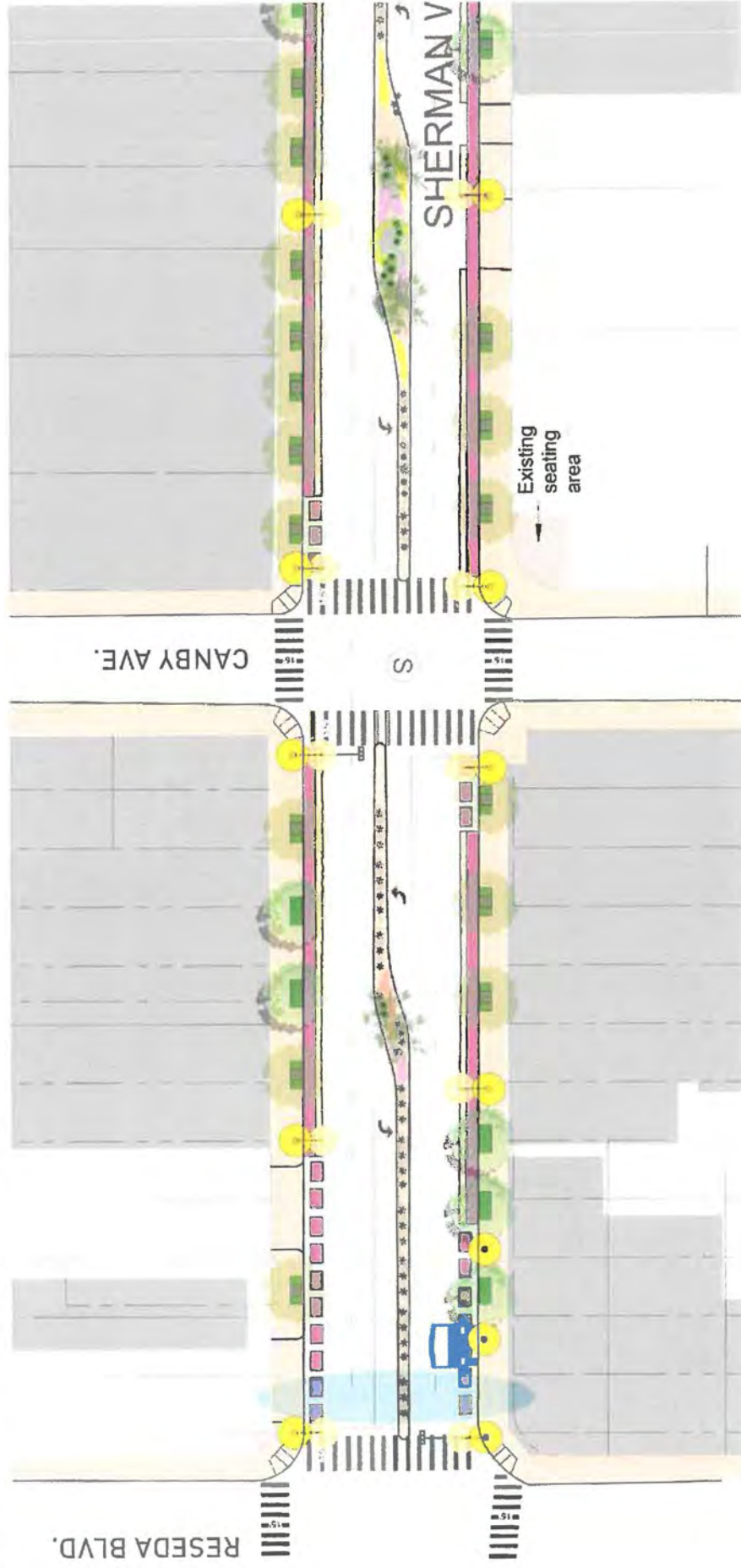
- Travel lane
- Left turn lane
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- Continental crosswalk marking
- Sidewalk
- Driveway apron
- ADA ramp
- Tree well with cast iron gate
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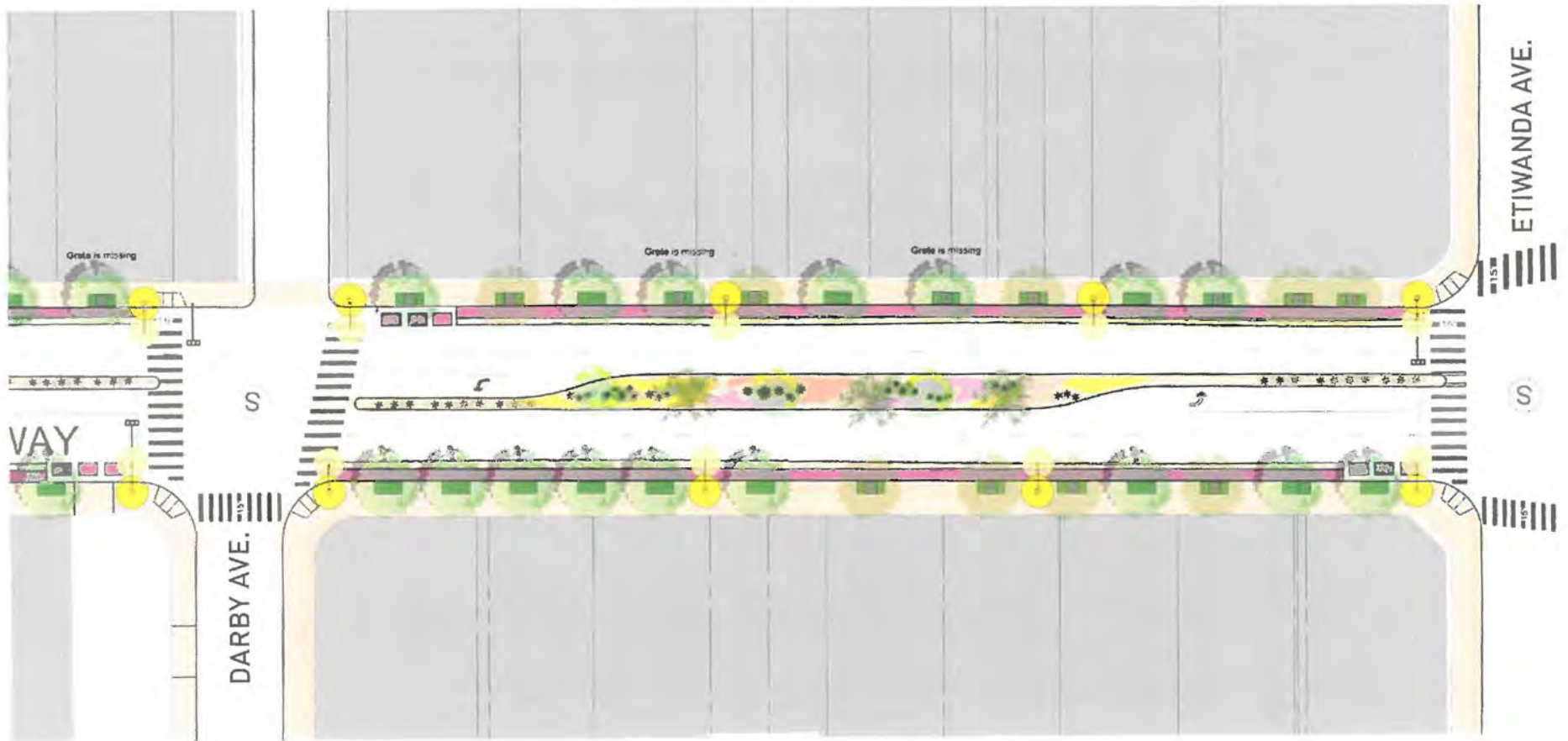
- Parkway
- Palm
- Plantanus acerifola* 'Columbia'
- Street light
- Bus stop pedestrian light
- Traffic signal on mast arm
- Bus stop with bench(es)
- Building footprint (approx.)

**PROPOSED ELEMENTS**

- Replant existing median with low water use flowering desertcape (+ infiltrate street run-off if feasible)
- Curbside parking
- Protected bicycle lane:**
  - Buffer
  - Bicycle lane
- Mixing zone at bus stops and intersections
- Continental striping at existing marked crosswalk
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- Potential gathering place with private development (illustrative)
- Potential future development (illustrative)

RESEDA BOULEVARD TO ETIWANDA AVENUE





**EXISTING ELEMENTS**

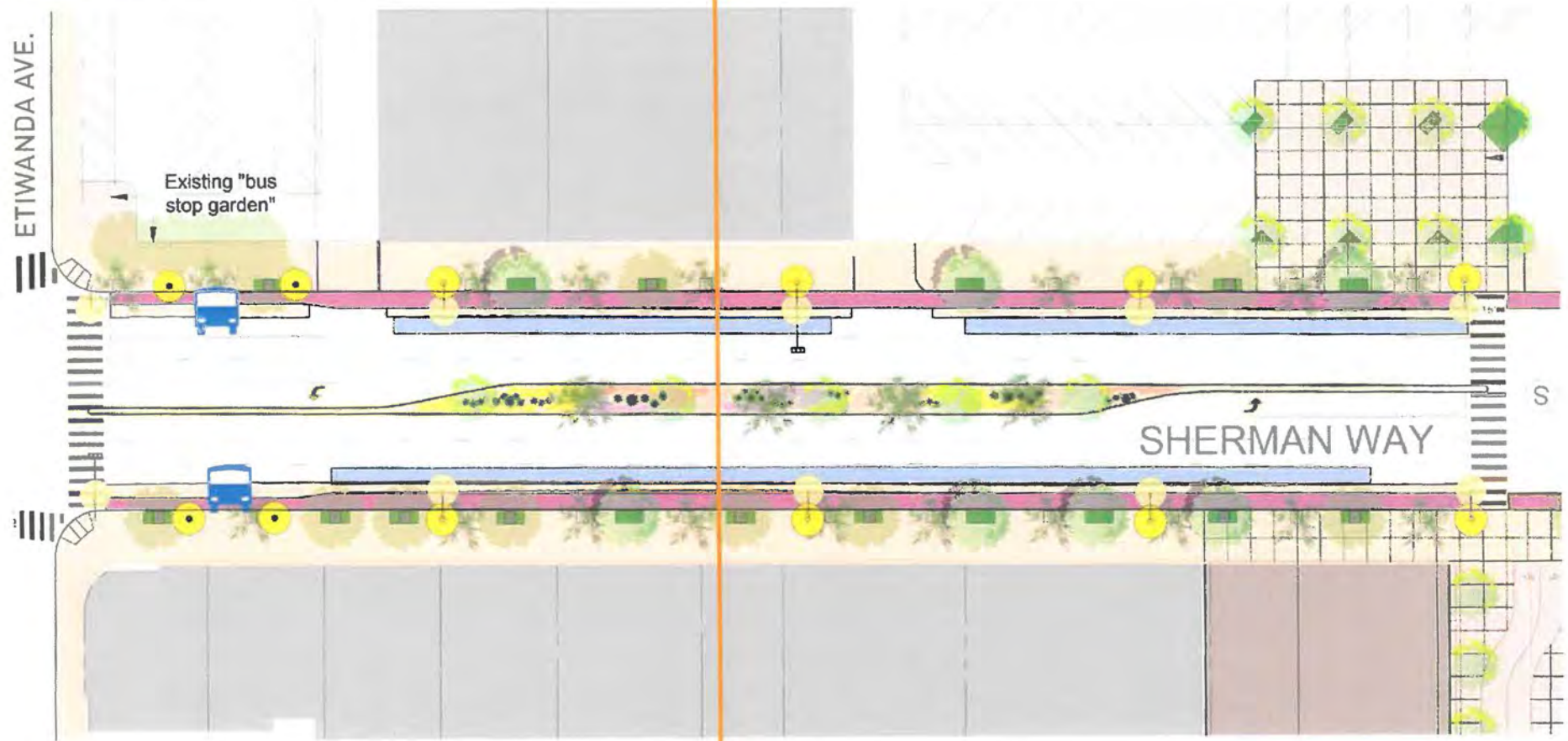
- Travel lane
- Left turn lane
- Signalized intersection
- Continental crosswalk marking
- Sidewalk
- Driveway apron
- ADA ramp
- Tree well with cast iron grate
- Tree well - no grate

- Parkway
- Palm
- Plantanus acerifolia* 'Columbia'
- Street light
- Bus stop pedestrian light
- Traffic signal on mast arm
- Bus stop with bench(es)
- Building footprint (approx.)

**PROPOSED ELEMENTS**

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  - Bicycle lane
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- Gateway arch location
- Potential gathering place with private development (illustrative)
- Potential future development (illustrative)

ETIWANDA AVENUE TO LINDLEY AVENUE



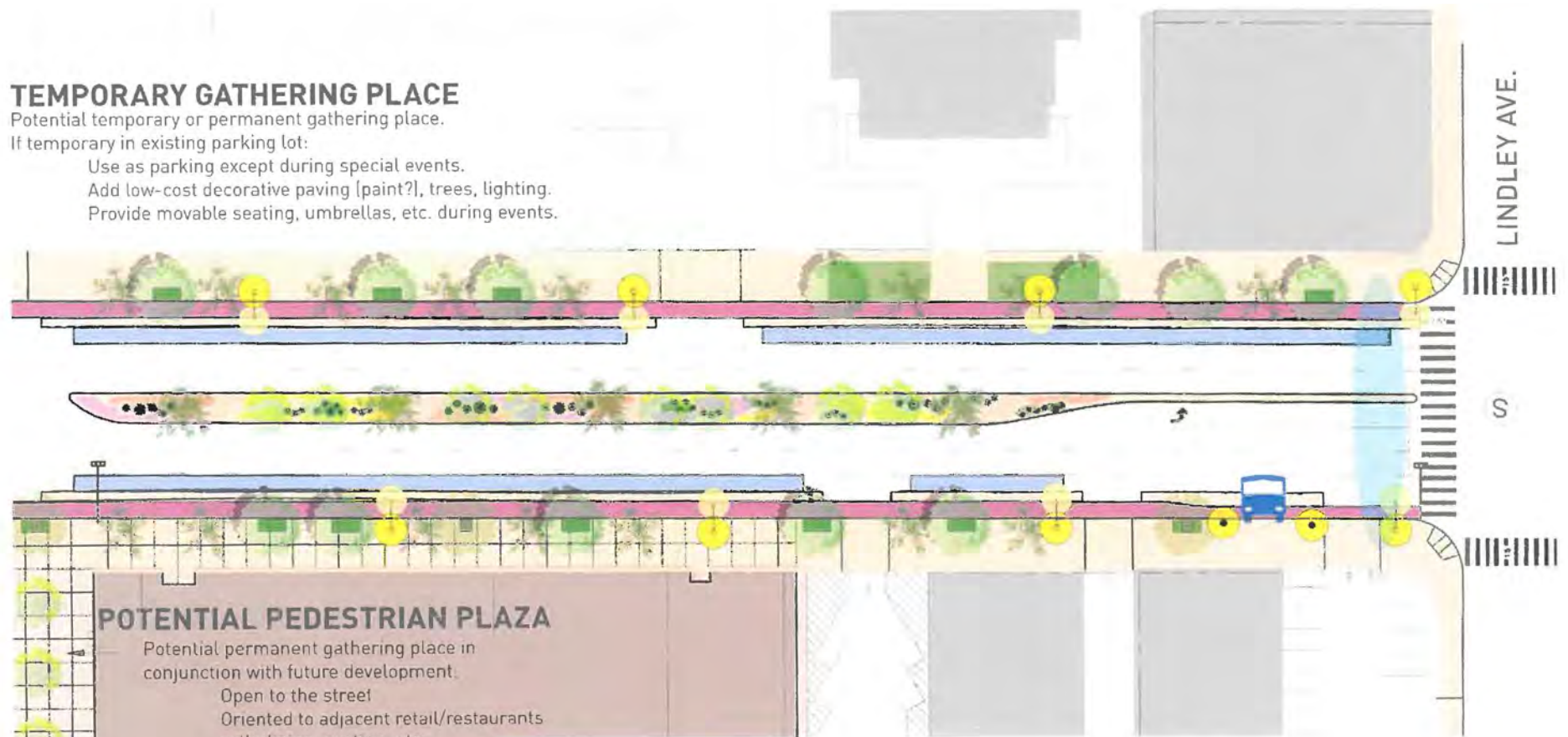
STREET SECTION  
[B]

## TEMPORARY GATHERING PLACE

Potential temporary or permanent gathering place.

If temporary in existing parking lot:

- Use as parking except during special events.
- Add low-cost decorative paving (paint?), trees, lighting.
- Provide movable seating, umbrellas, etc. during events.



## POTENTIAL PEDESTRIAN PLAZA

- Potential permanent gathering place in conjunction with future development.
- Open to the street
- Oriented to adjacent retail/restaurants with dining, seating, etc.
- Shade trees
- Pedestrian lighting
- Seating and other amenities

### EXISTING ELEMENTS

- Travel lane
- Left turn lane
- Signalized intersection (S)
- Continental crosswalk marking
- Sidewalk
- Driveway apron
- ADA ramp
- Tree well with cast iron gate
- Tree well - no grate

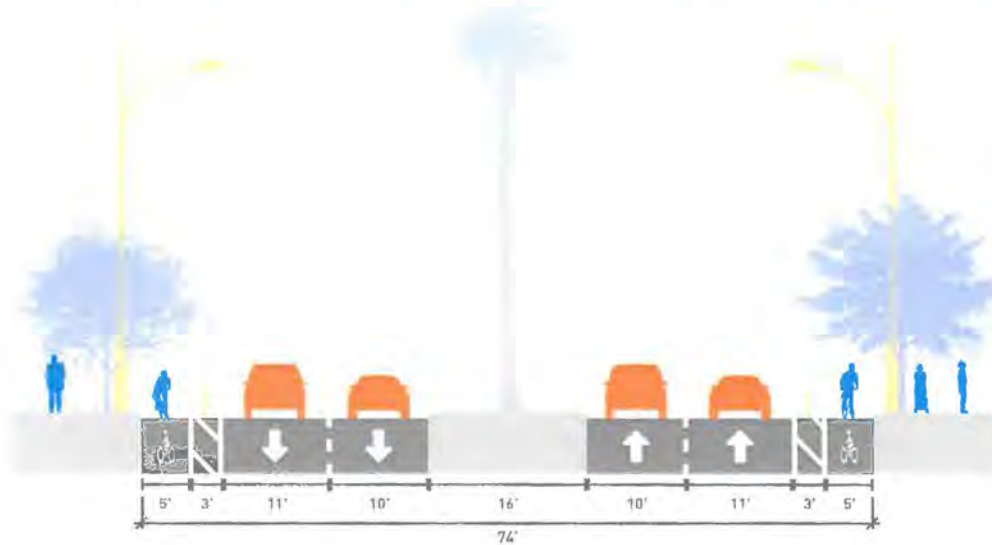
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### PROPOSED ELEMENTS

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- Potential future development (illustrative)

# ILLUSTRATIVE STREETScape IMPROVEMENT SECTIONS

[A] STREET SECTION OF SHERMAN WAY FROM WILBUR TO ETIWANDA AVENUE\*



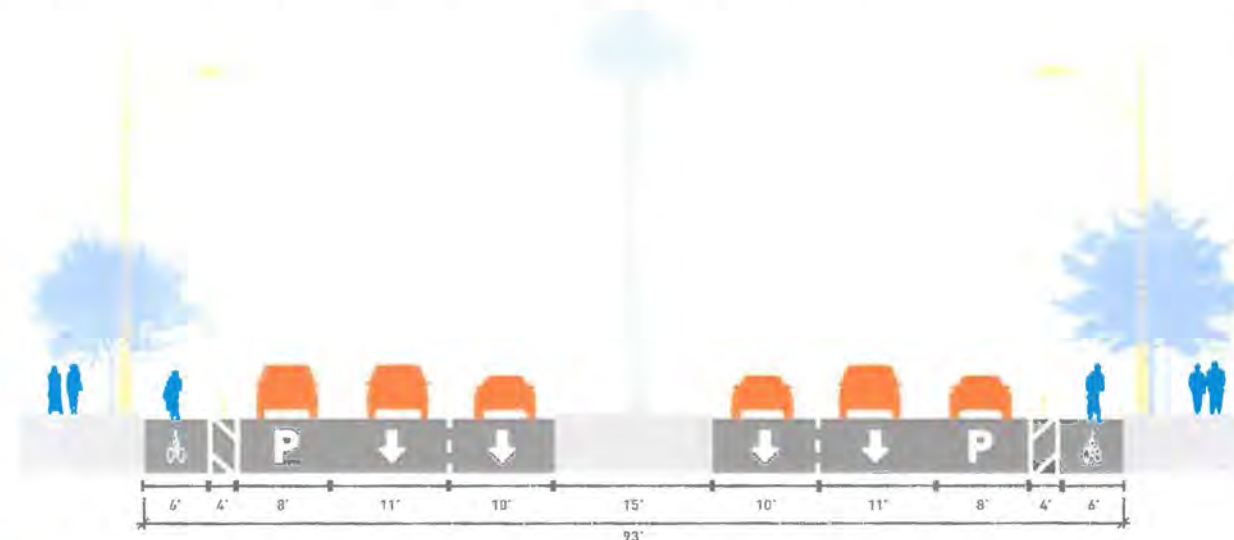
Section A represents a typical condition along Sherman Way.

At 74' in width, the implementation of a protected bike lane would require the removal of public parking on the street. By providing extra space, delineation and a vertical barrier between people on bikes and people driving, mobility improvements of this nature are safest and most comfortable for cyclists.

Such a condition would improve utilization of off-street parking behind businesses along Sherman Way, allow wide medians to remain and prevent the modification of vehicle access lanes.

\*To meet City recommendations of a 6' bike lane and 4' buffer where the street width is 74', a series of alternatives could be considered including two 10' travel lanes, thinning the medians and/or maintaining a 6' lane with a slightly smaller 3' buffer. Further outreach and additional meetings with LADOT would be required to gather community input and determine priorities, as well as thorough analysis before the implementation of a protected bike lane could be completed.

[B] STREET SECTION OF SHERMAN WAY FROM ETIWANDA TO LINDLEY AVENUE



Section B represents an atypical condition along Sherman Way, found only from Etiwanda to Lindley Avenue. Here, the street extends to 93' in width.

Due to the extra 19' in width, at this section of Sherman Way cyclists can utilize a protected bike lane and safety buffer while maintaining street parking. As a result, the travel lanes and median would remain similar to other sections of Sherman Way.



# COST ESTIMATE

Sherman Way Lindley Ave. - Reseda Blvd.  
ROUGH ORDER OF MAGNITUDE STREETSCAPE CONSTRUCTION COST ESTIMATE

6/2/2016

ITEM DESCRIPTION	UNIT	UNIT PRICE	QTY	ITEM TOTAL	CATEGORY TOTAL					
<b>DIRECT CONSTRUCTION COSTS</b>										
<b>Replant/Enhance Existing Landscaped Medians</b>										
Replanting only; does not include stormwater infiltration Area:										
Wilbur - Reseda	SF		8,000							
Reseda - Etiwanda	SF		6,000							
Etiwanda - Lindley	SF		8,500							
<b>Etiwanda - Lindley - new drip irrigation and replant</b>										
Clearing and fine grading to avoid runoff	SF	\$1.50	8,500	\$12,750						
Install in-line drip irrigation (all inclusive) - Etiwanda-Lindley	SF	\$5.00	8,500	\$42,500						
Plant 24" box canopy trees between palms	EA	\$400.00	12	\$4,800						
Plant 5 gal. Agaves average 1/100 SF	EA	\$100.00	85	\$8,500						
Plant 1 gal. plants average 3' o.c.	EA	\$20.00	1,090	\$21,795	\$90,345					
<b>Wilbur - Etiwanda - replant only</b>										
Repair existing irrigation in other medians	SF	\$2.00	14,000	\$28,000						
Plant 24" box canopy trees between palms	EA	\$400.00	20	\$8,000						
Plant 5 gal. Agaves average 1/100 SF	EA	\$100.00	140	\$14,000						
Plant 1 gal. plants average 3' o.c.	EA	\$20.00	1,795	\$35,897	\$85,897					
<b>Enhancements</b>										
Install river rock edge band - 1 ft wide - optional	SF	\$25.00	9,000	\$225,000						
Install 7' wide river rock diagonal bands - optional	SF	\$25.00	3,600	\$90,000						
Install 3" decomposed granite in lieu of mulch	SF	\$2.00	22,500	NIC						
Install uprights on palm trunks 10-12' above grade - optional	EA	\$1,250.00	65	\$81,250						
<b>Infill Street Trees</b>										
Remove tree grates and frames	EA	\$500.00	70	\$35,000						
Sawcut existing tree wells to 5' x 10'	EA	\$250.00	70	\$17,500						
Install 3" decomposed granite in enlarged tree wells	SF	\$3.00	3,500	\$10,500	\$63,000					
Sawcut new tree wells to 5' x 10'	EA	\$500.00	75	\$37,500						
Plant 24" box trees	EA	\$450.00	75	\$33,750						
Install 3" decomposed granite in all tree wells	SF	\$3.00	3,750	\$11,250	\$82,500					
<b>Lighting</b>										
Install pedestrian luminaires on existing street light poles	EA	\$9,000.00	82	\$738,000	\$738,000					
<b>Protected Bike Lane</b>										
Wilbur to Lindley (including buffers)	LS							\$2,530,000	\$2,530,000	
<b>Intersection Improvements</b>										
Infrastructure + Continental Crosswalk Striping	LS							\$98,050	\$98,050	
<b>Parking Lot Plaza bet. Lindley and Etiwanda north side</b>										
Painted asphalt	SF	\$2.50	7,500	\$18,750						
Sawcut new/enlarge existing tree wells to 5' x 10'	EA	\$500.00	8	\$4,000						
Plant 24" box trees	EA	\$450.00	8	\$3,600						
Movable umbrellas, tables and chairs	LS							\$24,000		
									\$50,350	
<b>Plaza bet. Lindley and Etiwanda south side</b>										
Cost by private developer										
<b>Additional Street and Sidewalk Improvements</b>										
*Reseda Arch	EA	\$15,000.00	1	\$15,000						Cost Range \$5,000-\$15,000
**Street Furniture	LS			\$15,000						\$5,000-\$15,000
*Wayfinding Signage	LS			\$100,000					\$130,000	\$50,000-\$100,000
<b>Other Direct Construction Costs</b>										
Mobilization at 5%	LS			\$213,220						
Traffic control at 5%	LS			\$213,220						
Construction survey if required	LS			\$30,000						
Erosion control implementation	LS			\$5,000						
Contingency at 20%	LS			\$852,878					\$1,314,318	
<b>TOTAL DIRECT CONSTRUCTION COSTS</b>										\$5,578,710
<b>INDIRECT COSTS</b>										
Survey	LS			\$50,000.00						
Design - landscape, civil, lighting/electrical - 15%	LS			\$836,806.50						
Construction management - 10%	LS			\$557,871.00						
<b>TOTAL INDIRECT CONSTRUCTION COSTS</b>										\$1,444,678
<b>GRAND TOTAL</b>										\$7,023,388
<b>ESCALATION - NOT INCLUDED</b>										
*Pricing for these items would need to address additional community outreach and design.										
**Elements may be available through City contracted providers.										

# ECONOMIC DEVELOPMENT: MARKET OPPORTUNITIES

## RETAIL OPPORTUNITIES



### GROUND FLOOR OPPORTUNITIES EXIST

Healthy SFV rents - \$2.30/sf avg.

Market Area - \$1.80/sf avg.

Sales Leakages (unmet demand)

- Building materials
- Food and beverage
- Apparel
- And hobby
- General merchandise stores

## RESIDENTIAL OPPORTUNITIES



### STRONG MARKET & DEMAND FOR APARTMENTS/CONDOS

Area well-suited for mixed-use development, townhomes and flats, with very strong regional demand

- Assume new product will support rents 10-20% higher

Reseda median condominium sales- \$285,000 (\$399,000 in LA County)

Healthy price appreciation

Average current rent: \$1,370 (\$1.60/sf); range - two-bedroom (\$1.50/sf) to studio (\$1.90/sf)

## OFFICE MARKET OPPORTUNITIES



### SMALL-SCALE BUSINESSES

Market area has over 16,000 employees in key office-related industries

Average SFV rents (\$2.20/sf) lower than LA County (\$2.60/sf)

Market Area - \$1.80/sf avg.

Demand exists for small-scale professional space on street level

# REGULATORY RELIEF AND PROGRAMS

## [01] PERMIT AND ENTITLEMENT PROCESS

- > Area specialists on planning staff (already exist)

## [02] PUBLIC/PRIVATE PARTNERSHIPS

- > City and developer work together
- > Increase market rate affordable housing options
- > Density bonus when appropriate

## [03] PROMOTION OF CULTURAL ACTIVITIES

- > Examples: Farmers' markets, events, festivals

## [04] SMALL BUSINESS FINANCING

- > City and community partners provide access to guaranteed small businesses loans
- > Tenant Improvement Loans: City provides assistance for building interiors (up to 50% of costs)
  - Structured as a forgivable loan
  - Helps attract desirable tenants

## [05] FACADE IMPROVEMENT PROGRAMS

- > Multiple benefits—
  - Increase business exposure
  - Enhance visual attractiveness
  - Stimulates private investment
- > Seed Money Program—Depending on façade scope, the City contributes:
  - A share of improvement costs
  - Technical assistance and market program based on façade scope
- > Full Costs Program—Building owner grants City an easement to do improvements, with owner responsible for future upkeep

## [06] BUSINESS ATTRACTION PROGRAMS

- > Reduced business license fees
- > New small business incentives

## [07] PARKING MANAGEMENT PLAN

- > Installation of parking wayfinding signage
- > Dynamic parking rates

## [08] GENERAL FUND/SITE SPECIFIC REVENUES

- > Explore funding economic development and capital programs through tax increment including:
  - Sales taxes
  - Transient Occupancy Taxes (TOT)
  - Property taxes

## [09] SPECIAL ASSESSMENT & COMMUNITY FACILITIES DISTRICTS

- > Creation of a Business Improvement District (BID) through public vote to implement a special property tax assessment to fund public facilities/services (ex. street lighting)

# ESTABLISHING A BID

BUDGET DISTRIBUTION ANALYSIS OF NEARBY LOS ANGELES BIDS:

	HISTORIC OLD TOWN CANOGA PARK Sherman Way between Glade and Deering	CHATSWORTH Devonshire between Topanga Canyon and Jovita	TARZANA SAFARI WALK Ventura between Burbank and Reseda	ENCINO COMMONS Ventura between White Oak and Balboa
ANNUAL BUDGET*	\$243,000.00	\$135,900.00	\$71,000.00	\$144,000.00
Security	24%	40%	0%	0%
Maintenance	31%	29%	57%	67%
Marketing	11%	5%	13%	0%
Business Attraction	3%	0%	0%	0%
Administration	14%	22%	20%	25%
Other**	14%	3%	9%	8%
TOTAL ASSESSMENT	100%	100%	100%	100%

\* Budget estimated via current annual plan and/or initial plan adjusted for inflation.

\*\* Includes consulting, reserves, and contingency.

POTENTIAL BUSINESS IMPROVEMENT DISTRICT SERVICES:

The process to form a BID takes from 9-12 months and consists of the following steps:

**[1] Public Services**

- Beautification
- Maintenance
- Streetscaping
- Tree trimming
- Maintenance of graffiti removal
- Valet parking
- Shuttles

**[2] Public Safety**

- Clean and safe programs
- Security
- Public safety/bike patrol

**[3] Area Promotion**

- Marketing & promotion
- Communication
- Website
- Advocacy
- Ambassador program
- Events/farmer's market

**[4] Economic/Business Development**

**[5] Tourism Development Marketing**

**[6] Homeless Intervention**

STEPS TO FORM A PROPERTY BASED IMPROVEMENT DISTRICT:

The process to form a BID takes from 9-12 months and consists of the following steps:

**[1] Initial Steps**

- Formation of a Property Owners Support Committee
- City Resource Team
- Database Development

**[2] Build Consensus Around Issues**

- Property and Business Owner Focus Groups
- Informational Meetings
- Communications and Outreach

**[3] Management Plan Development**

- Improvements and activities—what will you do?
- Budget—what will it cost?
- Assessment Methodology—cost to individual properties.
- Engineering Review of Assessment/Benefit Analysis—is it equitable?
- Governance—who's in charge?

**[4] Plan Review/Consensus**

- Plan Review Workshops
- Leadership Consensus
- Legal Review—compliance with City and State law
- Final Plan and Assessment Methodology

**[5] Petition Campaign (requirements vary by state)**

- Property Owners Contact other Property Owners.
- Communications Materials
- Petition Preparation and Distribution
- Collecting Signed Petitions

**[6] City Council Hearings/Ratification**

- Public Hearings
- 218 Ballot Process (California only)

**[7] Contract for implementation of plan between City and Non-Profit Management Organization.**

**[8] Submit Assessments to County Assessor**

# FACADE IMPROVEMENT IMPLEMENTATION

HERE'S AN EXAMPLE OF WHAT A FACADE IMPROVEMENT MIGHT LOOK LIKE ALONG SHERMAN WAY.



THE IMPROVEMENT INCLUDES:

- 1 New storefront
- 2 New signage
- 3 Enhanced lighting
- 4 New awnings
- 5 Painted window sills

\*Facade improvements can also benefit from improved landscaping or outdoor seating to enhance the streetscape and public environment surrounding a business.



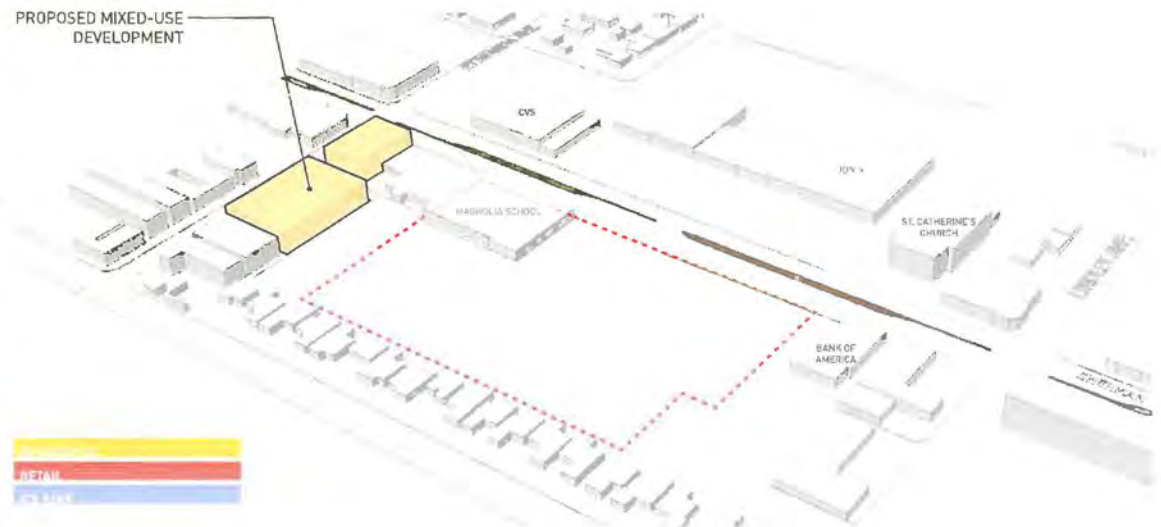
# CATALYTIC DEVELOPMENT OF CRA PROPERTIES

A key component of the successful economic development of Sherman Way is a catalytic, "Town Center" project located between Etiwanda and Lindley Avenues. This on-going project has the potential to benefit the entire community and help jump start a series of improvements across Sherman Way.

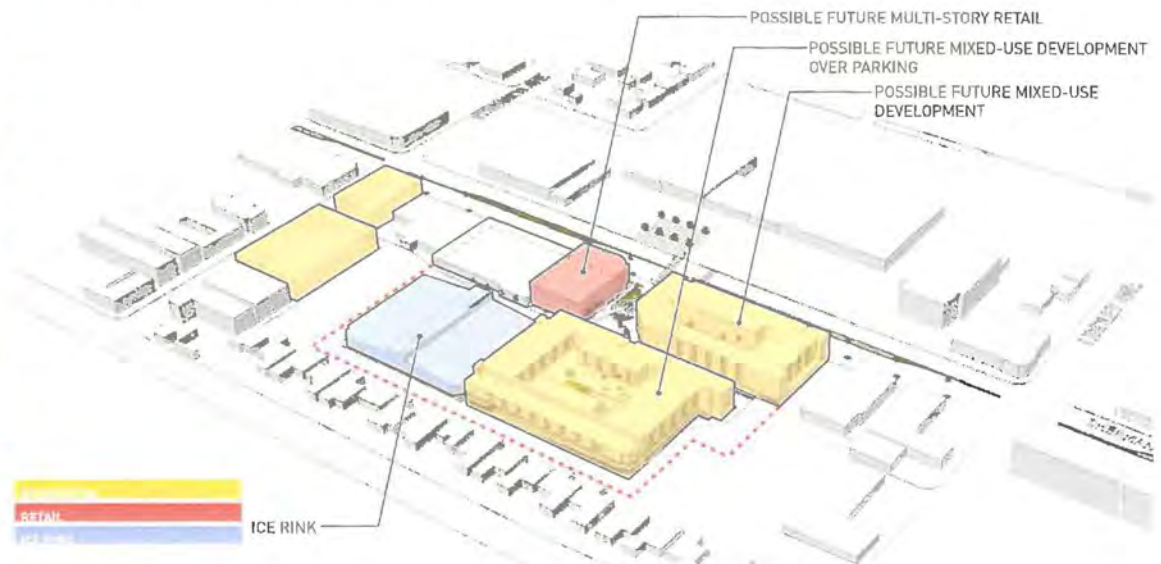
The land—formerly CRA property—will hopefully be transformed into a multi-phase, multi-use development to create a village that caters to all aspects of the community. The city has reached out to AEG to develop a community ice rink and developer CIM—who currently owns adjoining parcels—to develop a mixed-use housing project that also includes separate retail center and parking structure. The city has until March 2018 to finalize a development plan for the land before the property will be disposed of pursuant to state law.



## 01 CURRENT CONDITIONS



## 02 POTENTIAL "TOWN CENTER" DEVELOPMENT



PEDESTRIAN COURTYARD BETWEEN RETAIL AND PARKING



\*Images are an illustrative representation of what a mixed-use development could include.

# PHASING IMPROVEMENTS

SHERMAN WAY [SOUTH] FROM ETIWANDA TO LINDLEY AVENUE

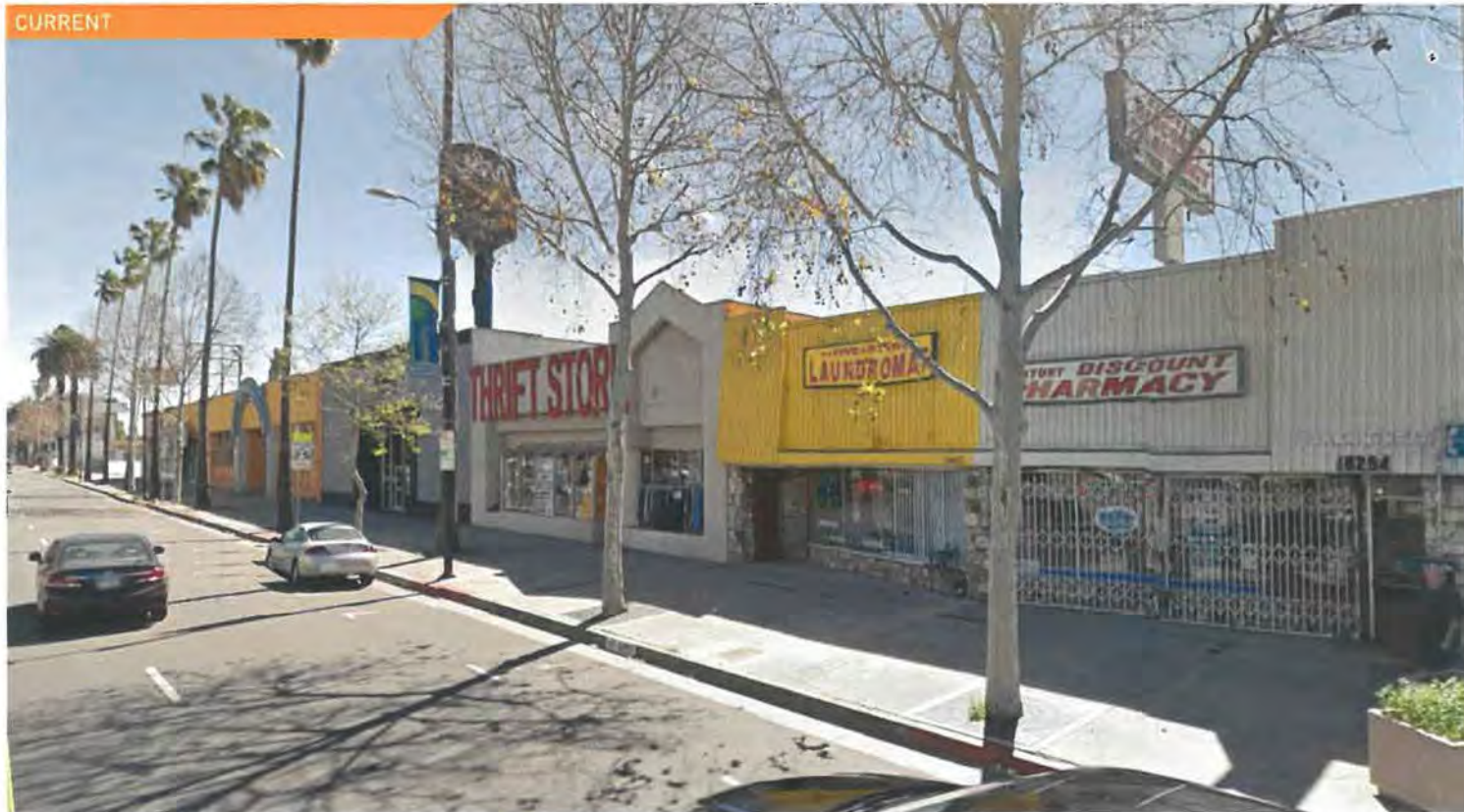
The following photo simulations help to envision how the south block of Sherman Way from Etiwanda to Lindley Avenues could undergo a multiphase series of improvements based on community input from the last two workshops. Streetscape improvements would include the removal of tree wells to allow trees to thrive and mobility improvements would include the implementation of a protected bike lane to increase cyclists' safety and comfort.

The second phase shows several varying improvements including changes to business facades, new wayfinding and signage, an activated sidewalk, including seating areas and landscaping, and a new mixed-use development at two different sites.

KEY:

- 1 REMOVING TREE GRATES
- 2 PROTECTED BIKE LANES
- 3 NEW PARKING ON STREET
- 4 IMPROVED BIKE PARKING
- 5 SOLAR TRASH COMPACTORS
- 6 NEW MIXED-USE DEVELOPMENT
- 7 FACADE IMPROVEMENTS
- 8 NEW SIGNAGE & WAYFINDING
- 9 NEW PED. LIGHTS
- 10 BUSINESS LANDSCAPING
- 11 OUTDOOR DINING

CURRENT





SHERMAN WAY [SOUTH] FROM ETIWANDA TO LINDLEY AVENUE

PHASE 1: STREETSCAPE + MOBILITY IMPROVEMENTS



PHASE 2: POTENTIAL NEW DEVELOPMENT



## FINAL COMMUNITY COMMENTS



- Need water feature—fish pond—something cooling—it gets hot
- Looks great!
- Incorporate the arts—galleries, performance spaces—a permanent home for non-profit arts organizations like 11:11!
- How do you maintain improvements (like the signs)
- People in parklets is cool—sitting areas, gatherings
- Go for it! The development looks great <3 Reseda
- Less traffic please
- Traffic! Foreign investment does not fund Community!
- Don't do bike lanes on Sherman Way
- Need a park with water fountain—like Grove or Americana
- Bring a health food store like Trader Joe's here
- Love the bike lanes not so much the parking. Rear lots are better.
- More things to get out of car to walk along Sherman Way—linger, stroll
- Have businesses and residents take pride in their properties
- Keep Jon's—its affordable and works for community

- Keep mom and pop stores
- City should eliminate illegal dumping
- I like the archway
- Bike lanes in Northridge are terrible
- Make it beauty—a sense of place, history & beauty—have a good design team
- Provide dog watering fountain
- Put flowers in median
- Bike lanes are not practical and take away from street usage
- It looks nice!
- Keep it clean and comfortable to sit down
- Please turn the empty lots across Jon's into a park! We need more green space. Please! Thank you!
- Please also consider keeping Jon's. A grocery store with fresh produce
- Senior development on Canby is nice—new development needs to be as good
- New development will drive out businesses
- Maintain current palm trees on Sherman Way
- Underground power lines
- Bring in chairs and places to sit
- I like the arch
- What about an Americana or Grove for Reseda?
- Make sure we don't lose jobs as things get redeveloped
- Get rid of security bars on Sherman Way—it makes the area feel unsafe
- Have shady spots that are comfortable for gathering
- We need shady cooling spots to relax—it gets hot in the Valley—dog friendly too!

## ALTERNATE DESIGN POSSIBILITIES

The following designs are alternate options to the proposed plan:

### ALL-WAY PEDESTRIAN CROSSING [PEDESTRIAN SCRAMBLE]



One design alternative that could be considered at the intersection of Sherman Way and Reseda Boulevard is an all-way pedestrian crossing. As opposed to a standard crosswalk, a scramble allows pedestrians to cross an intersection diagonally instead of crossing twice—thus decreasing pedestrian volume in between crossings.

At a typical intersection, cars are permitted to turn right during a red light, however a scramble requires all cars to stop during the cross, including turns on red. This allows pedestrians to safely cross without having to worry about vehicular traffic and in turn, cars can safely turn when a light turns green without having to simultaneously avoid pedestrian traffic.

\*It is important to note that any major intersection redesign—such as a pedestrian scramble—would need further study.

# LETTERS OF SUPPORT



MAGNOLIA SCIENCE ACADEMY<sup>1</sup>, Reseda

June 27, 2016

Ms. Veronica Hahni  
Executive Director  
Los Angeles Neighborhood Initiative  
800 S Figueroa St., Ste. 970  
Los Angeles, CA 90017

Re: Sherman Way Conceptual Plan

Dear Ms. Hahni:

On behalf of Magnolia Science Academy, we wish to express our strong support for the Sherman Way Conceptual Plan.

The meaningful improvements outlined in this important document are designed to enhance pedestrian access, safety, and economic vitality on Sherman Way in the heart of our community. Elements include high visibility crosswalk legs, street furniture such as bus shelters, benches, and bicycle racks; pedestrian-scale safety lighting; urban greening and wayfinding signage.

Working in close partnership with the City of Los Angeles Department of Transportation (LADOT), the Office of Councilmember Bob Blumenfield (CD3), Los Angeles Neighborhood Initiative (LANI), and design firm Studio 111, we were proud to contribute to the community-design and outreach process. The final complete street plan for this corridor accurately conveys our priorities and reflects our goals.

We are deeply supportive of this effort to revitalize Reseda and we enthusiastically endorse the conceptual plan document.

Sincerely,

Mustafa Sahin  
Principal



**11:11 A CREATIVE COLLECTIVE**  
**A SAN FERNANDO VALLEY ART COLLECTIVE**  
[www.1111ACC.org](http://www.1111ACC.org)

June 27, 2016

Ms. Veronica Hahni  
Executive Director  
Los Angeles Neighborhood Initiative  
800 S Figueroa St., Ste. 970  
Los Angeles, CA 90017

Re: Sherman Way Conceptual Plan

Dear Ms. Hahni:

As a community-based arts organization, we are enthusiastic about the future of Sherman Way and Reseda. The Sherman Way Conceptual Plan, prepared by the City of Los Angeles and Council Member Bob Blumenfield, Los Angeles Neighborhood Initiative and Studio 111, reflects our community's shared visions, goals and priorities for this important commercial corridor, an LA Great Street and the center of our neighborhood.

Developed through a comprehensive community-led design process, the final plan document outlines neighborhood-selected and prioritized streetscape enhancements including bike lanes, façade and landscape improvements, pedestrian lighting, benches and bus shelters, identity elements and wayfinding signage. When implemented, these elements will significantly improve safety, accessibility and quality-of-life in our community.

We look forward to participating further in the rebirth of Reseda. The Plan document accurately addresses our community's most pressing needs and we hope that it will provide a springboard for long-term, impactful change.

Sincerely,

Addy Gonzalez Renteria  
Co-Director / Founder  
11:11 A Creative Collective



THOMAS SAFRAN &amp; ASSOCIATES

June 27, 2016

Ms. Veronica Hahni  
Executive Director  
Los Angeles Neighborhood Initiative  
800 S Figueroa St., Ste. 970  
Los Angeles, CA 90017

Re: Sherman Way Conceptual Plan

Dear Ms. Hahni:

On behalf of Thomas Safran & Associates, I wish to express our enthusiastic support for the Sherman Way Conceptual Plan made possible by City of Los Angeles and Councilmember Bob Blumenfield of Council District 3, Los Angeles Neighborhood Initiative and Studio 111.

Developed with extensive community participation and input, the Plan outlines a series of transformative streetscape enhancements including bike lanes, façade and landscape improvements, pedestrian lighting, benches and bus shelters, identity elements and wayfinding signage. When implemented, these features will significantly improve safety and quality of life in our community. Furthermore, improvements to the public right-of-way will aid economic revitalization efforts along a vibrant commercial corridor that is characterized by diverse small businesses and active street use.

As a committed neighborhood stakeholder and corridor business owner, I am delighted to have participated in the process of improving our community. The final Plan document accurately reflects and addresses our community's most pressing needs and I support its implementation.

Sincerely,

Casey Amberger  
Project Manager  
Thomas Safran & Associates  
Owner and Developer of  
Canby Woods, Senior Affordable Housing

# COMMUNITY SUPPORT

## RESEDA ARTWALK & NIGHT MARKET

11:11—a local art collective based in the San Fernando Valley—hosted the inaugural Reseda Artwalk and Night Market on June 4th from 5-10pm. Studio One Eleven participated by hosting an interactive installation called “What’s Your Reseda?” that encouraged the community to express what Reseda means to them. By the end of the evening, the boards were full of positive memories and thoughts, much of which pulled from Reseda’s vibrant past and demonstrated the community’s excitement for what the future holds.

In addition, Councilmember Blumenfield’s booth displayed the boards used in the Third Public Workshop. About 200-300 people talked to staff positively at the event, offering very encouraging feedback regarding the plan.



The community's notes included comments like:

- Revamp Reseda
- Grateful and lucky to call Reseda Home
- Keep Reseda Green
- Art and music are life
- More safe bike lanes
- Clean up city and paint buildings
- We love Reseda
- Be positive, stay positive & positive things will happen!
- Si se puede
- R- Reach out
- E- Edible
- S- Stands on its own
- E- Eternal
- D- Dynamite
- A- Awesome
- Be strong and kind Reseda—we love you! You're not forgotten!
- A safe neighborhood for families, friends, and neighbors to come together
- Lots of Art and culture
- Safe for families
- The Who
- Reseda is the suburbs with heart & soul, we are one!
- I <3 Hendrix!
- Art you rock!
- Karate Kids + Boogie Nights
- <3 Diversity
- Live 4 today!
- Pick up your trash! More clean





**RESEDALISING**  
COUNCILMEMBER  
BOB BLUMENFIELD

 **BOB BLUMENFIELD**  
COUNCILMEMBER



**STUDIO NELEVEN**  
Patricia Smith, ASLA, AICP  
**KEYSER MARSTON ASSOCIATES**  
**FEHR & PEERS** kpf



# CONTRACT SUMMARY SHEET

TO: THE OFFICE OF THE CITY CLERK,  
COUNCIL/PUBLIC SERVICES DIVISION  
ROOM 395, CITY HALL

DATE: January 9, 2015

(PLEASE DO NOT STAPLE THE CONTRACT FOR THE CLERK'S FILE)

**FORM MUST BE TYPEWRITTEN**

FROM (DEPARTMENT): Mayor's Office of Economic & Workforce Development

CONTACT PERSON: Steve Andrews PHONE: 213-978-2027

CONTRACT NO.: C-125180 COUNCIL FILE NO.: \_\_\_\_\_

ADOPTED BY COUNCIL: \_\_\_\_\_  
DATE

APPROVED BY BPW: \_\_\_\_\_  
DATE

NEW CONTRACT \_\_\_\_\_  
AMENDMENT NO. \_\_\_\_\_  
ADDENDUM NO. \_\_\_\_\_  
SUPPLEMENTAL NO. \_\_\_\_\_  
CHANGE ORDER NO. \_\_\_\_\_

CONTRACTOR NAME: CRA/LA

TERM OF CONTRACT: \_\_\_\_\_ THROUGH: \_\_\_\_\_

TOTAL AMOUNT: \_\_\_\_\_

PURPOSE OF CONTRACT:

Option Agreement  
(Property Retrained for Future Development)  
(18128 and 18210 Sherman Way, Los Angeles, California)  
(A.P.N. 2125-036-900; 2125-036-901; 2125-036-902; 2125-036-903;)

**NOTE: CONTRACTS ARE PUBLIC RECORDS - SCANNED AND UPLOADED TO THE INTERNET**

PRINT



448 S. Hill Street / Suite 1200  
Los Angeles / California 90013

DATE / January 9, 2015

FILE CODE /

T 213 977 1600 / F 213 977 1665  
www.crala.org

## LETTER OF TRANSMITTAL

**TO:** Steve Andrews  
c/o Karina Casillas  
City of Los Angeles  
200 North Spring Street, 13<sup>th</sup> Floor  
Los Angeles, CA 90012

**SUBJECT:** Option Agreements

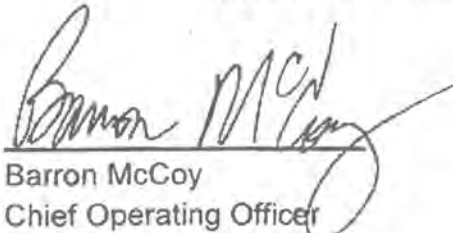
- Enclosed please find the 10 Option Agreements for the 20 real property assets identified as Asset ID Nos. 44, 82, 86, 168, 241, 243, 290, 294, 296, 310, 325, 403, 475, 505, 506, 507, 508, 509, 510, and 518 in the Retain for Future Development category of the Long Range Property Management Plan. Upon execution by the City Clerk's Office, please deliver to CRA/LA original fully executed Option Agreements for each of the 20 real property assets.

If you have any questions regarding the enclosed document, please contact me at 213-977-1715.

attached          via           mail  
 under separate cover           express  
 hand delivery  
 fax  
 pick up

These are transmitted

for approval           for review and comment  
 for your use           for signature  
 as requested

  
Barron McCoy  
Chief Operating Officer

**OPTION AGREEMENT**  
**(Property Retained for Future Development)**  
**(18128 and 18210 Sherman Way, Los Angeles, California)**  
**(A.P.N. 2125-036-900; 2125-036-901; 2125-036-902;2125-036-903;)**

This Option Agreement (this "Agreement") is dated as of January 8, 2015 for reference purposes, and entered into by and between CRA/LA, A Designated Local Authority, a public body formed under California Health & Safety Code Section 34173(d)(3) ("CRA/LA"), and the City of Los Angeles, a municipal corporation (the "City") with reference to the following facts:

**RECITALS**

A. These Recitals refer to and utilize certain capitalized terms that are defined in Section 1 of this Agreement. The Parties intend to refer to those definitions in connection with the use of capitalized terms in these Recitals.

B. On February 1, 2012, the Former Agency was dissolved pursuant to California Health & Safety Code Section 34172. In accordance with California Health & Safety Code Section 34173(d)(3), CRA/LA was formed to serve as the successor agency of the Former Agency. In accordance with California Health & Safety Code Section 34175(b), CRA/LA is the successor-in-interest to the Former Agency, and all property and assets of the Former Agency, including, but not limited to, the Property, were transferred to CRA/LA.

C. CRA/LA is the owner of the Property which is located at 18128 and 18210 Sherman Way, Los Angeles, California.

D. The Property is subject to the Redevelopment Plan, the Five Year Implementation Plan and the Community Plan.

E. In accordance with California Health & Safety Code Section 34191.5, CRA/LA has prepared an LRPMP, which sets forth, among other things, CRA/LA's plan for the disposition of certain real property, including the Property. The LRPMP has been approved by CRA/LA Governing Board, CRA/LA Oversight Board and the DOF has approved the LRPMP, as modified, on October 7, 2014. The City Council authorized the City to enter into this Agreement on December 16, 2014.

F. In accordance with California Health & Safety Code Section 34191.5(c)(2), the Property is listed as Asset Number 241 in the approved LRPMP and has been categorized as Retained for Future Development. The Property may be transferred to the City for disposition in accordance with the Redevelopment Plan, Five Year Implementation Plan, and Community Plan.

G. As required by the Disposition Strategy contained in the LRPMP and in order to provide necessary time for the City to prepare a more detailed disposition plan, CRA/LA and the City desire to enter into this Agreement to provide the City the option to purchase the Property, as more particularly set forth below.

H. Subsequent to the date of this Agreement and prior to the Effective Date, CRA/LA intends to perform additional work on the Property as further set forth in this Agreement.

I. During the Term and subject to the terms of this Agreement, the City will have the sole obligation to maintain the Property as well as the exclusive right to use the Property, so long as the manner of the City's use does not materially diminish the value of the Property.

### AGREEMENT

NOW THEREFORE, the City and CRA/LA hereby agree that the foregoing recitals are hereby incorporated by reference and are made part of this Agreement, and further agree as follows:

Section 1. Definitions. In addition to the terms defined elsewhere in this Agreement, the following definitions shall apply throughout this Agreement.

- a. "Agreement" means this Option Agreement.
- b. "Appraised Value" has the meaning ascribed to it in Section 12(b).
- c. "City" means the City of Los Angeles, a municipal corporation.
- d. "City Appraiser" means the appraiser selected by the City as set forth in Section 12.
- e. "City Council" means the City Council of the City.
- f. "Closing" has the meaning ascribed to it in Section 14.
- g. "Closing Date" has the meaning ascribed to it in Section 14.
- h. "Community Plan" means the community plan approved by the City and pertaining to the land use planning area in which the Property is located.
- i. "CRA/LA" means CRA/LA, A Designated Local Authority, a public body formed under California Health & Safety Code Section 34173(d)(3).
- j. "CRA/LA Appraiser" means the appraiser selected by CRA/LA as set forth in Section 12.
- k. "Developer" means the third-party selected by the City to cause the development of the Property in accordance with the Disposition Plan.
- l. "Disposition Plan" means the City's plan for the proposed disposition and development of the Property as more particularly discussed in Section 6(b).
- m. "DOF" means the State of California Department of Finance.

- n. "Effective Date" means the later of the date on which this Agreement is approved and fully executed by CRA/LA and the City and March 1, 2015.
- o. "Extended Term" means, absent the earlier termination of this Agreement, if authorized according to Section 7 of this Agreement, the period commencing on the first business day following the expiration of the Initial Term and terminating on the earlier of the Closing Date or 5:00 p.m. Pacific Time on the date that is three hundred sixty four days (364) days following the commencement date of the Extended Term, provided, however, the Extended Term may be further extended as provided herein. If the expiration of the Extended Term falls on a Saturday, Sunday or legal holiday in the State of California, then the expiration date shall be extended to the next following business day.
- p. "Fair Market Value" means the fair market value of the Property determined in accordance with the provisions of Section 12(b).
- q. "Five Year Implementation Plan" means the implementation plan most recently adopted by the Former Agency prior to the Effective Date in connection with the Redevelopment Plan.
- r. "Former Agency" means The Community Redevelopment Agency of the City of Los Angeles, California.
- s. "Grant Deed" means the grant deed conveying the Property from CRA/LA to the City.
- t. "Governing Board" means the governing board of CRA/LA.
- u. "Hazardous Materials" shall mean: (i) any chemical, compound, material, mixture or substance that is now or may later be defined or listed in, or otherwise classified pursuant to, any Hazardous Materials Law as a "hazardous substance", "hazardous waste", "extremely hazardous waste", acutely hazardous waste", radioactive waste", infectious waste", biohazardous waste", "toxic substance", "pollutant", "toxic pollutant", "contaminant", as well as any formulation not mentioned herein intended to define, list or classify substances by reason of properties posing serious endangerment to human health and the environment such as ignitability, corrosivity, reactivity, carcinogenicity, toxicity, reproductive toxicity, "EP" toxicity, or "TCLP toxicity"; (ii) petroleum, natural gas, natural gas liquids, liquefied natural gas, synthetic gas usable for fuel (or mixtures of natural gas and such synthetic gas) and ash produced by a resource recovery facility utilizing a municipal solid waste stream, and drilling fluids, produced waters and other wastes associated with the exploration, development or production of crude oil, natural gas, or geothermal resources; (iii) "hazardous substance" as defined in Section 25281 of the California Health and Safety Code; (iv) "waste" as defined in Section 13050(d) of the California Water Code; (v) asbestos in any form; (vi) urea formaldehyde foam insulation; (vii) transformers or other equipment which contain dielectric fluid containing levels of polychlorinated biphenyls (PCBs) in excess of fifty (50) parts per million; (viii) radon; and (ix) any other chemical, material, or substance that, because of its quantity, concentration, or physical or chemical characteristics, exposure to which is now or hereafter limited or regulated for health and safety reasons by any governmental authority, or which poses or is later determined to pose a

significant present or potential hazard to human health and safety or to the environment if released into the workplace or the environment. The term "Hazardous Materials" shall not include: construction materials, office supply products or janitorial supply products customarily used in the construction, maintenance, rehabilitation, or management of commercial buildings and all other substances of kinds and in amounts ordinarily used or stored in similar properties for cleaning, maintenance or operations, and which are used and stored in accordance with all applicable Hazardous Materials Laws.

v. "Hazardous Materials Laws" means all present and future applicable federal, state and local laws, ordinances, regulations, permits, decrees, orders and any other legal requirements, whether statutory, regulatory or contractual, of governmental authorities relating to health, safety, the environment or the use, handling, disposal or transportation of any Hazardous Materials (including, without limitation, the Comprehensive Environmental Response, Compensation and Liability Act of 1980, the Resource Conservation Recovery Act, the Clean Water Act, the Clean Air Act, and the applicable provisions of the California Health and Safety Code and the California Water Code, as each such statute may from time to time be amended, and the rules, regulations and guidance documents promulgated pursuant to any such statute).

w. "Initial Term" means the period commencing as of the Effective Date and terminating on the earlier of the Closing Date or 5:00 p.m. Pacific Time on the second (2nd) anniversary of the Effective Date, provided, however, the Initial Term may be extended as provided herein. If the expiration of the Initial Term falls on a Saturday, Sunday or legal holiday in the State of California, then the expiration date shall be extended to the next following business day.

x. "LRPMP" means the Long-Range Property Management Plan prepared by CRA/LA in accordance with California Health & Safety Code Section 34191.5, approved by the Oversight Board on November 11, 2013, May 8, 2014 and August 21, 2014, and by DOF on October 7, 2014.

y. "Option" means the option in favor of the City to acquire the fee interest in the Property from CRA/LA as set forth in this Agreement.

z. "Option Notice" means the notice delivered by the City to CRA/LA indicating that the City is exercising the Option in accordance with this Agreement.

aa. "Oversight Board" means the oversight board of CRA/LA formed under California Health and Safety Code Section 34179.

bb. "Parties" shall mean, collectively, the City and CRA/LA. "Party" shall mean either the City or CRA/LA.

cc. "Property" means the real property located at 18128 and 18210 Sherman Way, Los Angeles, California, as more particularly described in the attached Exhibit A, all improvements located thereon, and all rights and interests appurtenant thereto.

dd. "Purchase Agreement" has the meaning ascribed to it in Section 13.

ee. "Purchase Price" means the purchase price for the Property, which shall be the fair market value of the Property, as determined in accordance with Section 12.

ff. "Redevelopment Plan" means the redevelopment plan for the Reseda/Canoga Park Earthquake Disaster Assistance Project for Portions of Council District 3 as previously adopted by the City Council, as amended.

gg. "Term" has the meaning ascribed to it in Section 3.

hh. "Title Company" has the meaning ascribed to it in Section 14.

Section 2. Grant of Option; Option Consideration. CRA/LA hereby grants to the City the Option to purchase the Property for the consideration and under the terms and conditions set forth in this Agreement. The Option is granted in consideration of the City's payment to CRA/LA of the sum of One Dollar (\$1.00) which has been deemed to have been paid as of the Effective Date. The Parties acknowledge that such payment constitutes "independent consideration" for the rights set forth herein.

Section 3. Term. Absent the earlier termination of this Agreement, this Agreement and the Option granted herein shall expire upon the expiration of the Term without further action of the Parties. As used herein, Term shall mean collectively the Initial Term and Extended Term, unless the context indicates that Term means either the Initial Term or Extended Term. This Agreement and the Option granted herein shall expire upon the expiration of the Initial Term without further action of the Parties, unless extended through the Extended Term pursuant to Section 7, or as otherwise provided herein. Notwithstanding anything to the contrary contained herein, the City may terminate this Agreement, in its sole discretion, at any time upon sixty (60) days prior written notice to CRA/LA.

Section 4. Exclusive Right to the Property. During the Term, CRA/LA shall not (i) negotiate with any entity, other than the City, regarding the proposed disposition of the Property, or solicit or entertain bids or proposals to do so from any other entity, (ii) encumber or permit the encumbrance of the Property with an encumbrance not in existence as of the Effective Date, or (iii) enter into, amend or modify any agreement pertaining to the Property which will survive the Closing and thereafter become an obligation of the City, except with the prior written consent of the City.

Section 5. Use of Property During Term. Subject to the terms of this Agreement, the City shall have the exclusive right to use the Property during the Term. The City's use shall be conditioned on the City properly maintaining the Property as provided in this Agreement and ensuring that such use does not materially diminish the value of the Property. CRA/LA hereby grants the City, and its agents, consultants, employees and invitees a right to enter the Property for the purposes of (i) performing the City's duties and obligations set forth in this Agreement and (ii) undertaking tests, inspections and other due diligence activities, with CRA/LA's prior notice and written consent, which consent shall not be unreasonably withheld or delayed. Except as provided in (i) and (ii) of this Section 5, the Property may not be occupied or used by the City for any activity during the Term without the prior written consent of CRA/LA. Subject to the absence of any default by the City hereunder, any income generated by the Property

during the Term and received directly by the City, shall be retained by the City. In the event this Agreement is terminated prior to the Closing Date, then the City shall immediately vacate the Property without any further notice or action by CRA/LA.

Section 6. Disposition Plan.

a. City Submission. No later than the expiration of the Term, the City shall submit the City's proposed disposition plan for the Property to CRA/LA staff. The proposed disposition plan shall include: (i) an anticipated schedule for the date of the City's proposed acquisition of the Property from CRA/LA; (ii) a detailed plan for the development of the Property, and (iii) evidence that the proposed use of the Property is consistent with the Redevelopment Plan, the Five Year Implementation Plan and the Community Plan.

b. Disposition Plan Review. CRA/LA staff shall make reasonable efforts to submit the proposed disposition plan to the Governing Board for its consideration no later than forty-five (45) days after staff's receipt thereof. If the Governing Board approves the proposed disposition plan, then CRA/LA staff shall promptly submit the proposed disposition plan for consideration by the Oversight Board. Upon approval by the Governing Board, the Oversight Board, and, to the extent applicable pursuant to the terms of the LRPMP, DOF, the City's proposed disposition plan shall be referred to herein as the "Disposition Plan," and CRA/LA staff shall promptly provide written notice to the City of such approval. If the proposed disposition plan is disapproved by the Governing Board, the Oversight Board, or the DOF for failing to meet the requirements set forth herein, CRA/LA staff shall promptly provide written notice to the City of such disapproval (which notice shall contain a reasonable description of the basis for such denial) and if the Term of this Agreement has not expired, the City shall have thirty (30) days from the date of the City's receipt of such notice of disapproval from CRA/LA to submit written notice to CRA/LA stating its intent to resubmit a revised disposition plan. If no notice is received within the thirty-day period, this Agreement shall automatically terminate. The Term shall be automatically extended one day for each day beyond ninety (90) days following the date of the City's submission of the proposed disposition plan to CRA/LA staff until the City has been notified of its approval or disapproval by the Governing Board, the Oversight Board and, to the extent applicable, the DOF as herein provided. The provisions of this Section relating to time periods for approval, disapproval and resubmission of a proposed disposition plan shall continue to apply until the City's proposed disposition plan has been approved or the Term expires. If approval of the proposed disposition plan has not been obtained prior to the expiration of the Term, as it may be extended as herein provided, then the Option granted herein shall automatically terminate and this Agreement shall terminate without further action by either Party.

c. Semi-Annual Updates to CRA/LA. During the Term, the City shall provide CRA/LA written reports, on a semi-annual basis, beginning six (6) months following the Effective Date, setting forth the City's progress regarding the preparation and submission of a proposed disposition plan, and following approval of the Disposition Plan, the City's progress regarding the exercise of the Option. The semi-annual report shall include the following: an update on the on-going maintenance of the Property, the City's approach to marketing the Property to one or more developers, and an anticipated schedule of and progress toward milestones to be accomplished during the Term of this Agreement.



Section 7. Extension of Term. Subject to the provisions of this Section 7, the Initial Term may be extended for the duration of the Extended Term to accomplish the preparation and submission of the disposition plan (as described in Section 6), or to exercise the Option (as described in Section 13).

The City may request to extend the Initial Term for the duration of the Extended Term by delivering a written notice of its intent to extend the Term no earlier than one hundred twenty (120) days and no less than forty-five (45) days prior to the expiration date of the Initial Term. Such notice shall contain a report on the City's progress with respect to the preparation and submission of a proposed disposition plan, accompanied by documentation or other evidence demonstrating the City's progress. If the City's proposed disposition plan has been approved, the City shall submit a report on its progress in taking the necessary steps to exercise the Option. If the Governing Board determines (which determination shall not be unreasonably withheld or delayed) that the City has made significant progress toward the preparation and submission of the disposition plan or the exercise of the Option, as applicable, then the Governing Board, without any required approval of the Oversight Board, shall authorize the Extended Term.

The Parties agree and acknowledge that evidence of significant progress toward the preparation and submission of the disposition plan may include: (i) a description of a conceptual scope of development; (ii) an anticipated schedule of performance with suggested benchmarks, or (iii) such other evidence of progress as may be reasonably acceptable to the Governing Board.

The Parties agree and acknowledge that evidence of significant progress toward the exercise of the Option may include: (i) the City's selection of a Developer for the Property; (ii) the execution by the City and Developer of an exclusive negotiating rights agreement, or similar agreement, for the Property, (iii) the execution by the City and Developer of a disposition and development agreement, or similar agreement, for the Property, (iv) documentation, reasonably acceptable to the Governing Board, that Developer has obtained financing commitments for the proposed development of the Property, or (v) such other evidence of progress as may be reasonably acceptable to the Governing Board.

Section 8. Hazardous Materials The City shall not knowingly permit the Property or any portion thereof to be a site for the use, generation, treatment, manufacture, storage, disposal or transportation of Hazardous Materials or otherwise knowingly permit the presence of Hazardous Materials in, on or under the Property in violation of any Hazardous Materials Laws. The City shall keep and maintain the Property and each portion thereof in compliance with, and shall not cause or permit the Property or any portion thereof to be in violation of, any Hazardous Materials Laws. Notwithstanding the foregoing, during the Term of this Agreement, the City shall not be responsible for curing any violations of the Hazardous Materials Laws which existed prior to the Effective Date, or removing or otherwise remediating Hazardous Materials existing on, in or under the Property prior to the Effective Date. If such pre-existing violation of the Hazardous Materials Laws or pre-existing Hazardous Materials are discovered by the City, the City shall promptly notify CRA/LA.

Section 9. Obligation to Maintain the Property. During the Term, in consideration for the rights granted to the City pursuant to this Agreement, the City agrees that it shall not suffer or permit any dangerous condition to be created, exist, or continue on the Property and

that it shall perform, at its sole cost, all maintenance of the Property, including maintaining the Property free and clear of all debris, weeds, graffiti, and litter; provided, however, the City shall not be responsible for correcting any dangerous condition that existed on the Property as of the Effective Date, but, as soon as reasonably practicable at its own cost following the City's discovery of any such pre-existing dangerous condition (whether by receipt of written notice from CRA/LA identifying such a condition, or otherwise), the City shall take all actions reasonably necessary to protect the public from any such condition. As between CRA/LA and the City, the City shall be solely responsible for all day-to-day property management of the Property, including, but not limited to, providing adequate security, including fencing the Property, if necessary, obtaining and maintaining property insurance, and ordinary and extraordinary repairs to the Property. The City shall have the right to maintain any insurance required of it by this Agreement through a program composed of any combination of self-insurance, risk retention, commercial insurance, risk transfer, and/or risk pooling authorized by California law, all at the City's sole option; provided, however, that the City shall provide CRA/LA with evidence of such insurance that shall be reasonably acceptable to CRA/LA as a condition precedent to CRA/LA's execution of this Agreement. Prior to the Effective Date, CRA/LA will complete the demolition of the buildings on the Property.

Section 10. Inspection of Property. The City shall permit CRA/LA, through its officers, agents, or employees, to enter the Property with reasonable notice at all reasonable times to determine the City's compliance with the provision of this Agreement. If this Agreement is terminated prior to the Closing Date, and upon the request of CRA/LA, the City, at its sole cost, shall repair any material damage to the Property caused by the City's entry thereon and shall restore the Property substantially to the condition in which it existed prior to such entry. Within sixty (60) days following the Effective Date, the City shall provide to CRA/LA a written description of the observable surface condition of the Property as of the Effective Date (accompanied by appropriate photographic material supporting such description). Detailed information on the Property prepared by CRA/LA as of the date of this Agreement is included in the attached Exhibit B.

Section 11. Indemnification. The City shall indemnify, defend, and hold CRA/LA, its Governing Board and the Oversight Board, and their respective members, officers, employees, agents, and their successors (each an "Indemnified Party") harmless from and against all suits and causes of action, claims, losses, demands and expenses, including, but not limited to, reasonable attorney's fees and costs of litigation, damage or liability of any nature whatsoever, which arise out of or in connection with entry onto, occupancy in, or construction on the Property by the City or its contractors, subcontractors, agents, employees or invitees. This indemnity obligation related to each Indemnified Party shall not extend to any claim to the extent arising solely from such Indemnified Party's gross negligence or willful misconduct, and shall survive both the conveyance of the Property to the City by CRA/LA and termination of this Agreement.

Section 12. Appraisals of the Property; Determination of the Purchase Price.

a. Appraisal. CRA/LA and City shall commence the process for the appraisal of the Property within thirty (30) days following CRA/LA's receipt of a written notice from the City requesting that such process be commenced. The City's written notice shall be made no later than one hundred eighty (180) days prior to the expiration of the Term. Each Party shall cause a separate appraiser – the "CRA/LA Appraiser" and the "City Appraiser", respectively – to perform an appraisal of the Property. Each appraiser shall be instructed that the Property shall be valued at fair market value as supported by an analysis of its highest and best use consistent with the Redevelopment Plan, the Five Year Implementation Plan, the Community Plan designation, the then current known physical condition of the Property, and all matters of public record pertaining to the Property. Each Party shall make a good faith effort to cause its respective appraisal to be completed within sixty (60) days following the date of the commencement of the appraisal. CRA/LA Appraiser and the City Appraiser shall each be an MAI certified appraiser with at least ten (10) years of recent experience appraising commercial real estate within Los Angeles County. The appraisals shall each be a comprehensive appraisal that complies with the Uniform Standards of Professional Appraisal Practice. For purposes of determining the Fair Market Value, as defined in Section 12(b) below, the date of the appraisal on which the Fair Market Value is based must be dated within six months of the Closing Date. If the appraisal date is more than six months prior to the Closing Date, the Fair Market Value shall be either based on appraisal updates dated within six months of the Closing Date or new appraisals, as mutually agreed upon by the Parties. In either event, the process set forth in Section 12(b) shall be used to conduct the appraisal update or new appraisals.

b. Determination of Fair Market Value and Purchase Price. The Parties shall utilize the following process to establish the Fair Market Value for the Property based on CRA/LA Appraiser's determination, and the City Appraiser's determination (each, an "Appraised Value"). If the lower Appraised Value is within ten percent (10%) of the higher Appraised Value, then the Fair Market Value of the Property shall be the average of the two Appraised Values. If the Appraised Values differ by more than ten (10) percent, a third appraiser (with the qualifications described above) shall be selected by mutual agreement of CRA/LA Appraiser and the City Appraiser within ten (10) days after the submission of their Appraised Values. If the third appraisal is less than either of the first two, then the Fair Market Value of the Property shall be the average of the two lowest appraisals. If the third appraisal is greater than the first two, then Fair Market Value of the Property shall be the average of the two highest appraisals. If the third appraisal falls between the previous two appraisals, the Fair Market Value of the Property shall be the value established by the third appraisal. The Fair Market Value determined by this Section 12(b) shall constitute the Purchase Price.

c. Costs. The City shall pay the costs of CRA/LA Appraiser, the City Appraiser, and any third appraiser required pursuant to this Section.

Section 13. Exercise of Option. Prior to the expiration of the Term and following the approval of the Disposition Plan as provided in Section 6(b) and the determination of Fair Market Value as provided in Section 12 (b), the City may exercise the Option by delivering the Option Notice and by establishing an escrow with the Title Company specified in Section 14

below. The Option Notice shall set forth: (i) the Purchase Price, as determined by Section 12(b) above (ii) the Closing Date, and (iii) shall have attached thereto an agreement executed by the Developer and the City which requires the Developer to develop the Property in accordance with the Disposition Plan. Upon receiving the Option Notice, CRA/LA staff shall present to the Governing Board for its consideration a purchase agreement incorporating the relevant terms of this Agreement, and such other terms as mutually agreed upon by the Parties, pursuant to which CRA/LA shall convey the Property to the City for the Purchase Price (the "Purchase Agreement"). Approval of the Purchase Agreement by the Governing Board shall be subject to Oversight Board and DOF approval. The Term shall be automatically extended one day for each day following the City's submittal of the Purchase Agreement to CRA/LA staff until the City has been notified in writing by CRA/LA staff of the approval or disapproval of the Purchase Agreement by the Governing Board, Oversight Board and DOF, which notice shall contain a reasonable description of the basis for disapproval if the Purchase Agreement is disapproved by the Governing Board, Oversight Board or DOF. If the Purchase Agreement is approved by the Governing Board, Oversight Board and DOF, the Term shall be automatically extended for a period of sixty (60) days from the date on which the City receives written notice of such approval from CRA/LA staff to allow the Closing to occur. If the Purchase Agreement is disapproved, the Term shall automatically be extended one time for a period of sixty (60) days from the date the City receives written notice of such disapproval from CRA/LA staff to allow the City an opportunity to address objections of the Governing Board, Oversight Board or DOF to the Purchase Agreement. If the City does not resubmit the Purchase Agreement within such sixty (60) day period, this Agreement shall automatically terminate. If the City resubmits the Purchase Agreement within such sixty (60) day period, the Term shall automatically be extended one day for each day following the City's resubmittal until the City has been notified in writing by CRA/LA staff of the approval or disapproval of the resubmitted Purchase Agreement by the Governing Board, Oversight Board and DOF. If the resubmitted Purchase Agreement is approved by the Governing Board, Oversight Board and DOF, the Term shall be automatically extended for a period of sixty (60) days from the date on which the City receives written notice of such approval from CRA/LA staff to allow the Closing to occur. If the resubmitted Purchase Agreement is disapproved, this Agreement shall automatically terminate.

Section 14. Escrow and Closing. On, or before, the delivery of the Option Notice, the City shall open an escrow for the purchase and sale contemplated by this Agreement with a title company mutually acceptable to the Parties (the "Title Company") at an office in a mutually acceptable location. If the City elects to proceed with the acquisition of the Property pursuant to the Purchase Agreement, then, at least two (2) working days before the Closing Date, defined below, CRA/LA and the Parties shall each deliver escrow instructions to the Title Company consistent with the Purchase Agreement to close escrow, and the City shall deposit the Purchase Price with the Title Company. The Title Company shall close escrow by, and the "Closing" shall occur for purposes of this Agreement upon, recording the Grant Deed in the official records of the County of Los Angeles, and the release by the Title Company of the Purchase Price, in cash, to CRA/LA. The Closing shall occur within sixty (60) days following the date of the approval of the Purchase Agreement by DOF, unless extended by mutual agreement of the Parties. The "Closing Date" shall be the day on which the Closing occurs. In connection with the Closing, the City shall pay (a) the premium cost of the any title policy, including the cost of any endorsements required by the City, (b) recording charges and (c) one-half (1/2) of escrow holder's fees. In connection with the Closing, CRA/LA shall pay one-half (1/2) of escrow

holder's fees. All other costs related to the sale of the Property shall be paid by the Parties in the manner consistent with common practice in land transactions in the County of Los Angeles.

Section 15. Condition of Property.

a. AS-IS Conveyance. THE CITY SPECIFICALLY ACKNOWLEDGES AND AGREES THAT THAT CRA/LA IS CONVEYING AND THE CITY IS OBTAINING THE PROPERTY (INCLUDING ALL EXISTING IMPROVEMENTS THEREON) ON AN "AS IS WITH ALL FAULTS" BASIS AND THAT THE CITY IS NOT RELYING ON ANY REPRESENTATIONS OR WARRANTIES OF ANY KIND WHATSOEVER, EXPRESS OR IMPLIED, FROM CRA/LA AS TO ANY MATTERS CONCERNING THE PROPERTY, INCLUDING WITHOUT LIMITATION: (A) THE QUALITY, NATURE, ADEQUACY AND PHYSICAL CONDITION OF THE PROPERTY (INCLUDING, WITHOUT LIMITATION, TOPOGRAPHY, CLIMATE, AIR, WATER RIGHTS, WATER, GAS, ELECTRICITY, UTILITY SERVICES, GRADING, DRAINAGE, SEWERS, ACCESS TO PUBLIC ROADS AND RELATED CONDITIONS); (B) THE QUALITY, NATURE, ADEQUACY, AND PHYSICAL CONDITION OF SOILS, GEOLOGY AND GROUNDWATER, (C) THE EXISTENCE, QUALITY, NATURE, ADEQUACY AND PHYSICAL CONDITION OF UTILITIES SERVING THE PROPERTY, OR ANY OF THE IMPROVEMENTS LOCATED ON THE PROPERTY, (D) THE DEVELOPMENT POTENTIAL OF THE PROPERTY, AND THE PROPERTY'S USE, HABITABILITY, MERCHANTABILITY, OR FITNESS, SUITABILITY, VALUE OR ADEQUACY OF THE PROPERTY FOR ANY PARTICULAR PURPOSE, (E) THE ZONING OR OTHER LEGAL STATUS OF THE PROPERTY OR ANY OTHER PUBLIC OR PRIVATE RESTRICTIONS ON THE USE OF THE PROPERTY, (F) THE COMPLIANCE OF THE PROPERTY OR ITS OPERATION WITH ANY APPLICABLE CODES, LAWS, REGULATIONS, STATUTES, ORDINANCES, COVENANTS, CONDITIONS AND RESTRICTIONS OF ANY GOVERNMENTAL OR QUASI-GOVERNMENTAL ENTITY OR OF ANY OTHER PERSON OR ENTITY, (G) THE PRESENCE OR ABSENCE OF HAZARDOUS MATERIALS ON, UNDER OR ABOUT THE PROPERTY OR THE ADJOINING OR NEIGHBORING PROPERTY, AND (H) THE CONDITION OF TITLE TO THE PROPERTY. THE CITY AFFIRMS THAT THE CITY HAS NOT RELIED ON THE SKILL OR JUDGMENT OF CRA/LA OR ANY OF ITS RESPECTIVE AGENTS, EMPLOYEES OR CONTRACTORS TO SELECT OR FURNISH THE PROPERTY FOR ANY PARTICULAR PURPOSE, AND THAT CRA/LA MAKES NO WARRANTY THAT THE PROPERTY IS FIT FOR ANY PARTICULAR PURPOSE. THE CITY ACKNOWLEDGES THAT IT SHALL USE ITS INDEPENDENT JUDGMENT AND MAKE ITS OWN DETERMINATION AS TO THE SCOPE AND BREADTH OF ITS DUE DILIGENCE INVESTIGATION WHICH IT SHALL MAKE RELATIVE TO THE PROPERTY AND SHALL RELY UPON ITS OWN INVESTIGATION OF THE PHYSICAL, ENVIRONMENTAL, ECONOMIC AND LEGAL CONDITION OF THE PROPERTY (INCLUDING, WITHOUT LIMITATION, WHETHER THE PROPERTY IS LOCATED IN ANY AREA WHICH IS DESIGNATED AS A SPECIAL FLOOD HAZARD AREA, DAM FAILURE INUNDATION AREA, EARTHQUAKE FAULT ZONE, SEISMIC HAZARD ZONE, HIGH FIRE SEVERITY AREA OR WILDLAND FIRE AREA, BY ANY FEDERAL, STATE OR LOCAL

**AGENCY). THE CITY UNDERTAKES AND ASSUMES ALL RISKS ASSOCIATED WITH ALL MATTERS PERTAINING TO THE PROPERTY'S LOCATION IN ANY AREA DESIGNATED AS A SPECIAL FLOOD HAZARD AREA, DAM FAILURE INUNDATION AREA, EARTHQUAKE FAULT ZONE, SEISMIC HAZARD ZONE, HIGH FIRE SEVERITY AREA OR WILDLAND FIRE AREA, BY ANY FEDERAL, STATE OR LOCAL AGENCY.**

b. Survival. The terms and conditions of this Section shall expressly survive the Closing, shall not merge with the provisions of the Grant Deed, or any other closing documents and shall be deemed to be incorporated by reference into the Grant Deed. CRA/LA is not liable or bound in any manner by any oral or written statements, representations or information pertaining to the Property furnished by any contractor, agent, employee, servant or other person. The City acknowledges that the Purchase Price for the Property reflects the "as is" nature of this conveyance and any faults, liabilities, defects or other adverse matters that may be associated with the Property. The City has fully reviewed the disclaimers and waivers set forth in this Agreement with the City's counsel and understands the significance and effect thereof.

c. Acknowledgment. The City acknowledges and agrees that: (i) to the extent required to be operative, the disclaimers of warranties contained in this Section are "conspicuous" disclaimers for purposes of all applicable laws and other legal requirements, (ii) the disclaimers and other agreements set forth in such sections are an integral part of this Agreement, and (iii) CRA/LA would not have agreed to convey the Property to the City without the disclaimers and other agreements set forth in this Section.

d. City's Release of CRA/LA. The City, on behalf of itself and anyone claiming by, through or under the City, waives its right to recover from and fully and irrevocably releases CRA/LA, its Governing Board, and Oversight Board, and their respective members, employees, officers, representatives, and agents (the "Released Parties") from any and all claims, responsibility and/or liability that the City may have or hereafter acquire against any of the Released Parties for any costs, loss, liability, damage, expenses, demand, action or cause of action arising from or related to: (i) the condition (including any construction defects, errors, omissions or other conditions, latent or otherwise within or about any existing improvements on the Property), valuation, salability or utility of the Property, or its suitability for any purpose whatsoever, (ii) any presence of Hazardous Materials, and (iii) any information furnished by the Released Parties under or in connection with this Agreement.

e. Scope of Release. The release set forth in this Section includes claims of which the City is presently unaware or which the City does not presently suspect to exist which, if known by the City, would materially affect the City's release of the Released Parties. The City specifically waives the provision of any statute or principle of law that provides otherwise. In this connection and to the extent permitted by law, the City agrees, represents and warrants that the City realizes and acknowledges that factual matters now unknown to the City may have given or may hereafter give rise to causes of action, claims, demands, debts, controversies, damages, costs, losses and expenses which are presently unknown, unanticipated and unsuspected, and the City further agrees, represents and warrants that the waivers and releases herein have been negotiated and agreed upon in light of that realization and that the City nevertheless hereby intends to release, discharge and acquit the Released Parties from any such

unknown causes of action, claims, demands, debts, controversies, damages, costs, losses and expenses. Accordingly, the City, on behalf of itself and anyone claiming by, through or under the City, hereby assumes the above-mentioned risks and hereby expressly waives any right the City and anyone claiming by, through or under the City, may have under Section 1542 of the California Civil Code, which reads as follows:

**"A general release does not extend to claims which the creditor does not know or suspect to exist in his or her favor at the time of executing the release, which if known by him or her must have materially affected his or her settlement with the debtor."**

City's Initials: 

Notwithstanding the foregoing, this release shall not apply to, nor shall CRA/LA be released from, CRA/LA's actual fraud or misrepresentation.

Section 16. Default. A Party to this Agreement shall be deemed to be in default hereunder for the breach of any provision contained herein which has not been cured within thirty (30) days of receipt after written notice of such default. In such event, the non-breaching Party may terminate this Agreement, or, in addition to any other remedy in equity or at law, may seek to recover damages, or seek an action for injunctive relief or specific performance.

Section 17. Notices. Any notice or other communication given or made pursuant to this Agreement shall be in writing and shall be deemed given if (i) delivered personally or by courier, (ii) sent by overnight express delivery, or (iii) mailed by registered or certified mail (return receipt requested), postage prepaid, to a Party at its respective address set forth below (or at such other address as shall be specified by the Party by like notice given to the other Party):

To CRA/LA:	CRA/LA, A Designated Local Authority 448 S. Hill Street, Suite 1200 Los Angeles, CA 90013 Attn: Chief Executive Officer
With a copy to:	Goldfarb & Lipman LLP 523 West Sixth Street, Suite 610 Los Angeles, CA 90014 Attn: Thomas Webber
To the City:	Mayor's Office of Economic Development 200 North Spring Street 13 <sup>th</sup> Floor Los Angeles, CA 90012 Attn: Deputy Mayor for Economic Development

With a copy to: City of Los Angeles  
200 North Main Street, 15<sup>th</sup> Floor  
Los Angeles, CA 90012  
Attn: City Administrative Officer

With a copy to: City of Los Angeles  
200 North Spring Street, Rm. 255  
Los Angeles, CA 90012  
Attn: Chief Legislative Analyst

With a copy to: Richards, Watson & Gershon  
355 South Grand Avenue, 40<sup>th</sup> Floor  
Los Angeles, CA 90071  
Attn: Jim G. Grayson, Esq.

All such notices and other communications shall be deemed given on the date of personal or local courier delivery, delivery to overnight courier or express delivery service, or deposit in the United States Mail, and shall be deemed to have been received (i) in the case of personal or local courier delivery, on the date of such delivery, (ii) in the case of delivery by overnight courier or express delivery service, on the date following dispatch, and (iii) in the case of mailing, on the date specified in the return receipt therefor.

Section 18. Continuing Cooperation. Each Party agrees, upon request of the other Party and at no cost to the Party requested, to promptly execute and deliver from time to time all such documents and to take such other actions as may be appropriate and reasonable to effectuate the conveyance of the Property to the City as contemplated by this Agreement and the development of the Property as contemplated by the Disposition Plan.

Section 19. Severability. If any portion of this Agreement is declared by a court of competent jurisdiction to be invalid or unenforceable, such portion shall be deemed severed from this Agreement and the remaining parts shall continue in full force as though such invalid or unenforceable provision had not been part of this Agreement.

Section 20. Binding Effect. This Agreement and its terms and conditions shall be binding upon and inure to the benefit of the Parties to this Agreement and their respective successors and permitted assigns.

Section 21. Time. Time is of the essence of this Agreement.

Section 22. No Broker. Each Party to this Agreement represents to the other Party that it has not engaged or used the services of any person, firm or corporation that may claim a broker's commission or finder's fee based upon this Agreement or the exercise of the Option, and each Party to this Agreement agrees to hold the other Party harmless from any loss, damage, expense or liability, including attorneys' fees resulting from any claim by any person, firm or corporation based upon its having acted as broker or finder on behalf of said indemnifying Party.



Section 23. Headings. The headings of the paragraphs of this Agreement are for convenience and reference only, and the words contained in the headings shall in no way be held to explain, modify, amplify or aid in the interpretations, constructions or meaning of the provisions of this Agreement.

Section 24. Recitals; Exhibits. All recitals set forth above and exhibits attached to this Agreement and referred to in this Agreement are incorporated into this Agreement by this reference as though they were fully set forth in this Agreement.

Section 25. Entire Agreement. This Agreement contains the entire agreement between the Parties respecting the matters set forth, and supersedes all prior agreements between the Parties respecting such matters. The Parties have read and reviewed this Agreement and agree that any rule of construction to the effect that ambiguities are to be resolved against the drafting Party (including, but not limited to, Civil Code Section 1654, as may be amended from time to time) shall not apply to the interpretation of this Agreement.

Section 26. Amendments. The Parties can amend this Agreement only by means of a writing signed by both Parties, following approval by the Governing Board, the Oversight Board (as applicable), and the City Council, in accordance with applicable law.

Section 27. Counterparts. This Agreement may be executed in counterparts, each of which shall be deemed to be an original, but all of which together shall constitute one and the same Agreement.

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the Effective Date.

Date: JAN 08 2015

CRA/LA:

CRA/LA, A DESIGNATED LOCAL AUTHORITY, a public body formed under Health & Safety Code Section 34173(d)(3), as successor to The Community Redevelopment Agency of the City of Los Angeles, California

By: Estevan Valenzuela  
Estevan Valenzuela  
Chief Executive Officer

APPROVED AS TO FORM:  
GOLDFARB & LIPMAN LLP

By: Thomas H. Webber  
Thomas H. Webber  
CRA/LA Counsel

Attest: Holly Maloney

City Clerk



By: Veronica Warner - 1/9/15  
Deputy

Date: 12/31/14

CITY:

THE CITY OF LOS ANGELES, a municipal corporation

By: Kelli Bernard  
Kelli Bernard  
Deputy Mayor for Economic Development

APPROVED AS TO FORM:  
RICHARDS, WATSON & GERSON,  
A Professional Corporation

By: Jim G. Grayson  
Jim G. Grayson,  
Special Counsel to the City

125180

EXHIBIT A

LEGAL DESCRIPTION OF THE PROPERTY

**EXHIBIT A**

**LEGAL DESCRIPTION**

THE LAND REFERRED TO HEREIN BELOW IS SITUATED IN THE COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AND IS DESCRIBED AS FOLLOWS:

PARCEL 1:

LOTS 2 AND 9 OF TRACT NO. 21799, IN THE CITY OF LOS ANGELES, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 617, PAGE(S) 42 OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY.

PARCEL 2:

LOT 5 OF TRACT 21799, IN THE CITY OF LOS ANGELES, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 617 PAGES 42 THROUGH 44 INCLUSIVE OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY.

PARCEL 3:

LOT 6 OF TRACT 21799, IN THE CITY OF LOS ANGELES, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 617 PAGES 42 THROUGH 44 INCLUSIVE OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY.

EXCEPT THE EAST 50 FEET OF THE SOUTH 155.5 FEET THEREOF

EXHIBIT B  
PROPERTY CONDITIONS

**CRA/LA, A DESIGNATED LOCAL AUTHORITY**

**Long Range Property Management Plan**

Vacant Buildings

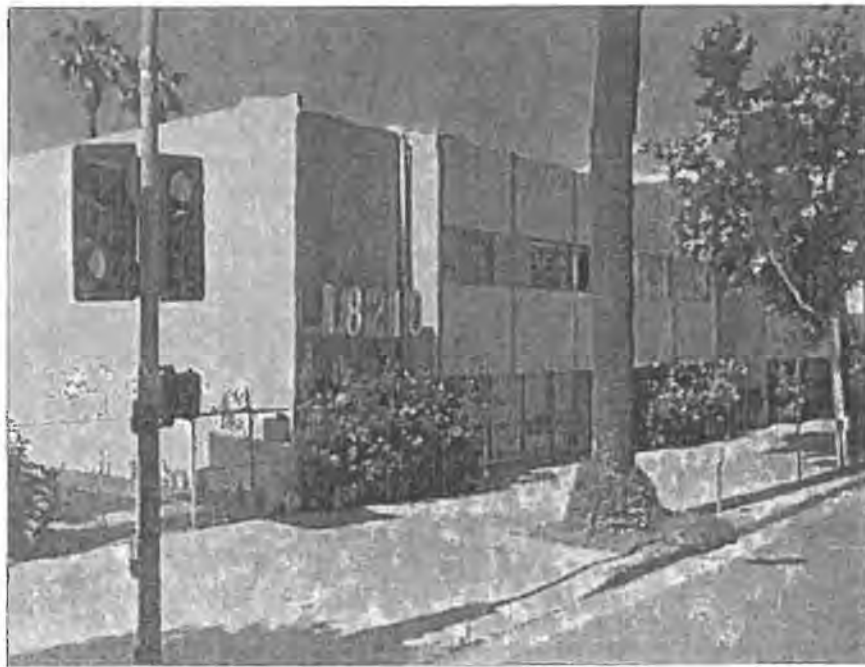
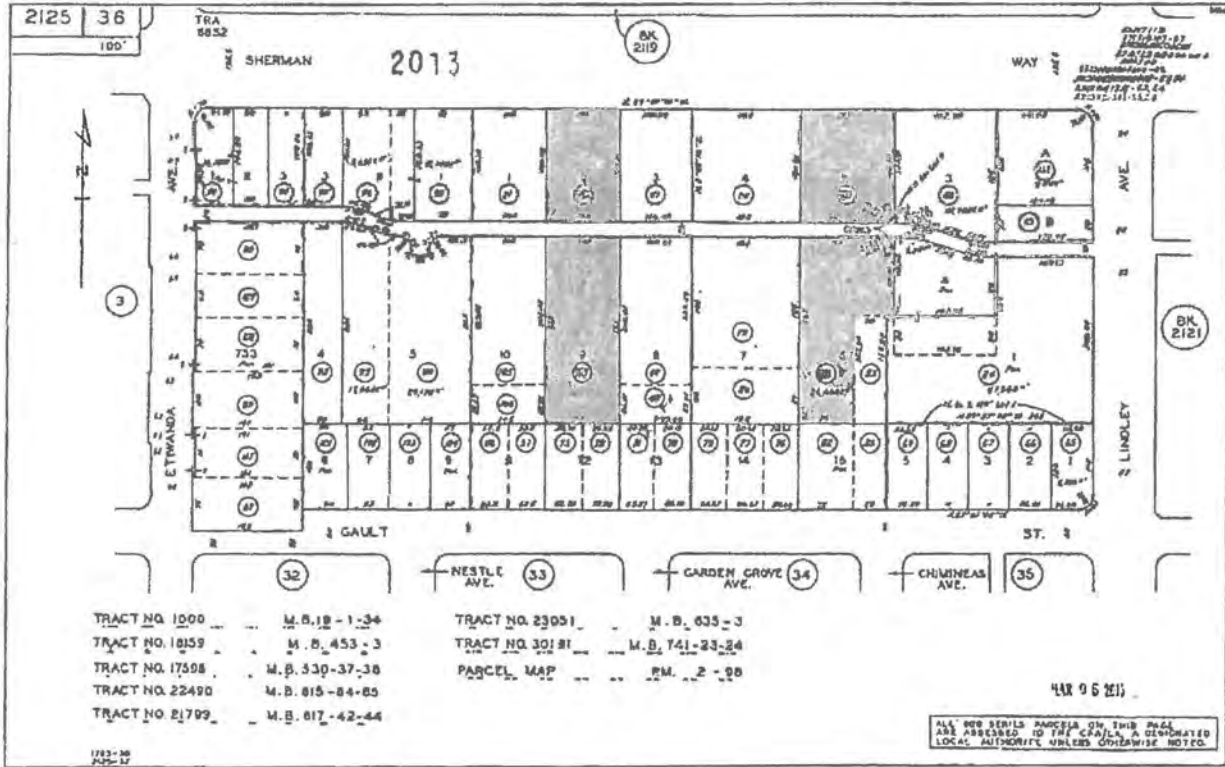
18128 and 18210 Sherman Way

Los Angeles, CA 91335

**RETAIN FOR FUTURE DEVELOPMENT**

**ID 241**

**Subject Property Photograph and Plat Map**



**CRA/LA, A DESIGNATED LOCAL AUTHORITY****Long Range Property Management Plan**

Vacant Buildings

18128 and 18210 Sherman Way

Los Angeles, CA 91335

**RETAIN FOR FUTURE  
DEVELOPMENT****ID 241****SITE**

Assessor Parcel No.	2125-036-900 through -903
Site Area*	92,790
Site Shape	Rectangular
Primary Street Frontage	Sherman Way.
Zoning*	C2/P
Topography	Level
Utilities	All to site
Soils	N/A

\*Based on information provided from CRA/LA

**IMPROVEMENTS**

Current Use	Vacant commercial buildings (being demolished)
Building Size	48,000 SF, combined total
No. of Buildings	2
Year Built	1962
No. of Tenants	N/A
Construction Type	Masonry/wood

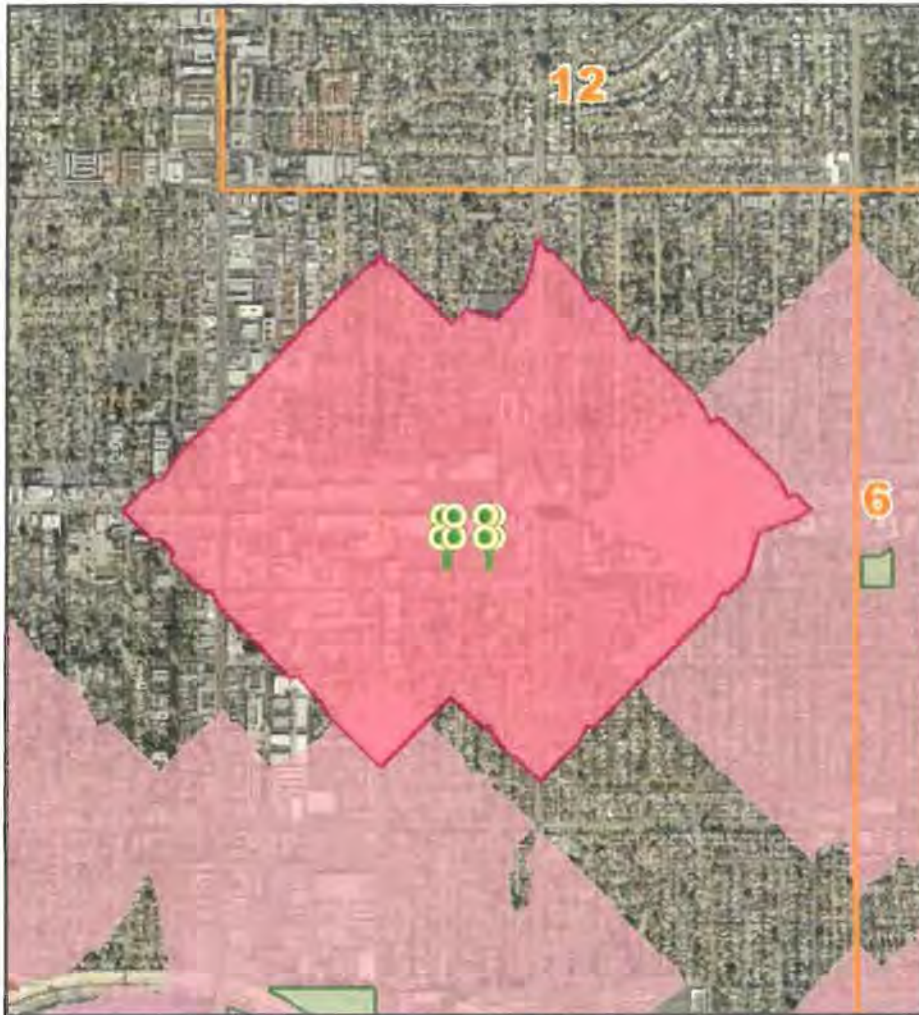
**CONDITIONS DESCRIPTION**

1. Commercial buildings currently being demolished and secured.



**EQUITABLE PARKS & AMENITIES  
DECISION SUPPORT SYSTEM**

# Park Analysis Report



## Scenario Information

**Scenario Name:**  
Reseda Skate Facility

**Description:**  
Acquisition of property located at 18128 and 18210 Sherman Way, in the Reseda area of the City, for the development of an ice skating rink and a roller hockey rink

**Scenario Type:**  
New Park

**Park Class:**  
Improved

**Baseline Dataset\*:**  
All Parks (RAP and Non-RAP)

*\*The baseline dataset is the existing parks dataset whose service areas are used to calculate the currently non-served metrics given below in blue. These residents and households, which would be served by the proposed park, are not currently served by any existing park in the baseline dataset.*

## Population and Age Breakdown

	Total Residents Served:	Currently Non-Served Residents Served:
Residents Served:	5,563	2,955

### Residents Served by Age

Under Age 5:	354	200
Age 5 to 9:	335	191
Age 10 to 14:	339	200
Age 15 to 17:	204	122
Age 18 to 64:	3,636	1,982
Age 65 and Over:	695	260

## Household and Income Breakdown

	Total Households Served:	Currently Non-Served Households Served:
Households Served:	2,035	883

### Households Served by Annual Income

Under \$25,000:	779	294
\$25,000 to \$34,999:	286	120
\$35,000 to \$49,999:	186	113
\$50,000 to \$74,999:	259	133
\$75,000 and Over:	525	223

Source: Census/ACS 2010