



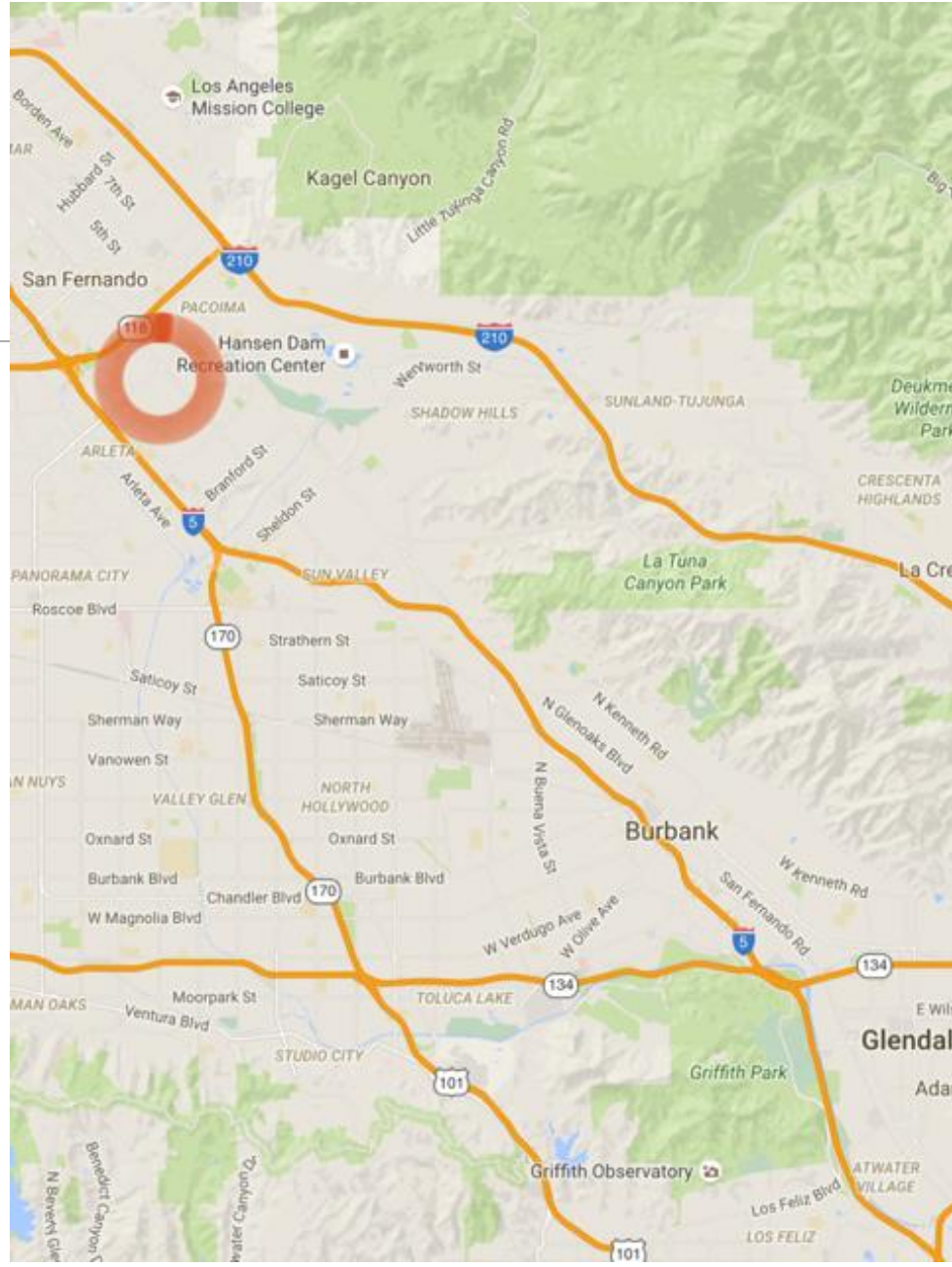
Van Nuys Blvd., Pacoima Healthy Corridor Project

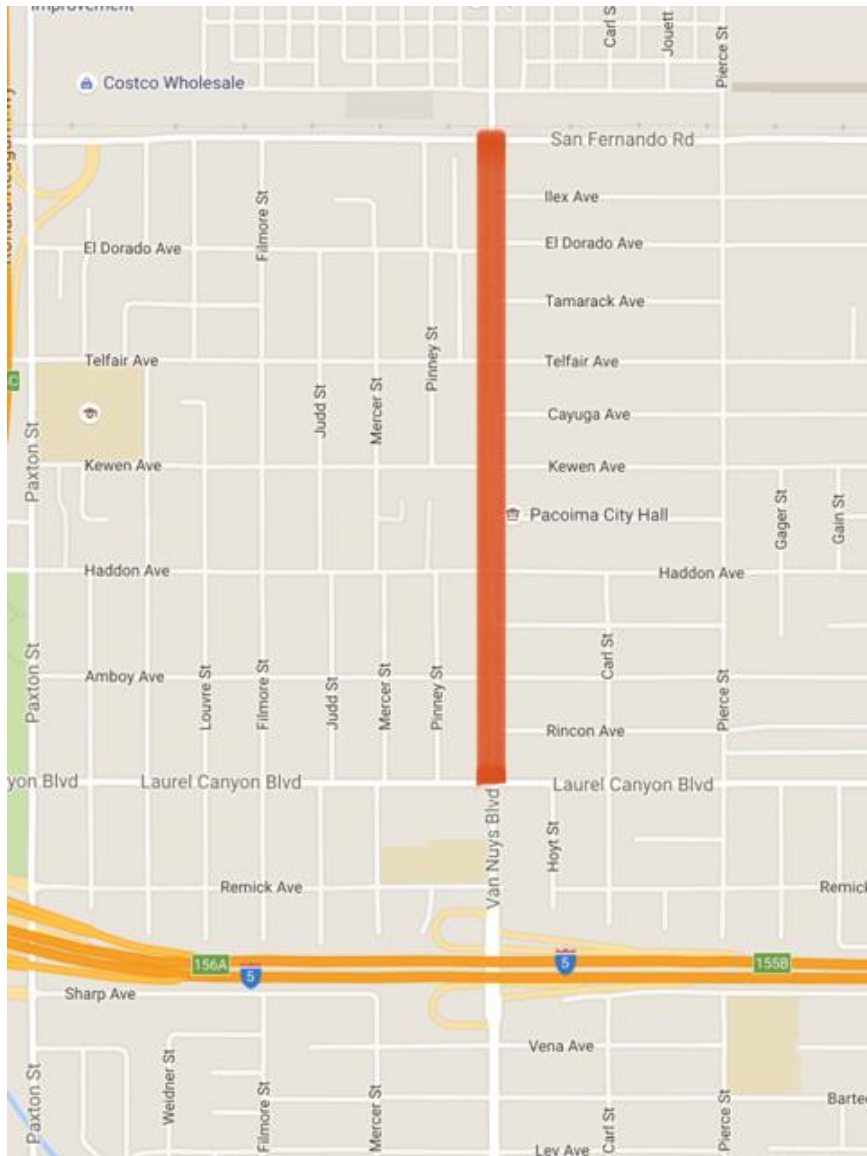
OCTOBER 26, 2016

URBAN LAND INSTITUTE

FALL MEETING

Clare De Briere, The Ratkovich Company





Length of Street Section: .75 miles

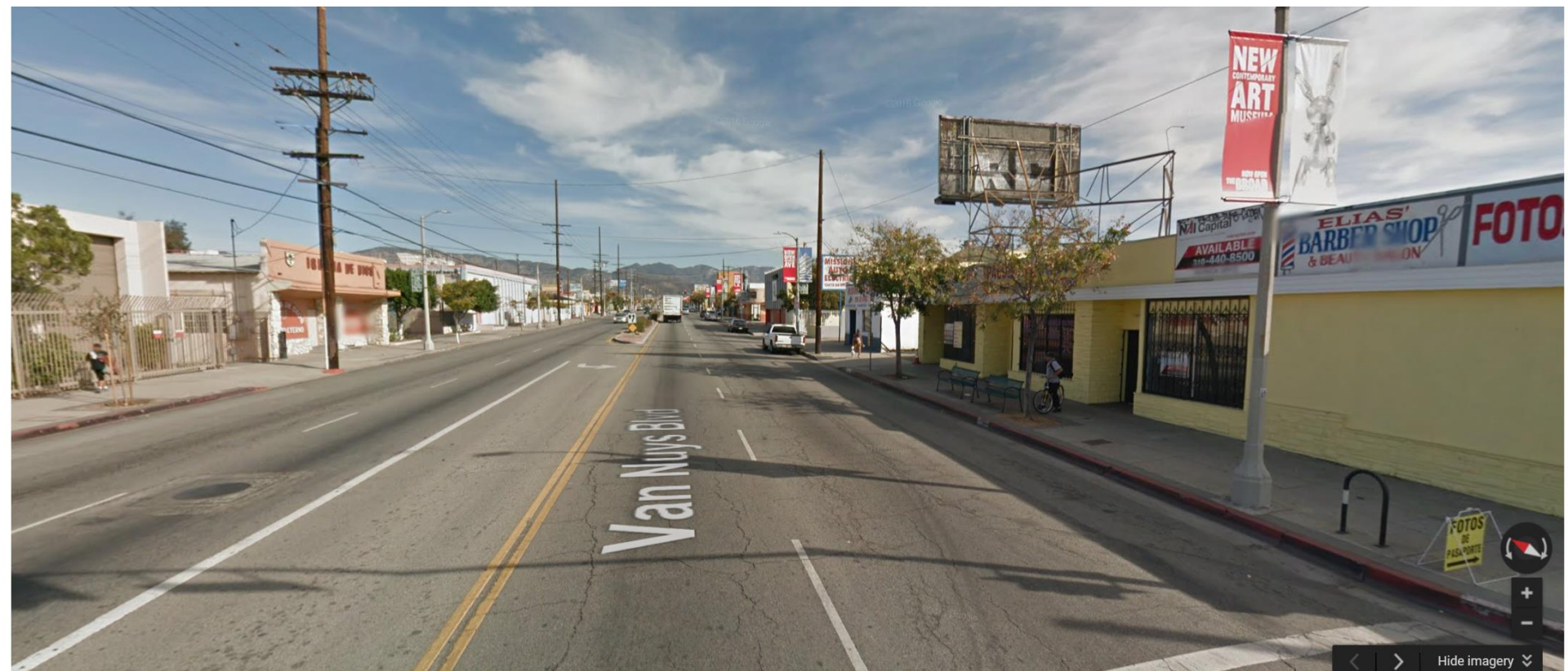
Average # of Lanes: 5

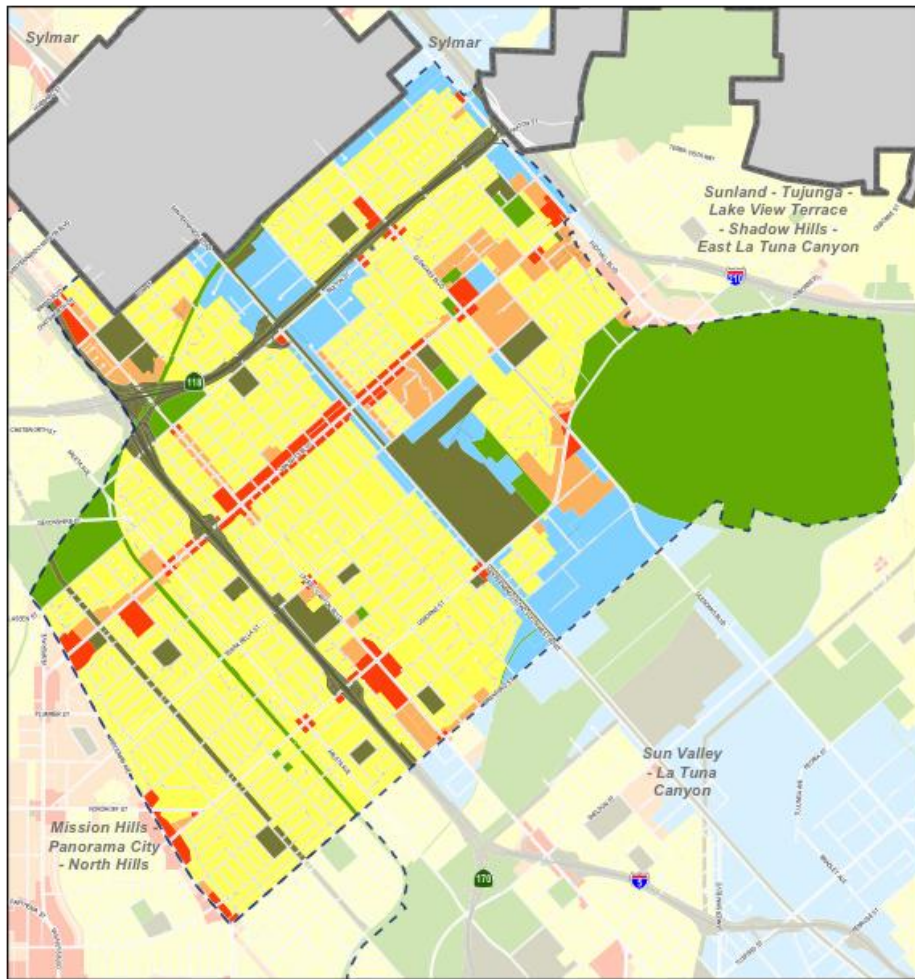
Average Vehicle Speed: 35 mph

Available Transit: Bus

Income: \$13,180 per capita income;
20% of Pacoima residents are under
the federal poverty limit; 10%
unemployment

Land Use: Primarily storefront
commercial, small markets, auto
oriented uses





Generalized General Plan Land Use

Arleta - Pacoima Community Plan Area

- Single Family Residential
- Multiple Family Residential
- Commercial
- Industrial
- Open Space
- Public Facilities
- City Boundary
- Community Plan Boundary

Map Symbols
 City Boundary
 Community Plan Boundary

Legend
 Single Family Residential
 Multiple Family Residential
 Commercial
 Industrial
 Open Space
 Public Facilities

Scale
 0 0.25 0.5 Miles

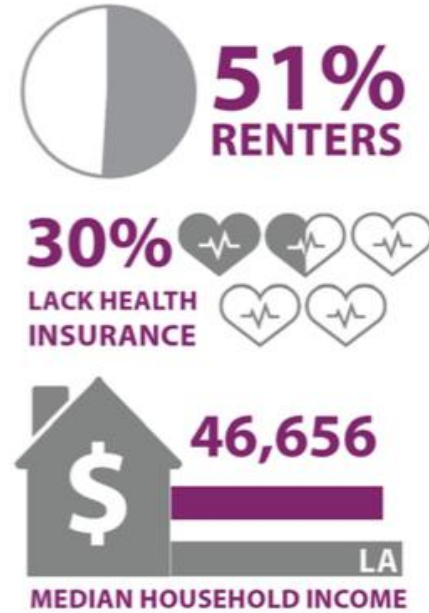
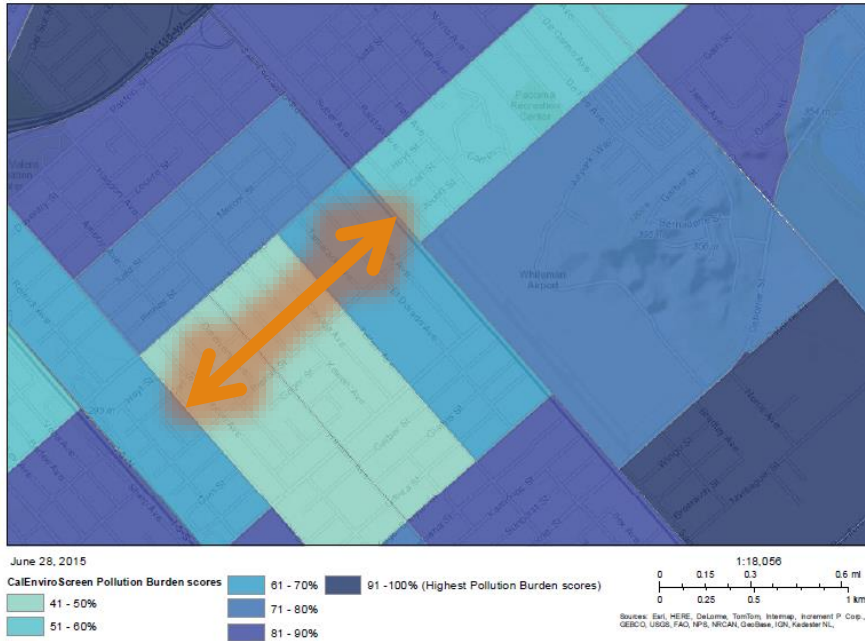
Logos
 City of Los Angeles
 dcp
 GTS

Copyright © January 2014 City of Los Angeles. All Rights Reserved. Source: General Plan, DCP April, 2015. Street, Features, TM. Copyright © 2014

Land Use: Primarily storefront commercial, small markets, auto oriented uses



CalEnviroScreen Pollution Burden Scores



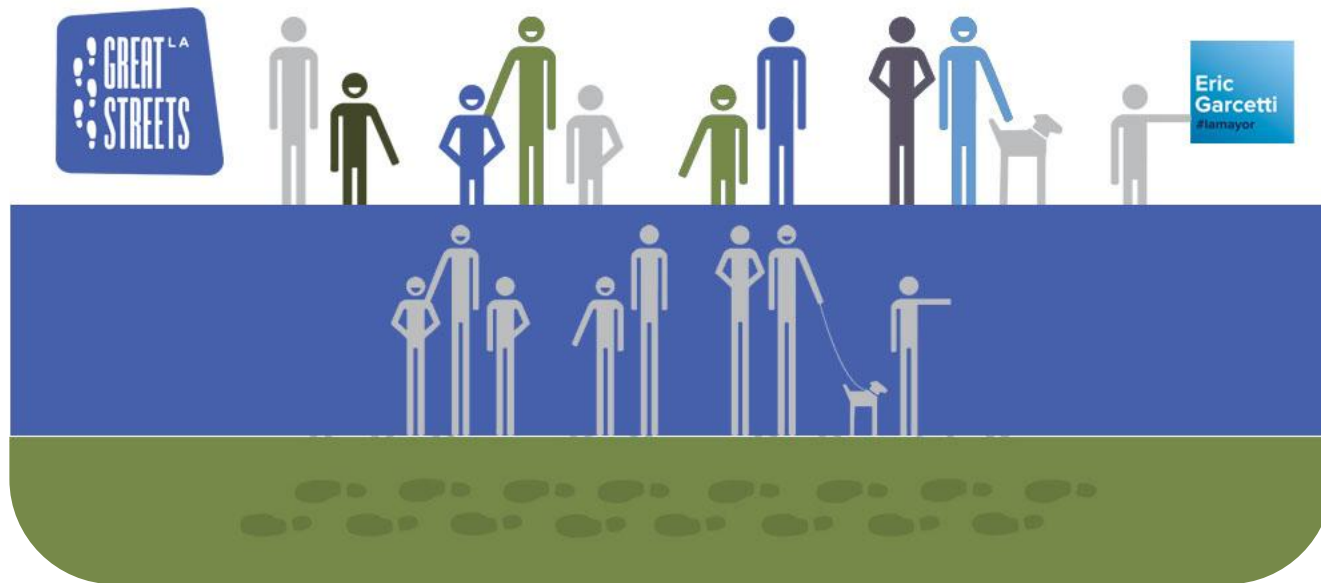
Health: History of environmental justice issues. Heart disease, diabetes, stroke and adult asthma ER visits are higher than the City average

Fewer neighborhood food sources, grocery stores than in LA as a whole, and high % of children eating fast food once/week

Why this Corridor?

Unified vision (CD7, DOT and community) to make the street more ped, bike and transit friendly.

One of 15 Great Streets segments launched at ULI/LA's 2013 Transit Oriented Los Angeles summit on corridor redevelopment.



Why this Corridor?

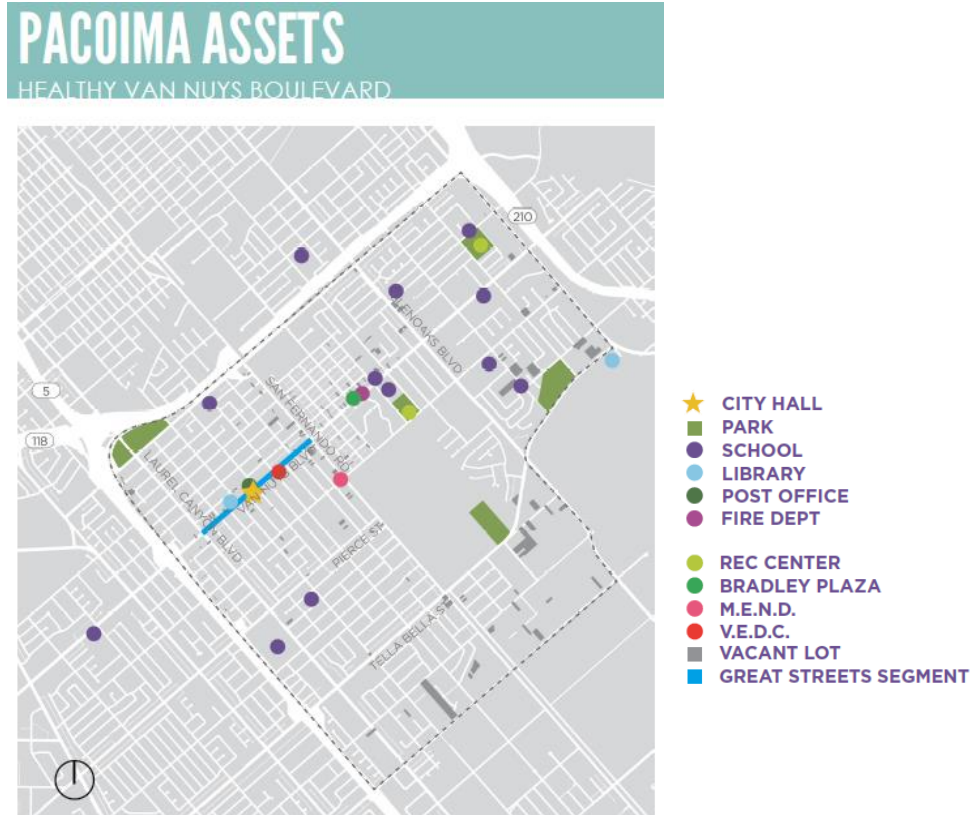
Champion for change in Councilman Felipe Fuentes and his staff. Activating and programing assets on the corridor, such as the Pacoima City Hall, tree planting, land use changes.

Corridor segment entirely located within this **single Council district** in the City



Why this Corridor?

Strong **community partners** already in place/connected with ULI. Pacoima Beautiful, together with LA Mas, recipient of a Great Streets Challenge Grant doing improvements to several local businesses on the corridor.



Why this Corridor?

Rich **cultural history** in the community, and a tradition of celebrating the visual arts. **Outdoor Museum** concept, part time arts curator and seeking NEA funding for an arts incubator.



Why this Corridor?

There is also an emphasis on **healthy food and eating** that is taking hold in the community. Pacoima City Hall has been programmed with a café/juice bar, serving healthy food and beverage items, and entities are supporting local homegrown food exchanges and the like.



M-F 8AM-6PM // SAT&SUN 9AM-5PM
13512 VAN NUYS BLVD



Fruta y Cultura, LLC., is a social enterprise located in Pacoima. We are a store that sells natural juices and smoothies with local harvest. Our first sourcing for fruits and vegetables will come from neighborhood trees and backyard gardens. Additional produce needs will be supplemented through a food distribution system that caters to small businesses that want to offer healthy foods.

Our Mission is to produce Natural Juices with Local Culture. We do this by partnering with our neighborhood

Cafe O Muerte, Fruta Y Cultura Support Backyard Growers and Valley Youth



posted by JONATHAN NAVARRO | -1sc
December 10, 2015



CAFE O MUERTE, FRUTA Y CULTURA SUPPORT BACKYARD GROWERS AND VALLEY YOUTH

Pacoima-based businesses Fruta y Cultura and Café o Muerte are combining

Transit is Coming:

East San Fernando Valley Transit Corridor



- **Curb running Bus Rapid Transit**
- **Bus Rapid Transit in new dedicated median**
- **Tram in new dedicated median**
- **Light Rail Transit**

Our Process



Information Gathering

Corridor Tour
MANY Past Studies



Stakeholder Convening

Health Groups
Community Groups
Agencies
Artists



National Study Visit

Community Health + Dev
Econ Dev
Getting People to the Blvd



Demonstration “Showing” not “Telling”

Stakeholder Convening This Summer:



Residents WANT:

1. More walking, biking and transit
2. Safer, cleaner, quieter streets/neighborhood, more trees
3. New stores, that will attract neighbors and their kids
4. Access to healthy food
5. Developers to take advantage of the buying power there, within walking distance
6. Artists to also be employed to embellish the streetscape
7. More open space, maybe add parklets
8. Green alleys

WHAT DEFINES A HEALTHY CORRIDOR?

HEALTHY VAN NUYS BOULEVARD

WHAT?	EXAMPLES			PRIORITY
CULTURE ✦	 MURALS	 PERFORMERS	 STREET PAINTINGS	- Collaboration w/ Community - Engagement
SAFETY	 PEDESTRIAN LIGHTING	 HIGH VISIBILITY CROSSINGS	 PROTECTED BIKE LANES	Graffiti Removal
PHYSICAL HEALTH	 HEALTH SCREENINGS	 HEALTHY FOOD	 FITNESS ZONES	Educational Services
ECONOMY	 ACTIVE STOREFRONTS	 LOCAL BUSINESSES	 SHOPPING	Jobs Skills/ Training
GREEN	 STREET TREES	 ROOFTOP SOLAR	 GREEN WALLS	sustainability - education ↳ jobs
SOCIAL ✦	 SIDEWALK DINING	 GAME PLAYING	 STREET MARKETS	- Places for youth to express themselves
OTHER?	Education ↳ Schools Universities	- Consider all people, even transients		

HOW TO DEMONSTRATE HEALTH ON VAN NUYS BLVD

WHAT?	HOW?	WHO?
CULTURE	<ul style="list-style-type: none"> • Host regular art walks • Help streamline the permitting process for art/murals • Utilize Pacoima City Hall as a hub • Street theater / music 	<ul style="list-style-type: none"> • A community ambassador • Community leaders • Council offices • Local artists • CSUN Theater/Music Program
SAFETY	<ul style="list-style-type: none"> • Added trash and recycling bins • Community clean ups • Added lighting for the night 	<ul style="list-style-type: none"> • Volunteers • Community Leaders • Mayors Volunteer Corps Should this be shared with great streets?
PHYSICAL HEALTH	<ul style="list-style-type: none"> • Food street vendors / trucks • Educating restaurants of healthier food options • Get people to move around • Food demos 	<ul style="list-style-type: none"> • Existing businesses • CSUN Magaram Center • 100 citizens program
ECONOMY	<ul style="list-style-type: none"> • Kids cook off events • Having more food options • Integrate Pacoima City Hall cafe as an opportunity to involve the community 	<ul style="list-style-type: none"> • VEDC • Schools and Universities • Council District 7 • CSUN College of Business • VITA (Volunteer Income Tax help program)
GREEN	<ul style="list-style-type: none"> • Have trees donated at a pop-up event • Create green/park space for children 	<ul style="list-style-type: none"> • Nurseries • CSUN Department of Recreation+ Tourism Mgmt. Community Relations and Community Development • CSUN Institute for Sustainability
SOCIAL	<ul style="list-style-type: none"> • Chalk art at Metro Stations for kids • Vacant lot activation • Temporary roadway re-envisioning 	<ul style="list-style-type: none"> • Schools + their students
OTHER?	<ul style="list-style-type: none"> • Improving/creating bus shelters/ shade structures • Technologies @ bus stations • 1st mile/last mile improvements • Pedestrian crossing improvements 	<ul style="list-style-type: none"> • Metro • CSUN Urban Studies Dept

Next: DEMONSTRATE “Pop Up” or “Tactical Urbanism”

- “Show” residents, don’t just “Tell” them
- On the ground testing with the public as a partner.
- Catalyst for a longer term test or permanent improvement.



SATURDAY JUNE 08
NOON TO 5PM
BETTER BLOCK: INDIANAPOLIS EAST WASHINGTON STREET BETWEEN RURAL AND OXFORD
[FACEBOOK.COM/BETTERBLOCKS.INDY](https://www.facebook.com/betterblocks.indy)
[BETTERBLOCKS.INDY](https://www.betterblocks.indy)

It's a one-day-only transformation of one block of East Washington Street, and you're invited to make it a vibrant, healthy block! Come experience the block as it's transformed from the current configuration of 5 traffic lanes and vacant lots into a space for people, bikes, transit, local shops, artists, and food: a vision of what it could be the future! Activities all day!

LET'S MAKE EAST WASHINGTON STREET TOGETHER!

PRESENTED BY

THANKS TO

PARTNERS

A collection of logos for various organizations and sponsors, including Indycog, ULI, and others.

ULI Health Zone at CicLAvia March 6, 2016

PACOIMA HEALTH ZONE

SUSTAINABLE SUNDAY & HEALTH FAIR



EXPERIENCE OUR "POP-UP PARKLET" DURING  **CICLAVIA**

COFFEE & JUICE LOUNGE **GIVEAWAYS** **FOOD & COOKING DEMOS**

RETHINK YOUR DRINK DEMO

WATER REBATE INFO **HEALTH SCREENINGS** **PLANT GIVEAWAYS**

FREE FOOD & SMOOTHIES **HEALTHY LIFESTYLE INFO**

MARCH 6TH PACOIMA CITY HALL
10AM - 3PM 13520 VAN NUYS BLVD
PACOIMA, CA 91331

FOR MORE INFORMATION PLEASE CONTACT THE PACOIMA OFFICE AT 818.485.0600



ULI Health Zone at CicLAvia 3/6/16





Van Nuys Blvd., Pacoima Healthy Corridor Project

OCTOBER 26, 2016

URBAN LAND INSTITUTE
FALL MEETING