



GRANADA HILLS IMPROVEMENT ASSOCIATION QUARTERLY NEWSLETTER

FALL 2020 EDITION

Message from the President

Dear Granada Hills Business Improvement District Stakeholders,

On behalf of the “Old Granada Village“ BID Board of Directors, we wish to sincerely thank all of you in our recent successful City of Los Angeles Improvement District Renewal.

Your continued loyal support and vital participation is a great reaffirmation of the past twenty-one years, reflecting the collective accomplished beautification transformation of our hometown commercial corridors.

In the past year of 2020, we were excited to complete the installation of attractive Pedestal Hanging Flower Baskets throughout the entire BID boundaries drawing many expressed compliments from local residents and business establishment owners and customers.

Our ongoing BID goals to create a “special sense of place“ for the Old Granada Village township will always be our primary focus along with the litany of provided contracted BID landscape/tree trimming upkeep and streetscape/sidewalks cleanliness and maintenance. Any suggestions or offered critique is most welcomed.

We wish to express our hopes for a brighter future ahead for all as we stand and work together in lieu of many challenges of the past year presented in our local Community, our Nation and the World we share.

Best Wishes for a Healthy and Happy Holiday Season!

Sincerely,
John V. Ciccarelli
President Granada Hills Business Improvement

Spotlight On Board Members



Barbara Jean (BJ) Addis is an active supporter of the enhancements our Business Improvement District (BID) is making in Granada Hills. But before she stepped into the BID Treasurer position, she had the opportunity to be the President of the Granada Hills Woman’s Club. The Woman’s Club benefited from the neighborhood improvements like everyone else, so she was glad to join the BID’s team. BJ comes from a computer background, most recently managing fraud systems, before she retired. Now she splits her time between various occupations including District Women’s Club presidency and the BID. BJ hopes you enjoy what they bring to add charm and appeal to our community. The BID Board of Directors is grateful for BJ’s expertise and dedication.



Call us with suggestions, questions or concerns at (818) 780-9100

Providing Services and Outreach to Our Most Vulnerable

Recently, you may have noticed an increase in unhoused neighbors in the district. The BID is sympathetic to their plight while also being cognizant of the impact of the blight created. To that end, we have had discussions with Colin Crews, current District Director and past Homelessness Director for Council District 12, to provide assistance.

Crews organized having the Homeless Outreach and Proactive Engagement (HOPE) team visit Old Granada Village and reach out to our unsheltered population. HOPE was developed by the LAPD Homeless Coordinator to improve the City's overall response to the complex and diverse needs of homeless residents and the communities in which they call home. The team partners with various departments connecting people to appropriate and much-needed services.

If you have a problem with someone on private property or blocking your doorway, a trespass authorization form and appropriate signage can help. Contact the BID office for more information. Also, you may email Colin Crews for assistance - Colin.Crews@lacity.org.



13300 Victory Blvd., #320
Van Nuys, CA 91401

Streetscape Improvements

Last month, the BID completed the installation of an additional 16 litter receptacles throughout the district. These beautiful black and gold receptacles continue to further brand the district while serving a much-needed purpose. The old-world charm complements the style that has been created in Old Granada Village.

In November, an additional 8 decorative poles with hanging flower baskets (shown right) will be installed. Four more will be installed on Zelzah to create a more cohesive look and two each on Shoshone and Yarmouth. These lovely poles and colorful flower baskets have been such a wonderful addition to the streetscape plan.

The BID is excited about planning our next major projects. Do you have any suggestions? We'd love to hear from you. Please contact the BID office or join us at an upcoming Board meeting to share your ideas.

