

NORTHRIDGE VISION – AGENDA/Framework

July 19, 2010

Discussion/Pending Items:

Stakeholder Roundtables

1. Neighborhood Councils
2. Business Districts – Emphasis on Reseda Boulevard
3. Industrial and Manufacturing
4. Commercial Property Owners and Brokers—Emphasis on Reseda Boulevard
5. Residents & Other Stakeholders
6. Leadership & Civic: Non-Profits, Groups, Elected Officials, etc.
7. Experts—Commencement of Work Flow
8. Northridge Vision Summit & Mixer with Dialog Forms

Outreach—Prospects, Groups and Media

1. Post Cards - Signage

Surveys – Phone Sample and Online—Driving Traffic

1. Community Survey: Short, Medium Long – Hard Copies – PDF
2. Business Survey: Short, Medium, Long – Hard Copies – PDF

Available Materials & PDFs– Website Workspace – UN: vision PW:library2010

1. Fact Sheet & Media Brief PDF
2. Generalized Land Use Map PDF
3. Roundtable PowerPoint, June 2010
4. Student Projects PDF & PPT
5. Results of Phone Survey
6. “Rediscover Northridge” Video
7. Los Angeles River PPT

Results of Phone Survey - Embargoed

NEW Vision Committee Meetings & Adding Resource Members

Northridge West – Status and Involvement

Content and Contributions – Materials, Graphics, Website, etc.

Assets Inventory/Mapping

CSUN – Scope and Interaction with VPAC

Housing and RHNA Data

DELIVERABLES

Vision & Strategic Plan (Reseda Blvd.=District) 10-20 Year Horizons
Goals – Shared
Demographics
Potential for Redevelopment
Tenant Mix – Present and Potential
Market Assessment as a Theater/Arts District
CSUN as the Hub – “College town” personality
Actionable Strategies – Tool Kit and Road Map
Input and strategies for Community Plan updates and CDOs

COMMUNITY PRIORITIES – IN ORDER ¹

Internet Presence – Develop a website to assist in stakeholder outreach and act as a communications hub and repository for documents, graphics and other materials generated through the study process. The website should allow for stakeholders questions and input.

Design Guidelines – Develop guidelines for building heights and setbacks, signage, streetscapes and landscape; format recommendations to facilitate updating of the existing Northridge Community Plan; consider feasibility of producing a Community Design Overlay district plan, working with the Los Angeles Department of City Planning. Strive for consistency with L.A. City standards.

Consensus Building – Conduct a minimum of four community workshops designed to define shared values and goals.

Vision Statement – Develop strategic communication guidelines and tools (e.g. elevator pitch) to enable stakeholders to convey a coherent vision and advance the strategic plan for the district.

Inventory & Assessment – Assess current conditions and needs within the Reseda corridor. Include graphic documentation of existing BID streetscape improvements. Identify property uses and ownership between Lassen and Parthenia. Utilize targeted surveys of business, residential and campus communities to assist in prioritizing needs.

Transit Plan – Research potential public transportation improvements and programs.

Streetscape – Develop plans and elevations of typical streetscapes along Reseda Boulevard.

Public-Private Partnerships – Identify potential public/private partnerships and federal, state and local grant opportunities.

Implementation Programming – Provide recommendations for follow-on studies/projects working with various CSUN colleges and institutes.

Synergistic Relationships – Identify opportunities for emphasizing the connections between the business/residential community and CSUN—both physically and programmatically.

¹ Per MOU

Theme: Arts and Education – Village Life – 100th Birthday of Northridge in 2010

Imaging, Graphics and Photography

Mission Statement

Inspiring, creative, yet attainable looking forward, develop shared community values,

Message: This is YOUR vision for the next 5-25 years

Residents, businesses, leaders, More than Just a Study—a Living Thing,

Goals and Objectives: Organic Growth, Stem the Flight of Capital (leakage), Tie-in to CSUN Master Plan, Promote Efficiency, Provide Access to Environmental Tactics,

Level of Detail: “Concept Plan” for Northridge, with detail for Reseda Blvd. Corridor
Target materials as basis for future General Plan Framework and Community Plan Updates

Target Areas: Reseda Blvd. corridor

Project Management: Mulholland Institute/The Valley Economic Alliance

Participants: Outreach and Roundtables: Commercial Property Owners, Commercial Tenants, Merchants, Manufacturers, Businesses, Chamber of Commerce, Neighborhood Councils, other Civic Leaders, NGOs, Government, Residents, Students, Academics, Cultural Consumers

CSUN Teams: Possible: Analysis of Data and commentary, Graphics, Design and Concepts, Assist Facilitation

Historical aggregation – theme development

Demographics:

San Fernando Valley Economic Research Center

Inventory:

Identifying Unique Attributes: Cal State University Northridge: Student Population and Culture, Performing Arts Center, Thoroughfares, Shopping, Dining, Recreation, Events, Civic Life, Healthcare Cluster, Career Centers, Retirement, Parks

NEEDS ASSESSMENT

SWOT: Strengths, Weaknesses, Opportunities, Threats

Prior Programming: Disposition of BID, other initiatives

Ongoing Programming: Chamber outreach – blending initiatives, streetscape
Differentiation of NEW Vision Campaign from ongoing efforts
Not asking for money – just to water the plants

Strategies: Tenant Mix/Development Strategies, Walkability, Shopping Clusters and Villages, Image Enhancement, Safety, Events, Tax and Other Incentives, Slow Foods, Farmer’s Markets,

Contacts

List Development – Contact Databases

- Liaison Leadership
- Northridge NEW Vision Committee
- Government and Special Stakeholders
- Neighborhood Councils, East West South
- Chambers of Commerce
- Business Owners
- Property Owners
- Media and Outreach

Liaison: Steve Patel, Chairman; Peter McCarty, Colin Donahue

Northridge East Neighborhood Council: Leadership

Northridge West Neighborhood Council : Leadership

Northridge South Neighborhood Council: Leadership

Northridge NEW Vision Committee

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Project Chronology

Process – per Contract with City of Los Angeles [December 20, 2010]

Benchmark Completion [Draft Dates as of March 1, 2010]



April 1	Scoping – Working with Leadership
June 1	Outreach, Identification and Recruitment
June 1	Contact and Resource Databases
Ongoing	Community Outreach through Earned Media
July 1	Review of Prior Initiatives
July 1	Needs Assessment – Field Research
August 1	Information and Data Development – Market Potential
August 1	Survey and Polling
August 1	Literature Review – General/Com Plans, Existing Research MI Vision2020
Ongoing	Leadership Conferences
August 1	Outreach and Roundtables Series
November 1	Urban Design Work
December 1	Aggregation and Compilation of Report
December 20	Presentation and Soft Launch – Completion Target
Q1 2011	Post Contract Presentation & Education