



**Northeast San Fernando Valley Sustainability & Prosperity Strategy  
City of San Fernando – Planning and Preservation Commission Workshop**

**WORKSHOP AGENDA**

**JUNE 21, 2016 – 6:30 P.M.**

**COUNCIL CHAMBERS  
117 MACNEIL STREET  
SAN FERNANDO, CA 91340**

Chairperson Theale Haupt  
Vice-Chair Alvin Durham  
Commissioner Kevin Beaulieu  
Commissioner Anna Lopez  
Commissioner Yvonne Mejia

**PLEDGE OF ALLEGIANCE**

**APPROVAL OF AGENDA**

**NEW BUSINESS**

**Project Briefing – Robert L. Scott, Mulholland Institute**

- Executive Summary and Implementation Guide (Handout)
- Background Goals & Objectives – SCAG AB 32 SB 375
- Process and Current Iteration of Strategy

Easels from Community Workshop

- Focus on Five Strategic Centroids – Maps (Handout)

Metrolink Station Area Planning  
San Fernando Mall and Environs  
Branding, Local Capital and Investments

- East Valley Transit Corridor – Metro Improvements “Measure R.2” (Handout)

**Opportunities - Strengths**

- Assets and Resources – Cap & Trade

## PLANNING AND PRESERVATION COMMISSION WORKSHOP

Northeast San Fernando Valley Sustainability & Prosperity Strategy – June 21, 2016

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- Human Capital – Seed Capital – Grants, Subventions and Private Investment
- Home-Grown Innovation and Entrepreneurship
- Contacts and Partners: SCAG, SFV COG, Valley Economic Alliance, Metro, Business Groups, Homeowners Groups, Investors and Developers, etc.

### Discussion, Questions and Answers

Visit the project Website at: [www.NortheastStrategy.org](http://www.NortheastStrategy.org)

Community Presentation and Launch: Full Report, Complete Video, PowerPoint

### STAFF COMMUNICATIONS

### COMMISSIONER COMMENTS

### ADJOURNMENT

July 13, 2016

*I hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda was posted on the City Hall bulletin board not less than 72 hours prior to the meeting.*

*Fred Ramirez*

*Signed and Posted: (June 16, 2016 at 4:00 p.m.)*

This meeting will be recorded in audio  
Contact Number(s): Robert L. Scott Cell (818) 703-3330

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*Agendas and complete Agenda Packets (including staff reports and exhibits related to each item) are posted on the City's Internet Web site ([www.sfcity.org](http://www.sfcity.org)). These are also available for public reviewing prior to a meeting at the Community Development Department Public Counter. Any public writings distributed by the Planning and Preservation Commission to at least a majority of the Commissioners regarding any item on this regular meeting agenda will also be made available at the Community Development Department Public Counter located at 117 Macneil Street, San Fernando, CA, 91340 during normal business hours. In addition, the City may also post such documents on the City's Web Site at [www.sfcity.org](http://www.sfcity.org). In accordance with the Americans with Disabilities Act of 1990, if you require a disability-related modification/accommodation to attend or participate in this meeting, including auxiliary aids or services please call the Community Development Department at (818) 898-1227 at least 48 hours prior to the meeting.*

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