



GRANADA HILLS IMPROVEMENT ASSOCIATION QUARTERLY NEWSLETTER

SPRING 2022 EDITION

Message from the President

Dear Old Granada Village BID Property Stakeholder,

The expression “Imitation is the sincerest form of flattery“ is very true within the boundaries of our hometown Business Improvement District. Several months ago, the BID Newsletter highlighted a beautiful exterior remodel of stakeholder Robyn Landress’ commercial building at MM Interiors. Since then, a few additional property stakeholders have decidedly adopted similar attractive exterior paint projects thus contributing to more consistent and upscale exterior building facades. This all helps to define the look and feel of our shared BID corridors to further attract motorist and pedestrian awareness and patronage.

A fresh coat of attractive neutral color building paint can go a long way in improved storefront appearances



as compared to some areas of the Valley where extreme paint building colors are designed to draw attention to only one business site. This all too often detracts from the overall “look and feel“ of the entire commercial area that is striving to look more upscale and actually then better assist the goal of directing more potential customers to individual property storefront stakeholders.

The Granada Hills BID has accomplished a great deal in the beautification of all shared township common areas. The personal, on-site efforts of our loyal property stakeholders to do the same will only contribute greatly to this important goal.

By working together, we can all accomplish a great result!

Sincerely,
John V. Ciccarelli
Stakeholder

Kirby Company of San Fernando Valley



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

A Partnership to Save Our Majestic Deodars

Councilmember John Lee announces CD12's start of the White Oak Deodar Tree Preservation Project. This project is an ongoing and multi-year effort headed up by CD12 and the Bureau of Urban Forestry to maintain and care for our historic Granada Hills Deodar trees. This effort will include light manicuring of the trees, deadwooding, and a multi-year watering program that will ensure the trees receive the watering they need - especially during our hot Valley summers. Councilmember Lee is committed to ensuring the care and maintenance so our community can enjoy these historic trees for many years to come. You may recall, the BID contracted to water the trees until this more permanent solution was found. We, and the community, are grateful to Councilmember Lee and his staff for implementing and funding this important project!



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

Increased Graffiti in Old Granada Village



The BID has seen an increase in graffiti throughout the district but our street furniture is being hit particularly hard. We contract with J&B Landscaping to remove graffiti, however the paints that are being used have proved to be more challenging to remove. The BID has retained the services of Airbrush Creations, on a limited basis, to paint some of the litter receptacles and street light poles that are most in need. This pilot project has commenced and we will evaluate the effectiveness of painting over the powder coating. If you see graffiti on our furniture, please report it to the BID office.

