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
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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.

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

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.

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**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
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<th>WHAT?</th>
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<td>CULTURE</td>
<td><img src="image1.png" alt="Image" /></td>
<td>- Collaboration of Community Engagement</td>
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<td>SAFETY</td>
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<td>Educational Services</td>
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<td>SOCIAL</td>
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<td>Price for youth to express themselves</td>
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<td>OTHER?</td>
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*Education of Schools, Universities*
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<th>WHAT?</th>
<th>HOW?</th>
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| CULTURE    | • Host regular art walks  
             • Help streamline the permitting process for art/murals  
             • Utilize Pacoima City Hall as a hub  
             • Street theater / music | • A community ambassador  
             • Community leaders  
             • Council offices  
             • Local artists  
             • CSUN Theater/Music Program |
| SAFETY     | • Added trash and recycling bins  
             • Community clean ups  
             • Added lighting for the night | • Volunteers  
             • Community Leaders  
             • Mayors Volunteer Corps  
             Should this be shared with great streets? |
| PHYSICAL HEALTH | • Food street vendors / trucks  
                    • Educating restaurants of healthier food options  
                    • Get people to move around  
                    • Food demos | • Existing businesses  
             • CSUN Magaram Center  
             • 100 citizens program |
| ECONOMY    | • Kids cook off events  
             • Having more food options  
             • Integrate Pacoima City Hall cafe as an opportunity to involve the community | • VEDC  
             • Schools and Universities  
             • Council District 7  
             • CSUN College of Business  
             • VITA (Volunteer Income Tax help program) |
| GREEN      | • Have trees donated at a pop-up event  
             • Create green/park space for children | • Nurseries  
             • CSUN Department of Recreation + Tourism Mgmt. Community Relations and Community Development  
             • CSUN Institute for Sustainability |
| SOCIAL     | • Chalk art at Metro Stations for kids  
             • Vacant lot activation  
             • Temporary roadway re-envisioning | • Schools + their students |
| OTHER?     | • Improving/creating bus shelters/shade structures  
             • Technologies @ bus stations  
             • 1st mile/last mile improvements  
             • Pedestrian crossing improvements | • 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.
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
Free Food & Smoothies
Plant Giveaways
Healthy Lifestyle Info

March 6th
Pacoima City Hall
13520 Van Nuys Blvd
Pacoima, CA 91331
10AM - 3PM

For more information please contact the Pacoima Office at 818.485.0600

Urban Land Institute
ULI Health Zone at CicLAvia 3/6/16
Van Nuys Blvd., Pacoima
Healthy Corridor Project

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