

NEWS

From

Richard Alarcón

Councilmember, 7th District



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ALARCÓN TO CREATE A “GRAND VISION” FOR THE NORTHEAST SAN FERNANDO VALLEY

Los Angeles, CA – At today’s City Council meeting, Councilmember Alarcón introduced a motion that begins the process of having the Community Redevelopment Agency of Los Angeles (CRA/LA) create a Master Plan for the continued redevelopment of the Northeast San Fernando Valley.

“The time has come for the Northeast San Fernando Valley to have a coherent and community driven vision for its future,” said Councilmember Alarcon. “Pacoima, Sun Valley, Sylmar and Panorama City are some of the most under-planned areas in the city. Now is the time to create integrated, vibrant and pedestrian-friendly commercial districts along Van Nuys Blvd and San Fernando Road. We need all stakeholders to participate in the creation of the Master Plan for the project area, so we can make our land use decisions based on a holistic vision, not on a project-by-project basis.”

The creation of the Master Plan will be funded by CRA/LA resources earmarked specifically for the Northeast San Fernando Valley’s CRA/LA project area, which includes both Council District 6 and Council District 7. The project area was created in the aftermath of the Northridge earthquake, when then Councilmember Alarcón worked with the CRA/LA to create this project assistance area. The project area consists of approximately 2,914 acres, generally bounded by the San Diego Freeway on the West, Foothill Freeway on the North and East, and Victory Blvd on the South. In the next fiscal year, this project area has a projected budget of \$64 million.

Councilmember Alarcon will work closely with Councilmember Cardenas, the community, business interest, Neighborhood Councils, educators, non-profit organizations, lenders, residents and the government to create the vision.

The end result will be a Master Plan for the project area, including specific goals for implementation. Additionally, the visioning process will identify and address major challenges that must be overcome for the Northeast San Fernando Valley to emerge as a vibrant and prosperous business, manufacturing and commercial center.

ATTACHMENT: *Map of the boundaries of the CRA/LA project area and visioning boundaries.*

ATTACHMENT: *Motion submitted by Councilmember Alarcón.*