



Lin, Ian. "Valley Glen Community Park." Photo. 11 Jan. 2014. 11 Jan. 2014.

"Heart of Greater Valley Glen."

## STAKEHOLDERS & PARTNERSHIPS | Greater Valley Glen

### INTRODUCTION

The Greater Valley Glen Council defines a community stakeholder as "anyone who lives, works or owns property within the Council boundaries," as well as "anyone who participates in educational institutions, religious institutions and community organizations" in the community.\* The organization of this chapter follows the Council's definitions of community stakeholder groups. Stakeholder interests and needs will play an important role in determining priorities for Valley Glen's community identity design projects. Across all groups, the primary stakeholder needs and interests include community safety, aesthetics, property values, and access to educational/employment opportunities and other amenities.

\* Greater Valley Glen Council Website - About - Stakeholders. <<http://greatervalleyglencouncil.org/about>>



## LIVES IN VALLEY GLEN

Residents of Valley Glen can be characterized by two primary means: First, by the larger organizations that represent them, and second, as groups with similar needs and interests. We explore the needs and interests of Valley Glen residents by the following groupings:

- Valley Glen Neighborhood Association
- Greater Valley Glen Council
- Children and Families
- Students
- Adults
- Seniors
- Residents with disabilities or special needs
- Residents with limited English proficiency

### Valley Glen Neighborhood Association

The goal of the Valley Glen Neighborhood Association is “to foster community pride, civic betterment and community beautification, to make our neighborhood a better and safer place to live and work, to promote businesses and business growth in Valley Glen, and to foster education and the arts in Valley Glen.” Their primary interests consist of the safety and security of residents and properties, property values, community aesthetics, and resident satisfaction.

The Valley Glen Neighborhood Association is focused on the geographic area bordered by Burbank Boulevard, Hazeltine Avenue, Vanowen Street/Tujunga Wash/Kittridge Street, and Whitsett Avenue/Cold Water Canyon Avenue. This area, “Valley Glen,” is distinguished from the broader “Greater Valley Glen.”



"Residents stroll along the newly opened Tujunga Wash Greenway."



"Santa in Valley Glen."





"At L.A. Valley College." Photo. 4 Nov. 2013. 18 Feb. 2014. <<https://www.facebook.com/GVGCouncil>>  
Source: Greater Valley Glen Council Photo Gallery. <<http://greatervalleyglencouncil.org>>

"From the left: Past President Judy Price, President Carlos Ferreyra, Dr. Susan Carleo and Past President and current council member Terry Anderson."

### Greater Valley Glen Council

The Council's purpose is "to protect stakeholder participation in local issues affecting their community, and to make government more responsive to local needs." As an organization, the Council's primary interests are the safety and security of residents and properties, property values, community aesthetics, and resident satisfaction both with the physical community as well as its participatory processes. The Council serves the "Greater Valley Glen" area, bordered by Sherman Way, the 170 Freeway, Burbank Boulevard and Hazeltine Avenue.



"Annual Yard Sale." Photo. n.d. 18 Feb. 2014. <<http://valleyglen.org>>  
Source: Valley Glen Neighborhood Association Photo Gallery. <<http://valleyglen.org/gallery>>

"Valley Glen residents at annual yard sale."

### Greater Valley Glen Residents

Residents of Valley Glen can be characterized by various groupings, including age group, ethnic group, occupational group, income group, etc. Each of these groups has varying interests and needs (see Stakeholder Matrix). In general, all residents care about the safety of their community, as well as their access to education and employment opportunities, recreation, and other relevant services or amenities.

## WORKS IN VALLEY GLEN

People who work in Valley Glen include business owners and employees of businesses or institutions in Valley Glen. Residents of Valley Glen also operate a number of home-based businesses. Additionally, Valley Economic Development Center, an organization that works to create and sustain jobs and businesses in the community, can be considered a stakeholder in this category.

- Business owners
- Employees of businesses and institutions in Valley Glen
- Home-based business owners
- Valley Economic Development Center

### Business Owners

Business owners in Valley Glen could be residents or non-residents of the community. Across a range of business types, primary interests and needs include the accessibility and visibility of their business, connections with the business community, and a desire to retain local retail dollars, as well as to attract external dollars.

### Employees of Businesses/Institutions in Valley Glen

Residents or non-residents employed at businesses in Valley Glen are primarily interested in the ease of access to their job (transportation options and parking), and the safety and aesthetics of the surrounding area.

### Home-based Business Owners

Home-based business owners are also residents of Valley Glen. Their particular needs and interests are based in clients' ease of access to the business.

### Valley Economics Development Center

The Valley Economic Development Center provides services to small- and mid-sized business owners, entrepreneurs, and members of Valley communities, with the vision to create and sustain jobs and businesses in communities. Programs in Valley Glen include: business opportunity funds, small business loans, access to capital workshops, consulting services, and the Entrepreneurial Training Program.\*



\*A free program that assists local businesses to create strategic planning, target marketing, cashflow and other financial analysis.



"A florist on the corner of Coldwater and Vistory."



"A bakery that sells a variety of buns originating from around the world."



## OWNS PROPERTY IN VALLEY GLEN

People who own property in Valley Glen may have a more formalized investment in the community than renter-residents or workers. Property owners tend to feel more invested in neighborhood safety and maintenance, property values, rent value, and access to amenities. Additionally, property owners are more likely to be involved in long-term planning processes.

- Owner-occupied single family homeowners
- Apartment complex owners
- Commercial property owners
- Public property owners (City, Los Angeles Unified School District, etc.)

### Owner-occupied Single Family Homeowners

Homeowners are often strongly rooted in their neighborhood, and sometimes have been for decades. This group of property owners will primarily be concerned with neighborhood safety, property values, neighborhood aesthetics, education and employment opportunities, and other relevant community services and opportunities.

### Apartment Complex Owners

Apartment complex owners may or may not live in the buildings they operate. As property owners, their primary interests and needs are in areas of neighborhood safety, aesthetics, and services, which all impact property and rent values.

### Commercial Property Owners

Commercial property owners may or may not operate businesses out of their property storefronts. As a general group, they are interested in property visibility and accessibility (specifically including parking), as well as general neighborhood safety and aesthetics, which can contribute to increased property values and business opportunities, through increased consumer activity.

### Public Property Owners

Public property owners (the City of Los Angeles, Los Angeles Unified School District, etc.) are interested in land value (related to neighborhood safety, aesthetics, and amenities), as well as the ease of maintenance of their properties.



Lin, Ian. "Hatteras and Mammoth" Photo. 11 Jan. 2014. 11 Jan. 2014.  
"Single family house in the alley."



Loopnet. "Fulton Ave Multifamily Housing" Photo. n.d. 20 Mar. 2014.  
"13 unit; 3 (studio), 9 (1bd/1ba), 1 (2bd/1ba) apartment."



Loopnet. "Varna Ave Multifamily Housing" Photo. n.d. 20 Mar. 2014.  
"24 unit; 2 (studio), 21 (1bd/1ba), 1 (2bd/2ba) apartment."

## PARTICIPATES IN EDUCATIONAL OR RELIGIOUS INSTITUTIONS OR COMMUNITY ORGANIZATIONS IN VALLEY GLEN

People who participate in educational, religious, or community activities or organizations in Valley Glen have a particular set of interests and needs compared to people who live or work in the community. People who spend less time in the community may be less invested in its identity and planning processes, but nonetheless are affected and form perceptions based on the results of these processes. This group of stakeholders includes:

- LAUSD students
- Los Angeles Valley College students
- Participants in religious institutions or community organizations

### LAUSD Students

LAUSD students attending one of Valley Glen's public schools can be residents or non-residents of Valley Glen. All students will have an interest in safe routes to school, as well as the general safety and aesthetics of the surrounding neighborhood.

### Los Angeles Valley College Students

Approximately 20,000 students attend Los Angeles Valley College in Valley Glen. Valley College students may be residents or non-residents of Valley Glen. All students will have an interest in a safe and convenient route to campus, as well as the general safety and aesthetics of the surrounding neighborhood. Some students may be involved with the College's Department of Community Service, which provides community outreach programs such as the 2014 Summer Reading for Children and Adults, and the Monarch Summer Camp for Kids.

### Participants in Religious Institutions or Community Organizations

Valley Glen contains a diversity of religious/spiritual institutions (including churches and synagogues, among others) that play an important role in holding events and gathering people, both residents and non-residents of Valley Glen. These stakeholders will likely be most interested in the safety and aesthetics of the neighborhood surrounding the institution they attend, as well as the ease of accessibility to the institution.



"Community Services." n.d. 17 Feb. 2014. <<http://lavalley.augusoft.net>>  
Source: Los Angeles Valley College Community Services Department  
Homepage. <<http://www.lavc.edu/communityed>>

"A variety of class selection at LAVC, including dance, gymnastic, arts and crafts, performing arts, computer applications, and career training."



"Tu B'svat." n.d. 17 Feb. 2014. <<http://www.emhabanim.com/apps/photos>>  
Source: Em Habanim Sephardic Congregation Photo Album.  
<<http://www.emhabanim.com>>

"Children celebrating Tu B'svat."



"Tu B'svat." n.d. 17 Feb. 2014. <<http://www.emhabanim.com/apps/photos>>  
Source: Em Habanim Sephardic Congregation Photo Album.  
<<http://www.emhabanim.com>>



## CONCLUSIONS

### LIVES IN VALLEY GLEN

The Valley Glen Neighborhood Association and Greater Valley Glen Council represent residents and their broader interests. Identity projects will likely gain the most public support if they are implemented in areas that engage both the “Valley Glen” and “Greater Valley Glen” definitions of the community.

Resident stakeholders have a range of age, culture, and income. The development of a community identity project must consider the unique experiences of different types of residents, reflecting their varying needs or interests. For example, a project will be most successful if it is simultaneously useful and engaging to both youth and senior residents, or both English-proficient and non-English-proficient residents.

All residents are likely to have a vested interest in their neighborhood’s safety, security, aesthetics, and access to amenities and opportunities. These common interests will be key influences to draw on in developing community identity projects.

### WORKS IN VALLEY GLEN

People who work in Valley Glen, regardless of their type of work, are likely interested in the accessibility and success of their business or place of employment.

Business owners in the community will be interested in and motivated by capturing as much local and regional consumer spending as possible, and will likely support any identity efforts that may increase their sales or profitability.

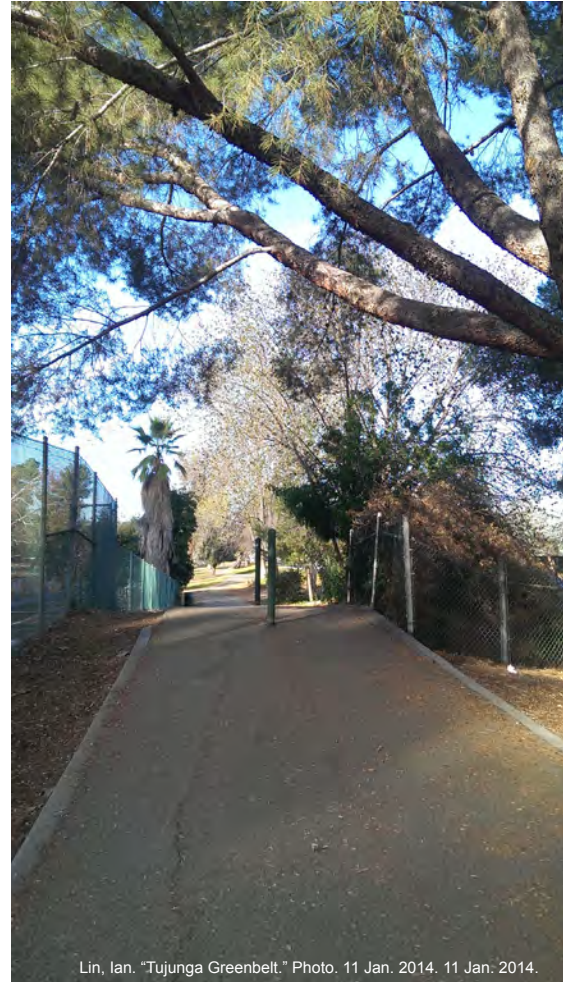
Many businesses are located in strip malls, and thus business owners may have strong opinions about the aesthetics or management of the strip malls in which they are located. Any identity effort focusing on strip mall aesthetic cohesion, façade improvement, or commercial corridor improvement must incorporate the opinions of business owners within the strip malls.

### OWNS PROPERTY IN VALLEY GLEN

Property owners are likely to be a primary group participating in community visioning or community identity processes, as they tend to feel more long-term investment in the community. Property owners’ particular connection to place will be an important acknowledgement to make in an identity or planning process. Additionally, property owners are potential investors in community identity projects.



“The Great Wall of Los Angeles.”



“A view on the Tujunga Greenbelt ”



"A side of Los Angeles Valley College."



"Into the silence."

## CONCLUSIONS

### PARTICIPATES IN EDUCATIONAL OR RELIGIOUS INSTITUTIONS OR COMMUNITY ORGANIZATIONS IN VALLEY GLEN

While participants in institutions or organizations in Valley Glen may not have as much investment in long-term identity and planning processes, their needs and interests should still be considered, as the results of these processes may impact their perception and use of the community.



## 5 BEST OPPORTUNITIES FOR IDENTITY



"Balloon Dog - Jeff Koons."



"Grand Park - Los Angeles, CA."



"Fork on the road - Pasadena, CA."

### 1) Utilize the reach of the Greater Valley Glen Council and Valley Glen Neighborhood Association to develop and express community identity

The role of the Greater Valley Glen Council and Valley Glen Neighborhood Association in organizing and engaging community residents can be extended in this process of developing and expressing community identity.

Possible projects include:

- Facilitate community visioning events culminating in public art project(s), possibly located in existing core community spaces (Community Park, etc.)
- Compile and distribute "Block Party Kits" with materials and resources for residents to host and engage in block parties and public gathering across the community
- Develop a stylized and uniquely-branded community events calendar to distribute throughout the community, highlighting community events sponsored by the Council and Neighborhood Association
- Sponsor a fun and unique community activity or feature, such as playful street art installations



## 5 BEST OPPORTUNITIES FOR IDENTITY



"Million Trees - New York, NY"



"Mackinac Island, Michigan." n.d. 18 Feb. 2014.  
<[http://en.wikipedia.org/wiki/Mackinac\\_Island](http://en.wikipedia.org/wiki/Mackinac_Island)>  
Source: Wikipedia. <<http://en.wikipedia.org/wiki/>>



"Fall on Mackinac Island." 31 Oct. 2012. 18 Feb. 2014.  
<<http://jkgphotos.wordpress.com/2012/10/31/fall-on-mackinac-island/>>  
Source: Joleen's Photos Blog.  
<<http://jkgphotos.wordpress.com/>>

"Street view - Mackinac Island, MI"



"Putting on roots." 15 Sep. 2010. 18 Feb. 2014.  
<<http://arslocii.wordpress.com/2010/09/15/>>  
Source: arsllocii: placeness as art.  
<<http://arslocii.wordpress.com/>>

"Street view - Philadelphia, PA"

## 2) Enhance residents' and property owners' sense of community safety and aesthetics through strategic street beautification

Residents and property owners in Valley Glen already express a sense of identity around community safety and aesthetics (particularly the community's trees). These points of pride can be further enhanced through an effort to ensure that the community's achievements in safety and aesthetics extend to all parts of the community. Targeted efforts can address areas of the community that may not currently align with this sense of identity as fully as others.

Possible projects include:

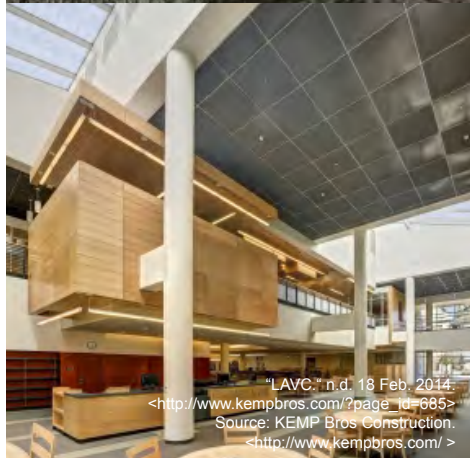
- Tree planting initiatives along thoroughfares to create a more cohesive identity between the residential neighborhoods with other community spaces, as well as to make walking more desirable near commercial destinations.
- Revamp the Victory Boulevard medians with drought-resistant landscaping, public art installations, and/or signage
- Sponsor a fun and unique community activity or feature, such as playful street art installations



## 5 BEST OPPORTUNITIES FOR IDENTITY



Lin, Ian. "Greenbelt-Tujunga Wash"  
Photo. 11 Jan. 2014. 11 Jan. 2014.



"LAVC Library and Academic Resource Center."



Lin, Ian. "Community Park" Photo. 11 Jan. 2014. 11 Jan. 2014.

"Puppy mingling."

### 3) Enhance and promote identity around existing community institutions and resources

Valley Glen already contains numerous community institutions and resources that residents, employees, and students feel invested in, including the LAUSD schools, Valley College, and the community's parks and Tujunga Wash Greenway. Energy and creativity can be rallied around these existing assets to help create a clear and unified community identity.

Possible projects include:

- Enhance and promote programming and investment in the community's parks, greenway, Valley College, and LAUSD schools (example programming could include a doggie play/meet-up group at the Community Park, a cohesive installation of place-based art projects at elementary schools, or healthy living walking club along the Tujunga Wash Greenway)
- Develop a "Greenway Fitway" community fitness route along the Tujunga Wash Greenway
- Develop a stylized and uniquely-branded community events calendar to distribute throughout the community, highlighting community events sponsored by the Council and Neighborhood Association



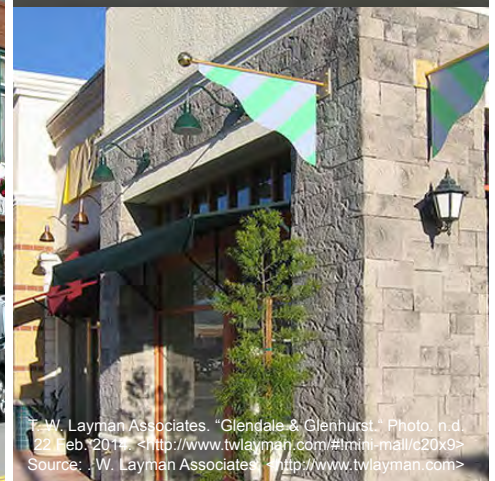
## 5 BEST OPPORTUNITIES FOR IDENTITY



"M Street - Georgetown, Washington, D.C."



T. W. Layman Associates. "Arrow & Rennell." Photo. n.d. 22 Feb. 2014. <<http://www.twlayman.com/#lmini-mall/c20x9>>  
Source: T.W. Layman Associates. <<http://www.twlayman.com>>



T. W. Layman Associates. "Glendale & Glenhurst." Photo. n.d. 22 Feb. 2014. <<http://www.twlayman.com/#lmini-mall/c20x9>>  
Source: T. W. Layman Associates. <<http://www.twlayman.com>>

"Mini malls in California."

### 4) Include local business owners as assets in developing and expressing community identity

Local business owners are resources in the community and can be looked to for support in the efforts to establish a unified community identity. Additionally, business owners could work together to create a cohesive identity strategy for strip mall storefronts and signage.

Possible projects include:

- Façade makeover or strip mall sign cohesion projects for local businesses to aesthetically improve and coordinate commercial identity
- Improve pedestrian crossings at "commercial corners" to enhance cohesion of commercial resources
- Improve public gathering and seating options at "commercial corners," to encourage shoppers to spend more time in the area

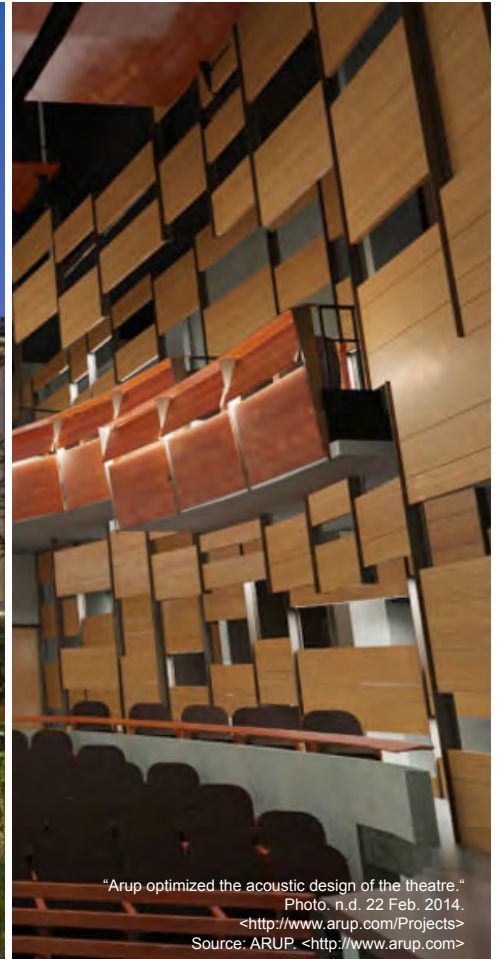


## 5 BEST OPPORTUNITIES FOR IDENTITY



"Allied Health Sciences Center."

"Allied Health Sciences Center." Photo. n.d. 22 Feb. 2014.  
<<http://architype.org/project/allied-health-sciences-center>>  
Source: Architype. <<http://architype.org>>



"LAVC's Performing and Media Arts Center."

"Arup optimized the acoustic design of the theatre." Photo. n.d. 22 Feb. 2014.  
<<http://www.arup.com/Projects>>  
Source: ARUP. <<http://www.arup.com>>

### 5) Engage Valley College as a key stakeholder and partner

Valley College operates the community's largest public space, and provides the community with many assets and resources, including space, academic and technical resources, and the service of students and staff. As such a prominent resource in the community, Valley College can be targeted as a key partner in community identity development and expression.

Possible projects include:

- Partner with Valley College to more fully integrate its campus and programming into the community
- Sponsor community programming or events to take place in part of Valley College's unused parking area
- Incorporate Valley College students into community event programming (e.g. Concerts in the Park, Theatre in the Park, etc.)



"Community meeting with City of Los Angeles Department of Recreation & Parks."

#### Bibliography

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