



GRANADA HILLS IMPROVEMENT ASSOCIATION QUARTERLY NEWSLETTER

FALL 2021 EDITION

Message from the President

Dear Granada Hills Business Improvement District Stakeholders,

This past 2021, has been a busy year in the “Old Granada Village“ Commercial Corridor with expanded regular Maintenance Services to address unsightly graffiti and additional zones earmarked for sidewalk pressure washing for our two important anchors – Granada Hills Town Center and Granada Village Shopping Centers who contribute to BID Property Owner Assessments.

The Annual October Trimming of Street Scape Ficus Shade Trees was just completed (normally done in non-designated BID areas once every ten years or more in the City of Los Angeles) as well as additional Tree Trimming just completed on Yarmouth Ave.

All this, along with Weekly Medians Landscape Maintenance, Litter Receptacle Refuse Pick Up and Sidewalk Cleaning has enabled the entire Township to be clean and attractive for business patronage and sense of community pride.

Your ongoing loyal support as a participant member of the Granada Hills Business Improvement District makes this all possible as again we are happy to have installed our annual Fall Decorations and soon Holiday

Decor to instill charm and draw attention to our unique business district soon approaching its 100th year of existence.

The Granada Hills BID Board of Directors is exploring new initiatives to further enhance and beautify our shared BID streetscape and common areas and encourages any new ideas and suggestions.

Hoping this BID Newsletter finds you and your families well and wishing all a very Happy and Healthy Holiday Season.

Sincerely,
John V. Ciccarelli
Kirby Vacuum Company-San Fernando Valley

Deodar Tree Update

The BID is happy to report that it has formed a partnership with Council District 12 and the Granada Hills South Neighborhood Council (GHSNC) to address the plight of the trees. The BID agreed to water the Deodar trees, within the BID boundaries, for one month. The GHSNC has allocated funding to provide a substantial deep watering of all the trees which should sustain them for a bit. Simultaneously, the City is working on a long-term plan to resolve the issue. We hope this will have a significant impact on the health of the trees.

Call us with suggestions, questions or concerns at (818) 780-9100
13300 Victory Boulevard, #320 Van Nuys, CA 91401

Rita's Tree Lighting Ceremony!

Please come out and kick-off the holiday season with the Holiday Tree Lighting Ceremony honoring Rita's Tree on Friday, December 3rd, at 6:00 pm at the "Triangle" located at Zelzah and Chatsworth Street.

The event is co-sponsored by Granada Hills South Neighborhood Council, Granada Hills Rotary and the Granada Hills Chamber of Commerce.



It's Holiday Parade Time!



The Granada Hills Holiday Parade has been held annually since 1984. It has grown to become the largest Holiday Parade in the San Fernando Valley with an annual attendance of over 10,000 spectators.

On December 5th beginning at 1:30, the parade will pass right through the heart of Old Granada Village. Enjoy the several thousands of spectators that will be out for the festivities!



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



Annual Meeting & Movie Night in Old Granada Village



BID President John Ciccarelli, along with E.T., gives the attendees an update

The BID would like to thank Councilmember John Lee, E.T., stakeholders, board members and residents for spending an enjoyable evening under the stars celebrating the BID's accomplishments, getting an update on future projects and watching the classic film - E.T. The Extra- Terrestrial. See you at next year's Annual Meeting!



Pictured from left to right - Front Row - Councilmember John Lee, Bonnie Bursk, Laura Andrews Clemens and Susan Ciccarelli. Back Row - Colin Crews, John Ciccarelli and Jim Clemens.