

CITY OF SAN FERNANDO VISIONS

HISTORIC & VISIONARY

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WINTER 1999

Gateway Beautification Project Complete



Pictured from left to right: Edwin Galvez, Project Engineer; Fred Flores, Aide to Congressman Howard Berman; County Supervisor Leo Yaroslavsky; Senator Richard Alarcon; Mayor Dr. Jose Hernandez; Assemblyman Tony Cardenas; Mayor Pro Tem Silverio Robledo; Councilmember Richard Ramos; Councilmember Cindy Montañez; City Treasurer Elvira Orozco.

State and local elected officials celebrated the completion of the Gateway Beautification Project, located at the eastern entrance of the City of San Fernando. The project included improvements to traffic islands, a monument sign, street lighting, paving, trees, grass, irrigation system, and a new water main to service the downtown area. The project was funded in large part by a grant from the U.S. Department of Commerce Economic Development Administration.

The last phase is currently underway and will be the construction of the Gateway Park. A major component of the park will consist of a tribute to the late civil rights leader Cesar Chavez. A monument will be created in his memory and be on display. An artist, who will be selected by a committee, will design the monument. Applicants from throughout the country are expected to apply. The Gateway Park will be completed before the end of the year.

This project has evolved as a symbol of community pride. Residents and business owners have come together and taken possession of this project. The Gateway reaches out and invites everyone to enter and discover the City of San Fernando.

Message from the Mayor

Message from the Mayor



*Dr. Jose Hernandez,
Mayor of San Fernando*

As we get closer to the new millennium, it is time to reflect on our accomplishments and to look forward into our future.

This year as mayor has been both exciting and productive. The City of San Fernando has never seen a more promising future. This is mainly due to the City's resiliency to tackle the issues at hand and provide the best-of-the-best for our residents. A lot has been accomplished over the last several months including the Gateway Beautification Project, a symbol of community pride; First Annual Heritage Days, a celebration of our city's rich tradition that will evolve into a community event; the First Annual Fiesta Sundays - a family celebration with the First Annual Mayor's Menudo Cook-Off, the brainchild of our Cultural Arts Commission; the securing of funding to provide a media center in the Middle School Auditorium for our children; and last but not least, the completion of the Las Palmas Park Youth Center and Multi-Purpose Center.

The City also held its First Annual Job Fair, followed by its

First Annual Affordable Housing Fair and Senate Hearing on Enterprise Zones. A lot of "firsts" for this community that we hope to continue in the future. The City Council and I are committed to provide the services and quality of life that residents want and deserve.

In the area of economic development, we will continue to seek out quality entertainment, restaurant and retail activity for the City. We're looking at the potential development of the "Swap Meet Property" and are currently studying the feasibility of relocating the City's Public Works Yard, which is outdated and requires substantial improvements. We are also looking at securing funding for the Middle School Auditorium to renovate it into a "state-of-the-art" performing arts center.

As you can see, we have been very busy but have a lot of work ahead of us. We welcome input from our residents on all aspects of our City. Only through your involvement and participation can we ensure that San Fernando continues to be the best city in the San Fernando Valley.

■ **Dr. Jose Hernandez,
Mayor of the
City of San Fernando**

Streetscape Plan Launched for Maclay Avenue

The City of San Fernando has a proud heritage and vibrant future. As part of the City's ongoing effort to beautify, enrich and enhance the community through social/cultural awareness, promotion of economic opportunities, and physical aesthetics, Maclay Avenue has been targeted for revitalization efforts.

Maclay Avenue is a highly visible and frequently traveled major commercial arterial and the main north-south connection from Interstate 210. Over the years it has suffered from random, haphazard development patterns leading to a less favorable appearance and vacant properties. It also lacks a prominent entry statement to identify the entrance to the community.

The City recognized that to further the vision of the community, it must take a more active role in planning and guiding development along this major thoroughfare. This prompted the idea of adopting a Master Plan for Maclay Avenue.

The City has entered into an agreement with Lawrence Moss and Associates, Inc. for consulting services for the Maclay Avenue Streetscape Master Plan. Lawrence Moss and Associates are currently working with City staff to create a design scheme. The improvements being considered include new street trees, extended planters within the right-of-way, ornamental street lighting, walkways with textured paving, special crosswalk defining paving, bus stop shelters, benches, trash receptacles and most importantly, entry statements and signage at Eighth Street, as well as Third Street.

Preliminary plans include two signs located on Maclay

See **"Maclay Ave."**
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New Traffic Signals Improve Traffic Flow

Three traffic signals that will be installed in the City during the next several months will improve vehicle traffic flow and pedestrian safety.

Construction of the traffic signal at the intersection of Third Street and North Brand Boulevard is now underway. In addition to the traffic signal installation, there will also be modifications to the existing traffic signal at Fourth Street and North Brand. These improvements are needed to improve traffic flow and pedestrian conditions around the Los Angeles County Court facilities and San Fernando Middle School. The City's Redevelopment Agency and the County of Los Angeles are funding the traffic signal. The estimated cost of this project is \$140,000.

Construction of the traffic signal at the intersection of South Brand and Mott Street is slated to begin in January 2000. The estimated cost for this project is \$105,000.

As a traffic mitigation condition for the Village Green Housing Development project, the developer (Braemar) is required to install a traffic signal at Hubbard Street and Second Street.

In addition, there will also be traffic signal synchronization and timing modifications to the adjacent intersections on Hubbard at First Street, Truman Street, San Fernando Road and the railroad crossing. The developer will fund all of these improvements. The traffic signal will be installed in conjunction with the sale of the 75th home, which is anticipated to be in July 2000.



New traffic signals will improve pedestrian safety.

City Receives Grant for Youth Safety in Schools

The City of San Fernando was awarded a \$125,000 federal grant for the community policing of the City's local schools. The City applied for this competitive grant because it recognizes the importance of preventing violence and crime in the City's schools.

Recent headlines about violence in our nation's schools are resulting in a surge of interest in school safety. Unfortunately, these headline-making crimes are not isolated incidents. Disorder, crime and violence are problems in many schools.

President Clinton and Vice President Gore have pledged to put 100,000 community-policing officers on the street. The Community Oriented Policing Services is the federal entity, which provides funding for officers thorough its COPS in Schools program.

Many communities are discovering that a trained, sworn law enforcement officer assigned to schools makes a difference. The presence of an officer provides schools with on site security and a direct link to local law enforcement agencies. The COPS in Schools funds assist law enforcement agencies in building working relationships with schools to use community-policing efforts to combat school violence.

Rental Property Program Receives Conceptual Approval

The City of San Fernando is devoted to improving the quality of its housing stock and has offered many programs that assist homeowners in the repair or rehabilitation of their residence. The focus of most of these programs has historically been on owner-occupied residences, with limited assistance available for rental property owners.

The City Council recently took action to balance the scales for rental owners by conceptually approving the inception of a Rental Property Program. The

A community-policing officer typically performs a variety of functions within the school. From teaching crime prevention and substance-abuse classes to monitoring troubled students to building respect for law enforcement among students. The officer combines the functions of law enforcement and education.



According to San Fernando Police Chief Dominick Rivetti, the grant will pay part of the community officer's salary. The officer, who will probably be bilingual, will be teamed with a county probation officer who has been working at the schools in the City since last year, Rivetti said.

The officer will give lectures and meet with students in groups or one on one at all the City's schools-four elementary schools, one middle school and one high school.

"We've never been able to dedicate an officer to strictly deal with individual juveniles, Rivetti said. "It's filling a void that is needed in our community with the primary goals of reducing violence and breaking the cycle of gang involvement.

The grant supports the City's commitment to develop new programs and services for youth. The City is aggressively pursuing other funding opportunities to enable youth to succeed in school and in the community.

Hundreds of Youths Attend Job Fair

Hundreds of youths crowded the San Fernando Recreation Center at the First Annual Youth Job Fair last summer. The event was the first of its kind in the City, aimed at area job seekers 16 to 23 years old.

About 50 participants (including Bath & Body Works, Macy's, Footlocker, the U.S. Navy and the LA Police Department,) handed out employment applications and conducted interviews.

Helping to kick off the event were San Fernando Mayor Dr. Jose Hernandez, Assembly member Tony Cardenas (D-Panorama City), Los Angeles City Councilman Alex Padilla, and Art Tellechea, manager of the State of California's Employment Development Department office in San Fernando.

"The event was very successful and productive and I look forward to conducting this program on a yearly basis," Hernandez said.

"The job fair was the first in the Northeast San Fernando Valley and I am honored to support it," Cardenas said. "This is an alternative for youth to learn a career while earning money."

Padilla added, "if we want children to stay off the streets, we must offer alternatives. It is for this reason that I support programs such as these that focus on providing children with skills that will help them in their adult lives."



Councilmember Alex Padilla, 7th Dist., Mayor Dr. Jose Hernandez, Art Tellechea EDD Manager. Inset: Tony Cardenas, Assemblyman, 39th District

programs, neighborhood involvement programs, new code enforcement options, an owner and tenant education program, and a structured resource and assistance review program.

This program provides a systematic approach to addressing deficiencies, while providing financial and other valuable assistance. Conversely, having provided avenues of assistance to help

See "Rental Program" on

Matthew Withers, Facilities Maintenance Supervisor

Matthew Withers has been employed with the City of San Fernando since 1990. Matthew was originally hired as Park Supervisor and was promoted four years ago to Facilities Maintenance Supervisor. Matthew is a graduate of Granada Hills High School, received his A.A. from Pierce College and completed 2 years at Cal Poly Pomona, where he studied Landscape Architecture. He is married, has two children with a third child on the way. His hobbies include cycling and backpacking.

Matthew and his staff have completed numerous projects throughout our community. He and his crew performed a large portion of the refurbishing of Las Palmas Park, saving the City hundreds of thousands of dollars. They also refurbished the former Police Facility that is currently leased to the Los Angeles City Attorney's office, the San Fernando Police Shooting Range and built the Tot Lot at Pioneer Park.

Matthew's most recent project is probably the most notable of all, the "Gateway Beautification Project," located on the eastern entrance to the City on San Fernando Road and Truman Street.

This project would not be as aesthetically pleasing as it is today without Matthew's ingenuity. The project was funded with a grant from the U.S. Department of Commerce, Economic Development Administration. The grant provided limited funds for certain project components, one of which is palm trees. The original architectural plan for the project called for the contractor to install palms that would cost \$75,000, which was in excess of the grant proceeds.



Matthew realized that the project would not be complete without the palm trees. Faced with this dilemma, Matthew got the great idea of going out into the community and identifying the palm tree required. He then solicited selected property owners, obtained the trees, and transplanted them into the project.

Matthew found two more City-owned palms that matched the criteria and purchased the final tree. In return, the participating tree owners received either \$500, a property clean up or a replacement tree of equal value. The City received three California Sycamores to replace the transplanted palms.

Matthew's hard work paid off, the project was completed and the City saved a total of \$55,000, plus he and his crew installed the trees that resulted in further savings.

Matthew values and credits his staff members for their dedication to enhancing the quality of life in our community. He believes "that it's important to give employees the opportunity to be a part of the decision-making process and take ownership of their work. When this is achieved, the level of service is raised and ideas are generated."

Village Green Homes Help Environment, Save Home Buyers Money

The new energy-efficient community of Village Green is one of the first new housing communities in the nation to be built under 'PATH' (Partnership for Advancing Technology in Housing), a cooperative effort between builders and government to increase energy efficiency in housing.

At Village Green, the insulation is extra thick, the gas-fired air cooling systems use clean natural gas with no ozone destroying agents, and the solar electric roof panels generate much of the electrical energy necessary to run your appliances, thus reducing energy bills from 30 to 50 percent.

Energy-efficient materials include gas water heaters, which provide hot water and space heating during the winter; photovoltaic solar roof panels, windows with special glass designed to block 87 percent of ultraviolet rays; and structural steel and engineered wood products, which reduces the amount of lumber needed, as well as increases the efficiency of heating and cooling the home.

Village Green's location is also well planned – the community is just a short walk to the San Fernando/Sylmar Metrolink/MTA Transit Station, encouraging homeowners to take the

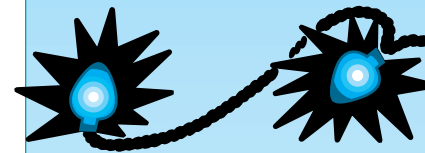
Metrolink to work, leaving their cars behind.



Village Green is an energy-efficient community.



Carolyn Riggs Holiday Tree Lighting



The City of San Fernando Department of Recreation and Community Services will sponsor the Carolyn Riggs Holiday Tree Lighting Ceremony at 6 p.m. on Dec. 9 at the Casa de Lopez Adobe, 1100 Pico St. (corner of Maclay Avenue at Pico Street). The festive evening is free to all and also marks the Greater San Fernando Chamber of Commerce monthly mixer date.

The Tree Lighting Ceremony has been a City tradition for years. Highlighting this year's event will be the White Chapel Bell Carolers who will sing and ring beautiful English hand bells to accompany their harmonies. Also featured will be the Youth Choir from St. Ferdinand School.

For more information, please call the San Fernando Department of Recreation and Community Services, (818) 898-1290.



SCHEDULE OF COUNCIL AND COMMISSION MEETINGS

CITY COUNCIL MEETING

1st and 3rd Monday, 7:00 p.m.
Council Chambers
117 Macneil St.

RECREATION & COMMUNITY SERVICES COMMISSION

2nd Tuesday, 7:00 p.m.
Council Chambers
117 Macneil St.

HISTORICAL COMMISSION

2nd Wednesday, 11:30 a.m.
Lopez Adobe
1100 Pico St.

CULTURAL ARTS COMMISSION

1st Wednesday, 7:00 p.m.
Recreation Park
208 Park Ave.

DISASTER COUNCIL

Quarterly Police Station
910 First St.

PLANNING COMMISSION

1st Tuesday, 7:00 p.m.
3rd Tuesday, 7:00 p.m. (optl.)
Council Chambers

TRANSPORTATION & SAFETY COMMISSION

3rd Wednesday, 7:00 p.m.
Council Chambers
117 Macneil St.

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QUICK LOOK

Senate Hearing Hosted at City Hall

The City of San Fernando made history this year by hosting a State Senate Hearing. The Senate Committee on Housing and Community Development held a Hearing at City Hall. In attendance were Sen. Richard Alarcon, Committee Chair and Sen. Debra Bowen, Committee Member. The topic of discussion was Senate Bill 511: 'Enterprise Zones: Where do we go from here?' Speakers from various state and local agencies testified on a variety of subjects.



The City hosted its first California State Senate Hearing.

QUICK LOOK

Watch for Santa Claus on Christmas Morning!

Santa Claus has committed to visiting all the neighborhoods in San Fernando Christmas morning between 7:00 a.m. and 12:00 p.m. He will be riding on top of a bright red fire truck with his elves distributing candy and other goodies, to all the children of the community. Listen for the fire engine siren Christmas morning!



Santa and all of his helpers will be visiting the City's neighborhoods on Christmas morning.

QUICK LOOK

City Wins Grant for Las Palmas Park

The City of San Fernando was recently awarded a \$100,000 grant through the Los Angeles County Parks and Open Space District (Proposition A) competitive grant program. The funds will be used to enhance landscaping and irrigation around the youth/senior activity center and add decorative porcelain tile around the outside of the building.

Floors and walls of the building's entry and inside vestibule along Hollister St. parking lot will be tiled. Windows will be replaced with a shatterproof Lexan material.

OUR CITY COUNCIL



Members of the City Council, from left to right: Cindy Montañez, Silverio Robledo, Mayor Dr. Jose Hernandez, Richard Ramos and Beverly Di Tomaso.

"Rental Program" From Page 2

resolve deficiencies, owner failure to comply with City codes can result in accelerated code enforcement remedies.

A unique aspect of the program calls for development of a Property Management Training course. This course will cover a variety of professional management techniques, and be designed to assist rental property owners in the more efficient operation of their rental business.

With a directed and concerted effort, significant long-range

positive changes should be effected in our neighborhoods, resulting in an enhanced quality of life for our residents and our community. Over the next few months, the City Council will be examining the individual components of the Rental Property Program, with these goals in mind.

The City Council has also expressed their strong interest in expanding homeownership opportunities, and this will be a key element of the program.

"Maclay Avenue" From Page 1—

Avenue at Eighth Street within a new enlarged planter area to welcome visitors to the community. A more prominent statement was also chosen for Third Street because it represents the transition point from vehicular movement to a pedestrian-friendly environment.

The Maclay Avenue Streetscape Master Plan is an appropriate means of advancing the objectives of the City's General Plan, as well as the goals of the Central Core Revitalization Plan. The Master Plan will assist in providing a more exciting and robust commercial corridor to

establish an attractive and harmonious "master planned" appearance, which will encourage and enable a competitive environment for securing high-quality developments. It will also facilitate a full range of viable commercial establishments and facilities to serve the residents of the community, provide local employment opportunities, and improve the community tax base.

Maclay Avenue is an important commercial arterial in the City. Any revitalization effort must recognize its uniqueness and capitalize on these assets.

City of San Fernando

VISIONS

HISTORIC & VISIONARY

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