

MDGLA

Conceptual Rendering



A UNIQUE 100% AFFORDABLE HOUSING DEVELOPMENT OPPORTUNITY CONSISTING OF 195 UNITS

7008-7018 Baird Avenue
Reseda, CA 91335



7008-7018

Baird Ave

Reseda, CA 91335

EXCLUSIVELY LISTED BY

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MDGLA



7008-7018

Baird Ave

VICTORY & TAMPA PLAZA

PIERCE COLLEGE
WARNER CENTER
LA TRAINING CENTER

TOPANGA VILLAGE
Westfield TOPANGA

the Y

Reseda Park

Marshalls

HomeGoods

Shirley Ave Elementary school

IN-N-OUT BURGER

GROCERY OUTLET

Stanley Mosk Elementary school

John A. Sutter Middle School

McDonald's

7008-7018 Baird Ave
Reseda, CA 91335

HART STREET

BAIRD AVENUE

RESEDA BOULEVARD

SHERMAN WAY



7008- 7018 BAIRD AVE RESEDA, CA

Investment Summary

Proposed 100% Affordable (ED1+ AB2345) 6-Story 195-Unit Apartment 5-Story Type VA R-2 Occupancy over 1-Story Type 1A S-2 Parking Garage (w/ 80% set aside for Low Income & 20% set aside for Moderate Income) No parking required/ provided Building Height= 65'-10 1/2" (35'-0" max per LAMC/ CDO).

Marcus & Millichap is pleased to present 7008-7018 N Baird Avenue, a unique multifamily development opportunity located in Reseda, one of the most centrally located neighborhoods in the San Fernando Valley. This development opportunity is comprised of three existing residential parcels with approximately 34,654 square feet of land zoned LA[Q]R2-2D-CDO-RIO. The site also falls under "Community Commercial" General Plan Land Use.

7008-7018 N Baird Avenue is ideally located in the center of the San Fernando Valley, which boasts upper middle-class demographics, dense immediate population, high barriers to entry, and strong market fundamentals yielding an investor/developer landlord favored market conditions with significant growth potential.

Centrally located within short walking distance of Sherman Way and Reseda Boulevard, 7008-7018 N Baird Avenue is surrounded by local boutique retailers, grocery stores, employment, and major mixed-use developments underway, including the Reseda Town Center (under construction), which will include a \$26M LA Kings Ice Rink Project, retail, The Revival of Reseda Movie Theater and residential units.

The immediate area is on a path of major capital infusion and population growth. Historically, Reseda has been a predominantly single-family home neighborhood with the major commercial corridors along Reseda Boulevard and Sherman Way. With some

of the local retail properties becoming aged and underutilized, developers have seen an opportunity to re-imagine Reseda into the walkable urban suburbia that it once was. With the Metro Light Rail coming to Van Nuys Boulevard in the coming years, central and west Valley residents will now have transit access to LAX, Westside Los Angeles, and Downtown.



EXCELLENT RESEDA LOCATION



195 POTENTIAL UNITS



PRIME AFFORDABLE HOUSING DEVELOPMENT OPPORTUNITY

7008-7018 BAIRD AVE | RESEDA, CA 91335

Investment Highlights

CENTRAL RESEDA LOCATION

- Tremendous revitalization coming to Reseda, with multiple mixed use projects under development along Reseda Boulevard and Sherman Way, including the Reseda Town Center, which will include a \$26M LA Kings Ice Rink, retail, and residential units.
- The subject property is within short walking distance to Reseda Boulevard and Sherman Way, providing easy access to local retailers, grocery stores, and employment
- Creative businesses are taking root in Reseda, Van Nuys, and Northridge due to its proximity to major freeways, Metro station developments, and affordable housing.

**7008-7018
Baird Ave**
Reseda, CA 91335



7008-7018 BAIRD AVE | RESEDA, CA 91335

Investment Highlights

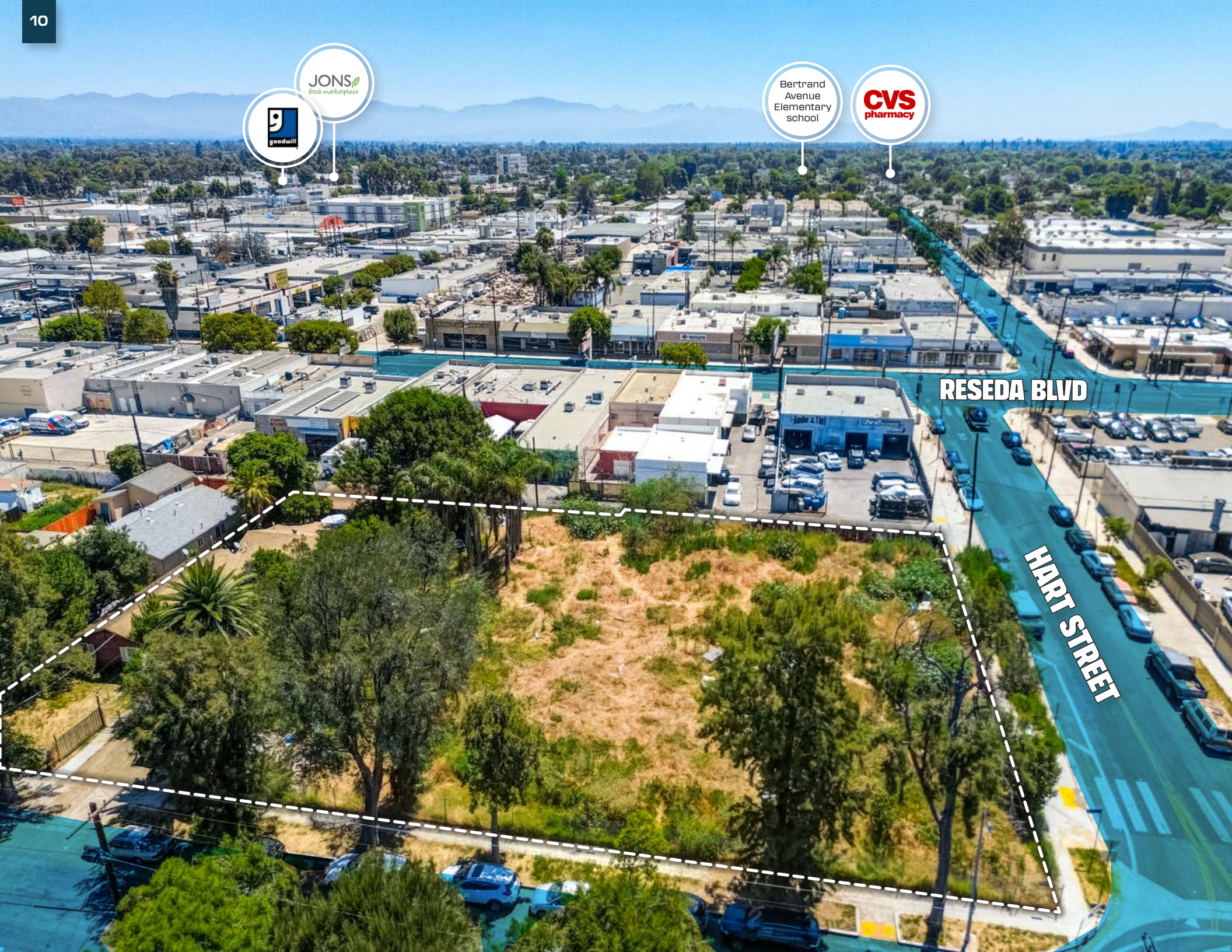
POTENTIAL 195 UNIT DEVELOPMENT OPPORTUNITY

- 34,651 square feet of land on the corner of Hart Street and Baird Avenue
- “Community Commercial” General Plan Land Use
- Ideal opportunity for 100% Affordable Housing Developer

EXCELLENT IMMEDIATE DEMOGRAPHICS

- Average Household Income of \$79,053
- Total Population of 80,524 in Reseda
- Strong local economy with significant job growth over a multitude of diverse sectors in neighboring Tarzana, Encino, Van Nuys, and Sherman Oaks

**7008-7018
Baird Ave**
Reseda, CA 91335



RESEDA BLVD

HART STREET



34,654.8 LAND SF | ZONED [Q] 2D-CDO-RIO

25,296.6 SF BUILDABLE AREA | 195 BUILDABLE UNITS 100% AFFORDABLE

7008- 7018 BAIRD AVE RESEDA, CA

Conceptual Renderings

SOUTH



WEST



7008- 7018 BAIRD AVE RESEDA, CA

Conceptual Renderings

NORTH



EAST



Development Guidelines

Proposed 100% Affordable (ED1+ AB2345) 6-Story 195-Unit Apartment 5-Story Type VA R-2 Occupancy over 1-Story Type 1A S-2 Parking Garage (w/ 80% set aside for Low Income & 20% set aside for Moderate Income) No parking required/provided Building Height= 65'-10 1/2" (35'-0" max per LAMC/ CDO)

LEGAL DESCRIPTION	
Site Address	7004 N BAIRD AVE
Site Address	7006 N BAIRD AVE
Site Address	7012 N BAIRD AVE
Site Address	7018 N BAIRD AVE
Site Address	7018 1/4 N BAIRD AVE
Site Address	7018 1/2 N BAIRD AVE
ZIP Code	91335
PIN Number	183B125 550; 533; 515 & 495
Lot/Parcel Area (Calculated)	34,654.8 (sq ft)
Assessor Parcel No. (APN)	2126008021
Assessor Parcel No. (APN)	2126008018
Assessor Parcel No. (APN)	2126008017
Tract	TR 5236
Map Reference	M B 64-75/76
Block	5 & 6
Lot	3, 4, FR, & 5
Arb (Lot Cut Reference)	None, 4, & 3
Map Sheet	183B125

OPEN SPACE PROVIDED		
Level	Name	Area
1st Story	Recreation	1,010 SF
2nd Story	Court Yard	3,097 SF
Grand Total		4,107 SF

BIKE PARKING PROVIDED	
Description	Count
Long Term Bike Stall	122
Short Term Bike Stall	12
Grand	134

BICYCLE PARKING REQUIRED		
Long Term:		
(1) Bike Stall per Dwelling Unit (1-25)		25 Stalls
(1) Bike Stall per 1.5 Dwelling Unit (26-100)		50 Stalls
(1) Bike Stall per 2 Dwelling Unit (101-200)		47.5 Stalls
Short Term:		
(1) Bike Stall per (10) Dwelling Units (1-25)		2.5 Stalls
(1) Bike Stall per (15) Dwelling Units (26-100)		5.0 Stalls
(1) Bike Stall per (20) Dwelling Units (101-200)		4.75 Stalls
Total Parking Required		134 Stalls

PARKING TABULATION:
Zero Parking Required per AB 2097- See Map ZIMAS on Sheet A001 for eligibility

PARKING PROVIDED	
Description	Count
Accessible (9'-0" x 18'-0")	2
Compact (7'-6" x 15'-0") 37	37
Compact (8'-0" x 15'-0")	3
Compact (8'-6" x 15'-0")	2
Compact (9'-0" x 15'-0")	4
Standard (8'-6" x 18'-0") 10	10
Standard (9'-0" x 18'-0") 14	14
Grand Total	72

DENSITY TABULATION	
Lot Size	34,654.8 SF
Zoning	[Q] 2D-CDO-RI0
Allowable Density	2 units per lot x 4= 8 (4 Contiguous Lots)
Allowable Density	Allowable Density= 1/400 SF (Per Land Use Designation Commercial)
Base Density	87-Units (Rounds-up) 100% Affordable
No Density Limitation	195-Units (124% Bonus)
Buildable Area	25,296.6 SF
F.A.R. Allowed	6 : 1
F.A.R. Proposed	4.66 : 1 (117,732/25,296.6)
Incentives Requested	
Off-Menu	1) Reduce Front Yard to 5'-0" in lieu of 20'-0" (-75%)
	Reduce Rear Yard to 5'-0" in lieu of 15'-0" (-67%)
	Open Space Reduction (-80.7%)
	No Additional 5'-0" offset for side walls > 45' long & 14' high per LAMC 12.08.C.2(a)

HEIGHT & AREA ANALYSIS

Type IA Construction group S-2 occupancy for first floor above grade plane with five stories R-2 occupancy type IIIA construction above (2nd through 6th floor). Per section 509.2 a horizontal 3-hour building separation shall be provided between the type IA group S-2 first floor and type VA R-2 occupancy above per CBC 510.2 . The building shall be fully sprinklered w/ NFPA-13.

ALLOWABLE HEIGHT AND AREA BASEMENT LEVEL(S) PLUS 1ST STORY TYPE IA, GROUP R-2/S-2 OCCUPANCY	
AREA PER STORY	UNLIMITED
No. OF STORIES	UNLIMITED
HEIGHT	UNLIMITED

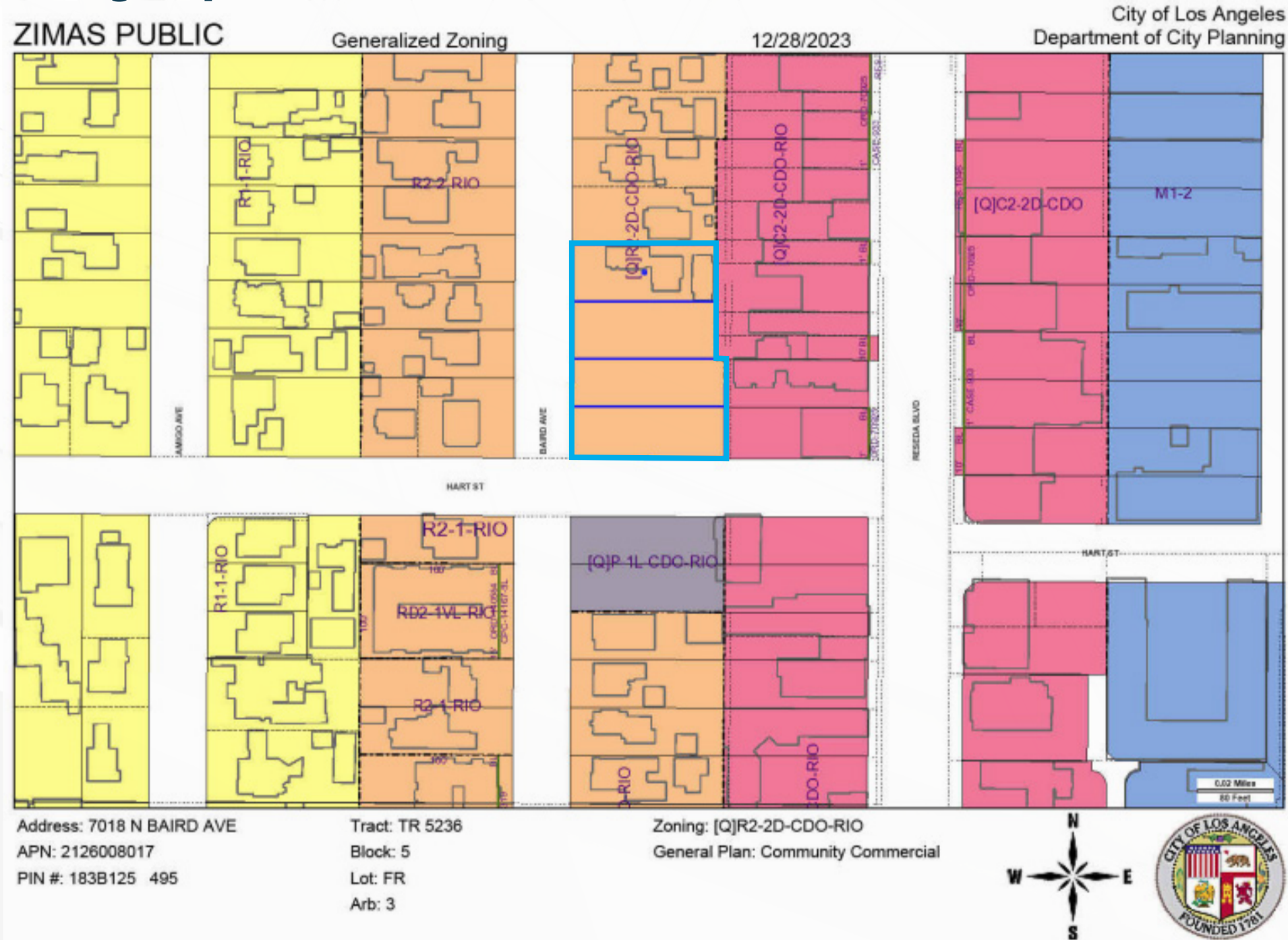
ALLOWABLE HEIGHT AND AREA SECOND THROUGH SIXTH FLOOR TYPE IIIA, GROUP R-2 OCCUPANCY	
AREA PER STORY	24,000 sq. ft. x 2 48,000 SF
FRONTAGE INCREASE	N/A
No. OF STORIES	5
HEIGHT	65'-0" MAX

REQUIRED OCCUPANCY SEPARATION	
OCCUPANCY TYPE	SEPARATION REQUIRED
S-2 FROM R-2	1-HOUR
R-2 FROM B	1-HOUR

HORIZONTAL BUILDING SEPARATION	
REQUIRED BUILDING SEPARATION	3-HOUR
BUILDING BELOW SEPARATION	TYPE IA, FULLY SPRINKLERED w/ NFPA-13

7008-7018 BAIRD AVE | RESEDA, CA 91335

Zoning Map



7008-7018 BAIRD AVE | RESEDA, CA 91335

Sales Comparables

ADDRESS	PRICE	LOT SF	BUILDABLE UNITS	PRICE/BUILDABLE UNIT	CLOSE DATE
1 6219 Banner Ave	\$3,325,000	13,761	64	\$51,953	6/21/2024
2 19450 Plummer St	\$22,000,000	208,217	350	\$62,857	6/18/2024
3 7227 Edinger Ave	\$41,439,473	221,285	129 Homesites	\$321,236	6/11/2024
4 6033 De Soto Ave	\$9,400,000	63,641	190	\$49,474	6/6/2024
5 16150 Vanowen St	\$4,000,000	16,894	99	\$40,404	2/7/2024
6 21300 Oxnard	\$16,260,000	100,596	301	\$54,020	10/27/2023
7 7111 Winnetka Ave	\$9,450,000	75,794	154	\$61,364	10/21/2022
8 14142 Vanowen St.	\$4,483,000	26,288	71	\$63,141	8/2/2022
9 6801-6819 Canoga Ave	\$14,500,000	48,220	154	\$94,156	7/29/2022
10 6569-6581 Van Nuys Blvd	\$12,450,000	56,289	181	\$68,785	3/30/2022
11 18140 Sherman Way	\$7,300,000	107,352	153	\$47,712	12/21/2021
12 6100 Canoga Ave	\$48,000,000	384,349	880	\$54,545	2/14/2020
13 21300 Oxnard St	\$11,600,000	100,596	184	\$63,043	6/27/2019
14 6636 Variel Ave	\$31,000,000	124,560	394	\$78,680	3/8/2019
15 6233, 6253, 6279 Variel	\$19,412,000	119,211	197	\$98,538	9/27/2018
16 6130 - 6140 Variel	\$14,200,000	110,220	269	\$52,788	6/6/2018
17 5955 De Soto Ave	\$14,000,000	128,066	170	\$82,353	6/1/2018
18 7111 Sepulveda Blvd	\$9,500,000	53,221	180	\$52,778	2/12/2018
19 6400 Canoga Ave	\$27,750,000	204,806	610	\$45,492	2/1/2018
20 6801 - 6819 Canoga	\$10,000,000	48,220	154	\$64,935	11/22/2017
21 6109 De Soto Avenue	\$16,100,000	159,870	358	\$44,972	8/1/2017
22 6041 - 6045 Variel Ave	\$18,800,000	130,767	274	\$68,613	12/1/2016
23 21515 Vanowen	\$10,096,130	43,996	184	\$54,870	11/10/2016
24 21425 W Vanowen	\$8,150,000	49,181	174	\$46,839	3/29/2016
25 6261 - 6263 Topanga Cyn	\$27,880,000	118,928	374	\$74,545	2/9/2016
S 7008 Baird Ave	-	108,573	255	\$71,924	-
AVERAGE	-	74,515	50,487	\$97,550	-

7008-7018 BAIRD AVE | RESEDA, CA 91335

Sales Comparables

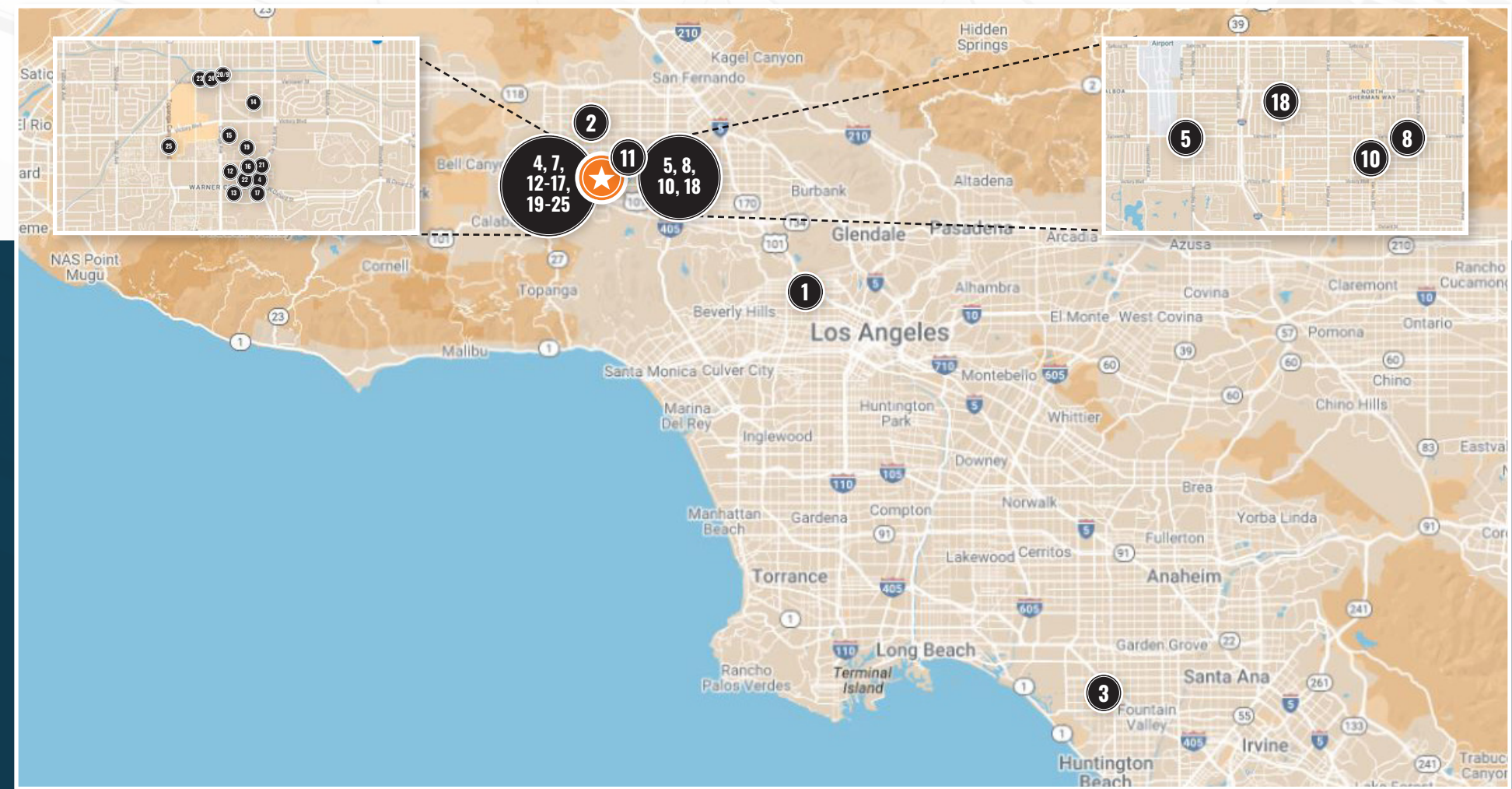
★ **SUBJECT PROPERTY**

- 1 6219 Banner Ave.
- 2 19450 Plummer St
- 3 7227 Edinger Ave
- 4 6033 De Soto Ave.
- 5 16150 Vanowen St.
- 6 21300 Oxnard

- 7 7111 Winnetka Ave.
- 8 14142 Vanowen St.
- 9 6801-6819 Canoga Ave
- 10 6569-6581 Van Nuys Blvd.
- 11 18140 Sherman Way
- 12 6100 Canoga Ave.
- 13 21300 Oxnard St.

- 14 6636 Variel Ave
- 15 6233, 6253, 6279 Variel
- 16 6130 - 6140 Variel
- 17 5955 De Soto Ave
- 18 7111 Sepulveda Blvd.
- 19 6400 Canoga Ave
- 20 6801 - 6819 Canoga

- 21 6109 De Soto Avenue
- 22 6041 - 6045 Variel Ave
- 23 21515 Vanowen
- 24 21425 W Vanowen
- 25 6261 - 6263 Topanga Cyn





West Valley

SAN FERNANDO

234,094

POPULATION
WITHIN 3 MILE

\$74,862

MEDIAN HOUSEHOLD INCOME
WITHIN 3 MILE

39.9

MEDIAN AGE
WITHIN 3 MILE

The West San Fernando Valley, nestled within the western reaches of Los Angeles, is a dynamic and diverse region known for its suburban allure, recreational opportunities, and cultural attractions. Encompassing a range of neighborhoods and commercial districts, it offers a balanced blend of residential comfort and bustling urban activity.

The West San Fernando Valley is characterized by its picturesque neighborhoods, tree-lined streets, and a wide range of housing options. From cozy single-family homes to modern apartments, residents enjoy a variety of living arrangements that cater to different lifestyles. The suburban charm is enhanced by parks, green spaces, and a family-friendly atmosphere.

With a rich tapestry of cultures, the area showcases its diversity through cultural events, festivals, and local attractions. While the West San Fernando Valley is renowned for its tranquility, it also offers plenty of recreational opportunities. Parks, hiking trails, and outdoor destinations provide residents with avenues for relaxation and exercise. Notably, the Santa Monica Mountains and their scenic beauty are a constant backdrop for outdoor enthusiasts.

Central to the region's economic vitality is the bustling district of Warner Center. This massive employment center hosts a spectrum of industries, making it a hub for job opportunities. Corporate offices, tech companies, financial institutions, and healthcare facilities converge here, creating a dynamic ecosystem that drives the local economy and provides diverse career paths.

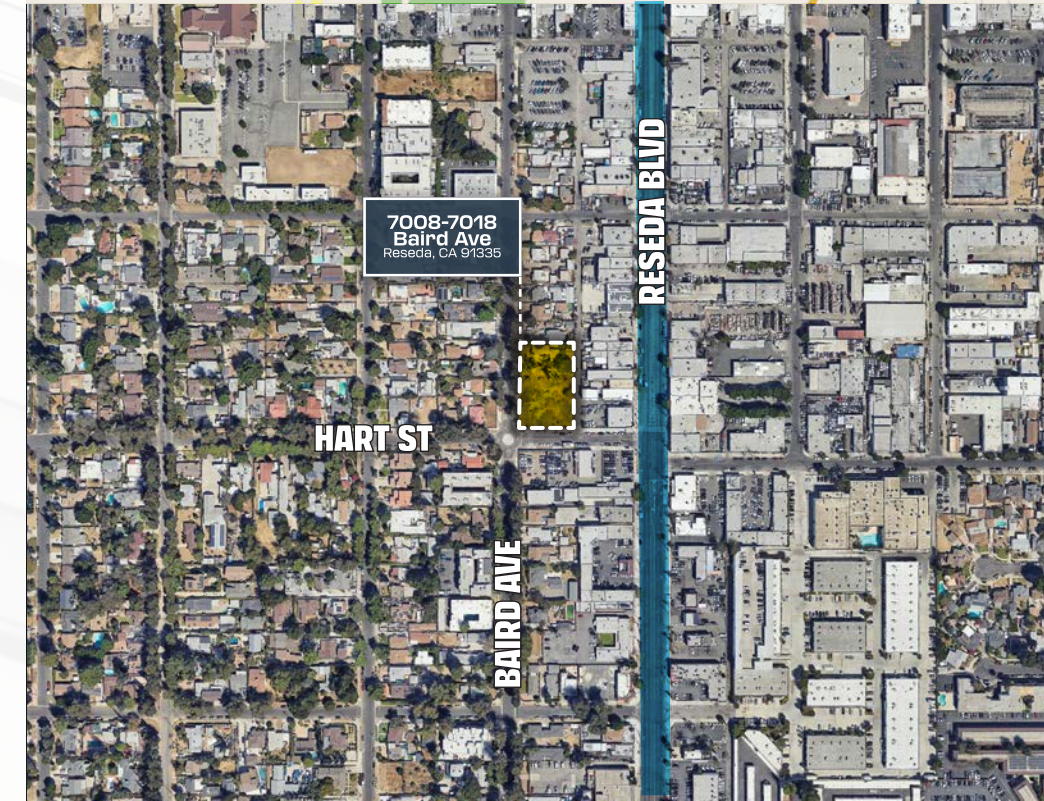
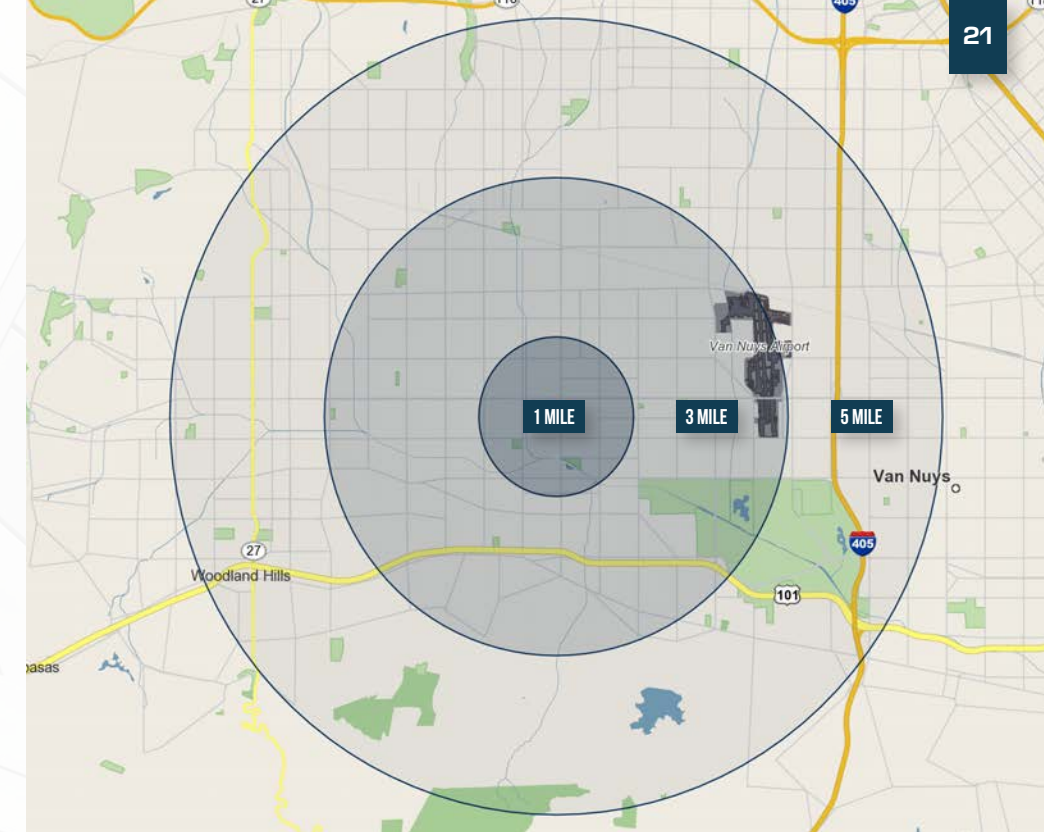
Adjacent to Warner Center lies a retail haven that caters to both professionals and residents. The Westfield Topanga shopping mall offers a myriad of retail stores, upscale boutiques, restaurants, and entertainment venues. Complementing this, "The Village" complex provides an outdoor setting that enriches the shopping and dining experience, adding an urban touch to the suburban landscape.

The West San Fernando Valley benefits from excellent connectivity via major highways, including the Ventura Freeway (US-101), facilitating easy access to neighboring areas and downtown Los Angeles. Additionally, the Orange Line of the Metro Busway provides a convenient public transportation option, enhancing the region's accessibility.

The West San Fernando Valley presents a harmonious blend of suburban tranquility and urban vibrancy. From its diverse neighborhoods and cultural attractions to the natural beauty of the Santa Monica Mountains, the area offers an enriching lifestyle for residents. Amidst this backdrop, Warner Center emerges as a vital economic engine, providing a wealth of employment opportunities, while nearby retail options add an urban flair to the region's character. Together, these elements contribute to the unique identity of the West San Fernando Valley.

DEMOGRAPHICS BY RADIUS

DEMOGRAPHICS	3 MILE	5 MILE
Population	234,094	590,820
Daytime Population	208,564	608,250
Households	83,318	206,269
Average Household Size	2.8	2.8
Median Age	39.8	38.9
Owner Occupied Households	41,538	94,384
Renter Occupied Households	41,780	111,885
Average Household Income	\$106,962	\$112,306
Median Household Income	\$74,862	\$74,915



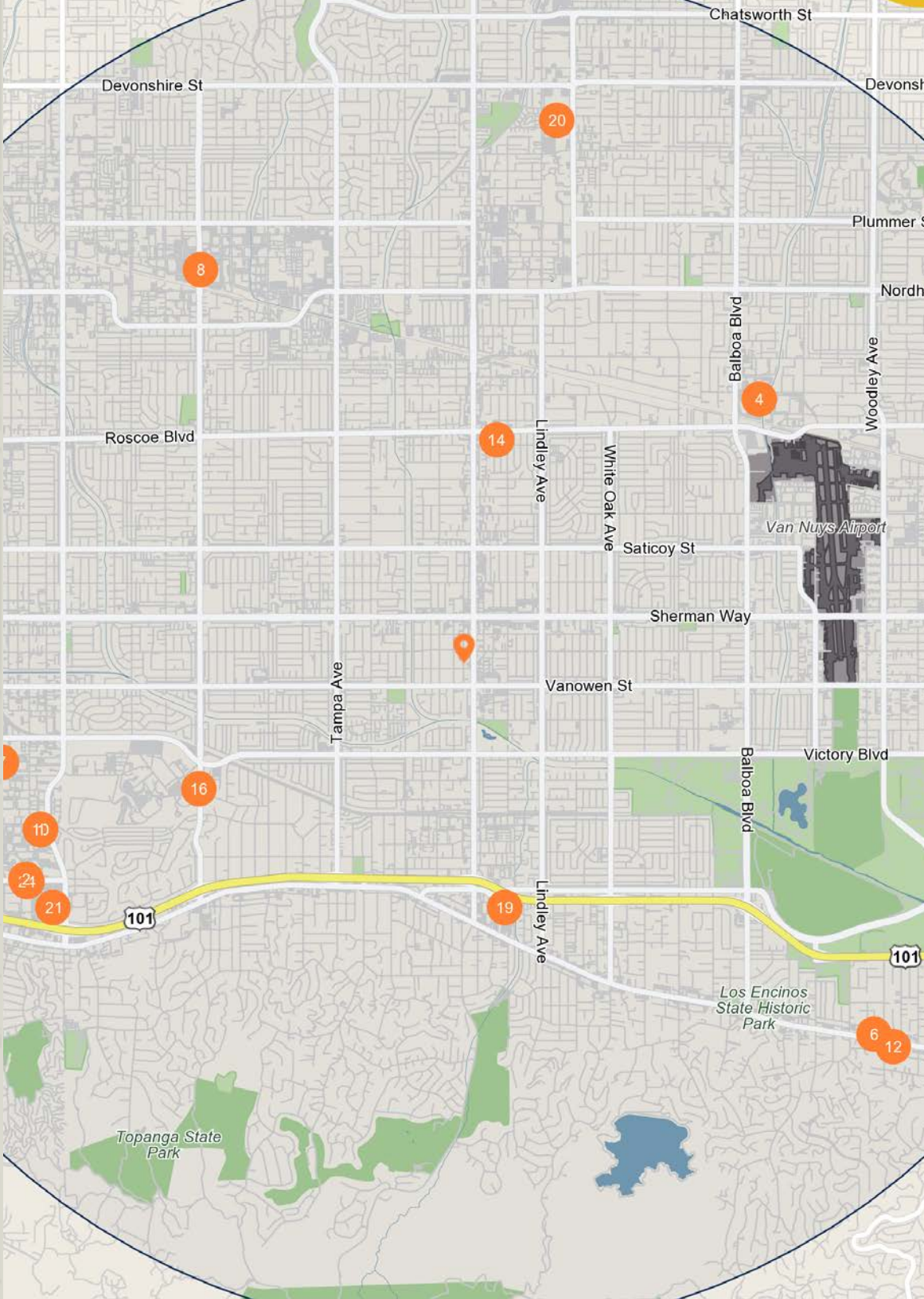
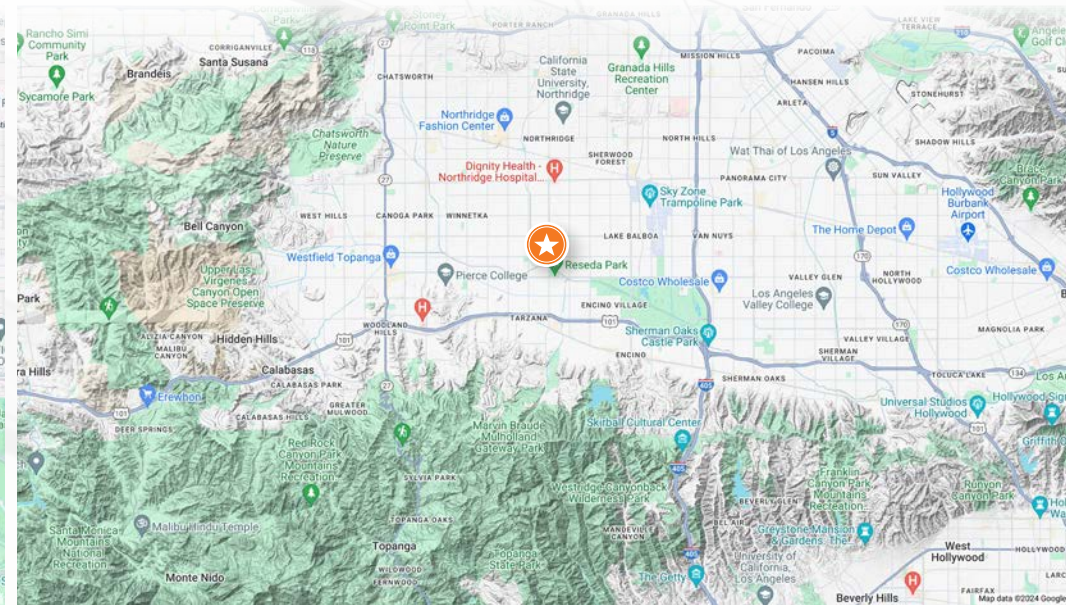
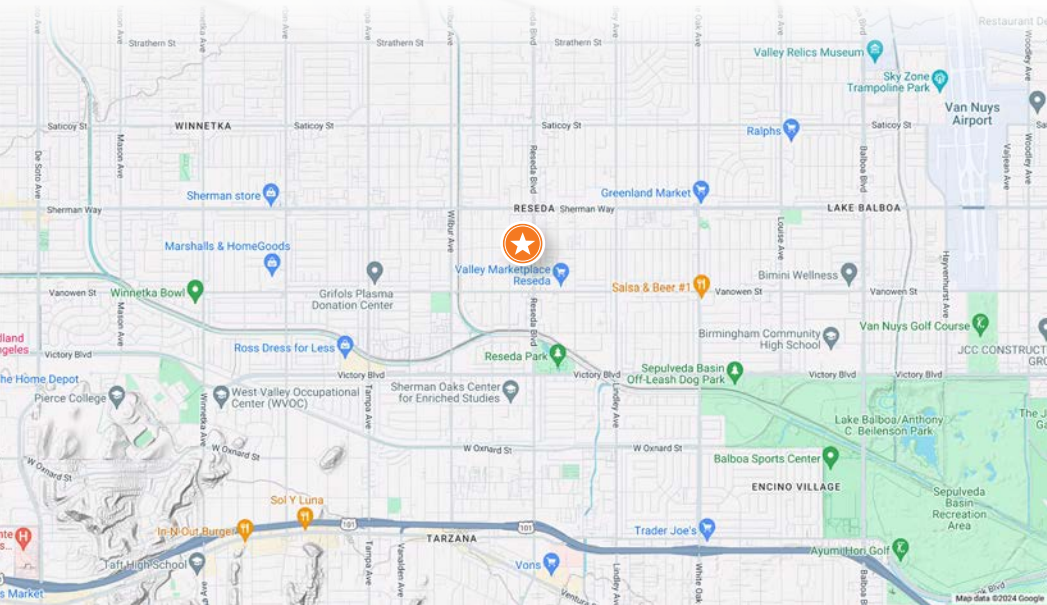
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Location Overview

Reseda is a neighborhood in the San Fernando Valley in Los Angeles, California. It was founded in 1912, and its central business district started in 1915. The neighborhood was devoted to agriculture for many years. Reseda is flanked on the north by Northridge, on the east by Lake Balboa, on the south by Tarzana and Encino on the west by Winnetka. Its street boundaries are Roscoe Boulevard on the north, White Oak Avenue on the east, Victory Boulevard on the south and Corbin Avenue on the west. The neighborhood has fifteen public and five private schools. The community includes public parks, a senior center and a regional branch library. Parts of Reseda have been used in several motion picture and television productions.

Points Of Interest

- The Reseda Country Club
- Tarzana Village Walk
- Reseda Park and Recreation Center
- Sepulveda Basin Recreation Area
- Tarzana Recreation Center
- Northridge Fashion Center
- Community Centers and Libraries
- Reseda Branch Library
- West Valley Regional Library
- Valley Relics Museum
- Reseda Theater
- The Madrid Theater
- Reseda Village Shopping Center
- California State University, Northridge (CSUN)
- Pierce College



MAJOR EMPLOYERS		EMPLOYEES
1	Berger Inc-Accredited Home Care	5,137
2	HEALTH NET LLC	3,113
3	Farmers Insurance Exchange	3,000
4	Harman International Inds Inc	2,591
5	Fire Insurance Exchange	2,300
6	Lowe Enterprises Rlty Svcs Inc	2,184
7	Emids Tech Private Ltd Corp	2,157
8	MGA Entertainment Inc	2,100
9	FARMERS GROUP INC	2,100
10	Barry & Taffy Inc-Accredited Home Care	1,993
11	21st Century Life Insurance Co	1,800
12	Team-One Staffing Services Inc	1,753
13	Epic Technologies LLC-Natel Engineering	1,750
14	Northridge Hospital Med Ctr	1,750
15	Homebridge Financial Svcs Inc	1,700
16	Los Angeles Pierce College	1,600
17	Valley Presbyterian Hospital-V P H	1,600
18	Windsor El Camino Care Ctr LLC	1,344
19	Providence Tarzana Medical Ctr	1,300
20	Medtronic Minimed Inc-Medtronic	1,200
21	Kaiser Foundation Hospitals	1,200
22	Windsor Vallejo Care Ctr LLC	1,111
23	Farmers Insurance	1,078
24	Northrop Grumman Systems Corp	1,000
25	Accredited Respite Svcs Inc	930

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North San Fernando Valley Transit Corridor

The Metro Board approved an \$180-million plan for the North San Fernando Valley Transit Corridor to enhance bus services. Set for completion by winter 2025, the project aims to improve bus speed, reliability, and passenger experience.



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North San Fernando Valley Transit Corridor

Key features include peak period bus priority lanes on Roscoe Boulevard, improved weekday service to a 10-minute frequency on Roscoe Boulevard and Nordhoff Street, and nearly 400 new bus shelters. Enhanced facilities will be added at five major transfer locations with larger shelters, more seating, better lighting, and real-time information.

Improvements will focus on Roscoe Boulevard, Nordhoff Street, Lankershim Boulevard, Reseda Boulevard, Sherman Way, Vanowen Street, and Victory Boulevard, with better connectivity in areas like Panorama City and Northridge, including California State University, Northridge.

The plan also introduces transit signal priority for seven bus lines and will purchase 75 battery electric buses. All buses will feature TAP validators for all-door boarding.

Funded by Measure M, this project will benefit transit-dependent communities in the Valley, providing reliable, frequent, and faster transit options. Additionally, it complements other ongoing projects, such as the East San Fernando Valley Light Rail Transit Project.

For more information, visit the project websites: [North San Fernando Valley Transit Corridor](#) and [East San Fernando Valley Light Rail Transit Project](#).



PRACTICE FACILITY L.A RAMS



The new practice facility is expected to open in advance of the 2024 NFL season

The Los Angeles Rams are developing a new practice facility in Woodland Hills, California, a significant investment in local infrastructure and community presence. This state-of-the-art hub will serve as the team's central training and administrative location, positioned on the site of the former Woodland Hills Promenade mall, a once-popular shopping destination. The facility is strategically located for easy access and aims to integrate seamlessly into the community.

The complex will feature multiple practice fields, both indoor and outdoor, equipped with the latest technology to enhance player development and health. In addition to training spaces, the facility will house the team's administrative offices, consolidating various operational aspects under one roof. A cutting-edge medical and rehabilitation center will provide comprehensive care for players, focusing on injury prevention and recovery. Top-tier amenities for players, including dining areas, recreational spaces, and accommodations, will support their daily needs.



PRACTICE FACILITY L.A RAMS



Community integration is a key aspect of the development. The Rams are committed to making the facility a community asset, with plans for public spaces, community events, and partnerships with local schools and organizations. The project is expected to stimulate the local economy by providing jobs and boosting nearby businesses. Sustainability is also a core focus, with eco-friendly building practices and materials used throughout the project. The facility will feature energy-efficient systems, water conservation measures, and green spaces to promote environmental stewardship.

Construction of the facility began following approval from local authorities, with the Rams aiming to complete the project within the next few years to meet their operational needs. This development represents a significant financial investment by the Rams, reflecting their long-term commitment to the region. The project is expected to provide economic benefits through job creation during and after construction, increased local business activity, and enhanced property values in the surrounding area.

The new practice facility in Woodland Hills is poised to become a landmark development, fostering community engagement, supporting economic growth, and setting new standards for sports facilities. As the project progresses, it will likely attract attention for its innovative design and community-centered approach.



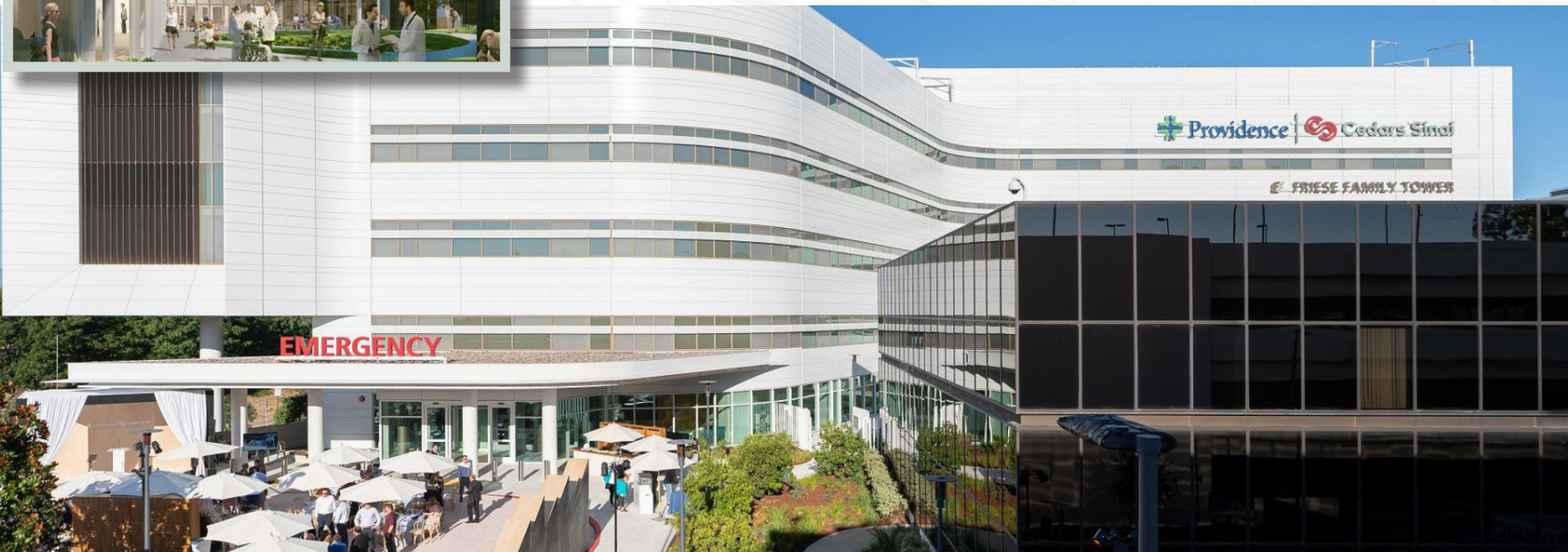
PROVIDENCE CEDARS-SINAI TARZANA EXPANSION PROJECT



The redevelopment of the Providence Cedars-Sinai Tarzana Medical Center, known as the “Providence Tarzana Reimagined” project, represents a substantial \$542 million investment aimed at modernizing and expanding the hospital's facilities. A centerpiece of this project is the new Friese Family Tower, a five-story, 200,000-square-foot patient tower that enhances patient care with 150 private rooms. The tower also features a new emergency department that doubles the capacity of the previous one, alongside new pharmacy, pediatric, cardiovascular, and critical care units. In addition to these enhancements, the redevelopment includes significant seismic upgrades, making the new structures capable of withstanding an 8.7 earthquake, and the project is on track to achieve LEED Silver certification.

Community and labor support play a crucial role in this redevelopment. The project is backed by a labor agreement ensuring unionized construction jobs, which will provide over 1,000 jobs during the construction phase. This strong local support highlights the community's investment in the hospital's future and the project's potential to significantly enhance healthcare access and quality in the San Fernando Valley.

Overall, the Providence Tarzana Reimagined project aims to transform the hospital into a leading medical center, addressing future healthcare demands while maintaining environmental sustainability and meeting stringent seismic standards. This comprehensive redevelopment underscores the hospital's commitment to providing advanced medical care and a superior patient experience for the community.



RESEDA INK DEAL LA KINGS ICE RINK



The cities first ever year-round recreational ice facility

The development of the new LA Kings indoor ice skating and outdoor roller venue in Reseda, California, has been a highly anticipated project. A City partnership with LA Kings to construct a \$26 million community indoor ice skating and outdoor roller venue.

The project broke ground after extensive planning and collaboration with local authorities, architects, and sports facility experts. It is currently under construction, with the project expected to be completed January 2025. The design phase focused on incorporating state-of-the-art technology and sustainable building practices, ensuring the facility meets high standards of energy efficiency and environmental friendliness.

Construction involved transforming a previously underutilized area into a vibrant sports hub. The indoor ice rink, equipped with advanced refrigeration systems, provides a quality ice surface suitable for professional-level hockey and figure skating. Meanwhile, the outdoor roller rink was designed with a smooth, durable surface to accommodate roller hockey and casual skating.

Community engagement was a key aspect of the development process. The LA Kings organization held several town hall meetings and workshops to gather input from local residents and stakeholders, ensuring the facility meets the needs and expectations of the community. Additionally, partnerships with local schools and youth organizations were established to promote skating programs and events.

Throughout the construction phase, the project received considerable support from fans and the broader community, who eagerly awaited the opening of the venue. The facility is now seen as a landmark development that not only enhances the local sports infrastructure but also provides a valuable recreational space for families and individuals in Reseda and surrounding areas.



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Reseda Movie Theater Revival

ABOUT RESEDA THEATER

- ☑ Built in 1948, the Reseda Theater was designed by the esteemed architect S. Charles Lee
- ☑ Located in the heart of the Reseda Commercial District
- ☑ A landmark in the San Fernando Valley
- ☑ Ample parking on City-owned lots throughout Sherman Way and Reseda Boulevard



7008-7018 BAIRD AVE | RESEDA, CA 91335

Reseda Movie Theater Revival

PROJECT FEATURES

- ☑ 8,400 SF to be fully upgraded by developer and renovated into a boutique cinema with five screening rooms
- ☑ Includes a 2-level up-scale lounge area for guests
- ☑ Fully entitled project with construction slated to begin late 2020. Opening 2021
- ☑ Developer to also process on-site alcohol consumption license for tenant
- ☑ Historic Marquee Signage will be preserved
- ☑ Large mural planned for building elevation adds to tenant signage opportunity



RESEDA CALIFORNIA

RESEDA RISING

\$100 MILLION PLUS IN INVESTMENTS FOR A BRIGHTER FUTURE FOR RESEDA

WHAT IS RESEDA RISING?

Reseda Rising is Councilmember Bob Blumenfield's multi-front initiative to find, direct and coordinate over \$100 million worth of transformative investment in the community, which is more than the total investment in the prior 20 years.

Recognizing the challenges presented by the dissolution of the Community Redevelopment Agency (CRA) in 2012, Blumenfield launched this initiative to develop a shared community vision for Reseda, and to support the commercial activity that will make Reseda once again into a destination for commerce, art and culture.

In 2015 Blumenfield engaged the non-profit Los Angeles Neighborhood Initiative (LANI), and community leaders to foster the community to actualize his vision and also identify additional resources to transform the neighborhood. That community engagement process culminated in the 2016 Sherman Way Conceptual Plan, which has informed and will continue to inform all aspects of Reseda Rising.

RESEDA RISING

"With its historic retail corridor along Sherman Way, natural resources like the Los Angeles River, transit accessibility with the Orange Line Busway, and diverse neighborhoods, I know Reseda's best days are ahead. With the launch of Reseda Rising we are opening a dynamic, multi-front initiative to leverage those incredible resources to create the Reseda we know it can, should, and soon will be."

-Councilmember Bob Blumenfield

RESEDA CALIFORNIA

RESEDA RISING

PROJECT HIGHLIGHTS AS OF MARCH 2024



Reseda Skate Rink: In partnership with the LA Kings, the City is constructing a \$26 million indoor ice skating and outdoor roller rink. Programs will be subsidized and affordable for local kids. Status: Under construction, expected completion in January 2025.

Reseda Theater Redevelopment: This public-private partnership aims to restore the Reseda Theater and build 26 units of senior affordable housing. The City provided \$1.65 million in properties and \$4 million in funding. Status: Affordable housing completed in 2023; theater expected early 2026.

Reseda Boulevard Complete Street: A \$21 million project to improve safety for motorists, transit users, pedestrians, and bicyclists. Status: Expected completion in Spring 2024.

Aliso Creek Confluence Park: A \$7.2 million project to create a park with expanded pedestrian paths and a river bridge. Phase II will include a pedestrian bridge and linear park. Status: In final design, construction expected in 2025.

Los Angeles River Bicycle Path and Greenway: A \$33 million expansion of the bike path from Vanalden to the Sepulveda Basin, creating a continuous linear park/bikeway. Status: Design complete, RFP expected Spring 2024.

Reseda Rising Art Walk: Relaunched for April 2024 after a COVID-19 pause, this annual street fair features local arts and new installations.

Sherman Way Great Street Project: \$3.5 million for streetscape and safety improvements on Sherman Way. Status: Completed in Spring 2021.

Traffic Signal Safety Improvements: New left-turn signals and pedestrian islands at key intersections. Status: Completed.

Reseda Park Improvements: Enhanced facilities and programming, with \$582,000 allocated for infrastructure repair and landscaping. Also now a free Wi-Fi hotspot.

Commercial Façade Improvement Program: \$1.5 million available for loans and grants to improve small commercial storefronts.

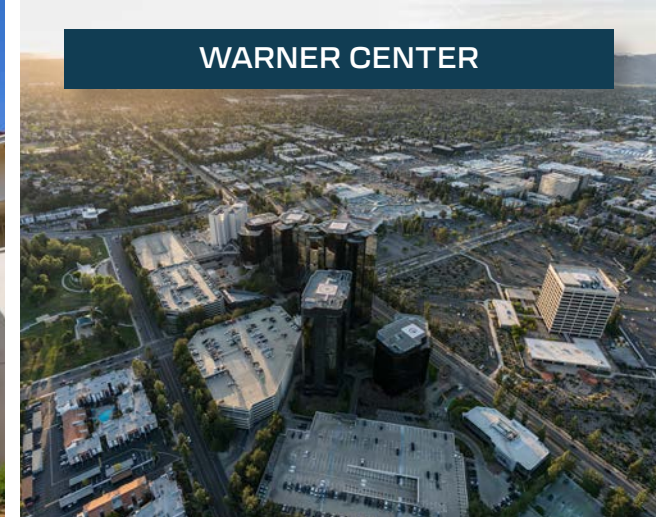
Reseda Monument Sign: A new sign was installed in Spring 2021 at the corner of Reseda and Kittridge, funded by a developer as part of a community feedback initiative.

MRCA River Patrol: A pilot program with \$1.2 million allocated for unified programming, safety, and maintenance along the LA River.

Los Angeles Conservation Corps (LACC): The LACC provides graffiti abatement, landscaping, and cleanup services, funded by Blumenfield to enhance normal city services.



PIERCE COLLEGE



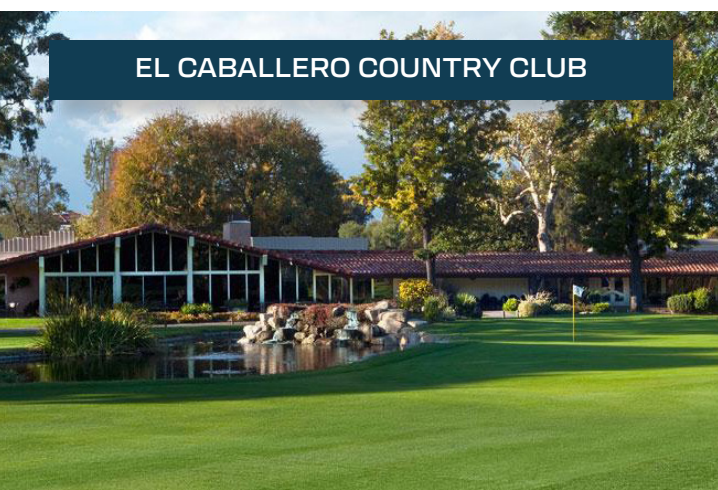
WARNER CENTER



PROVIDENCE CEDARS-SINAI

RETAIL

- Gucci
- Tiffany & Co.
- Salvatore Ferragamo
- Louis Vuitton
- Cartier
- Burberry
- Jimmy Choo
- Apple
- Tesla
- Tory Burch
- Anthropologie
- Free People
- OMEGA



EL CABALLERO COUNTRY CLUB

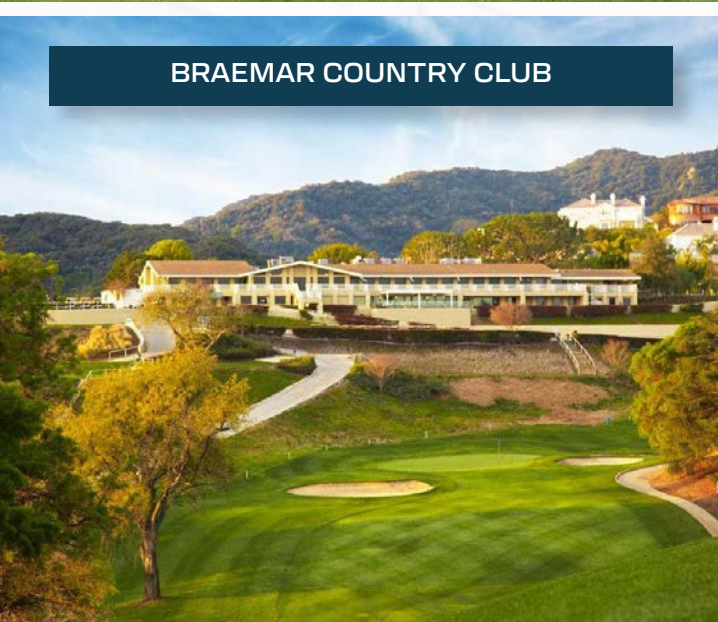
West Valley SAN FERNANDO
HOT SPOTS



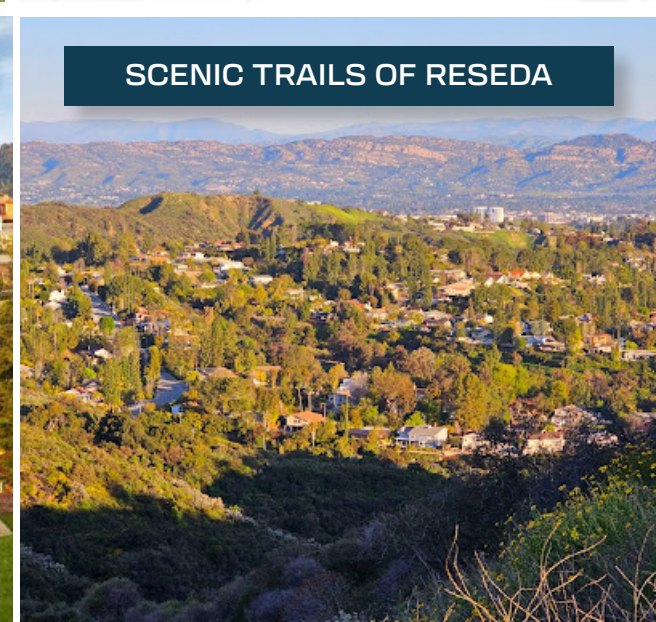
WESTFIELD TOPANGA

OFFICES

- Kaiser Permanente
- Wells Fargo Bank
- Merrill Lynch
- Bank of America Mortgage
- Anthem Blue Cross
- Goldco
- AIG
- Morgan Stanley
- KPMG LLP
- Union Bank
- Banc of California
- Regal Cinemas
- ADP, LLC
- CGI Strategies
- Goldman, Magdalin & Krikes, LLP



BRAEMAR COUNTRY CLUB



SCENIC TRAILS OF RESEDA

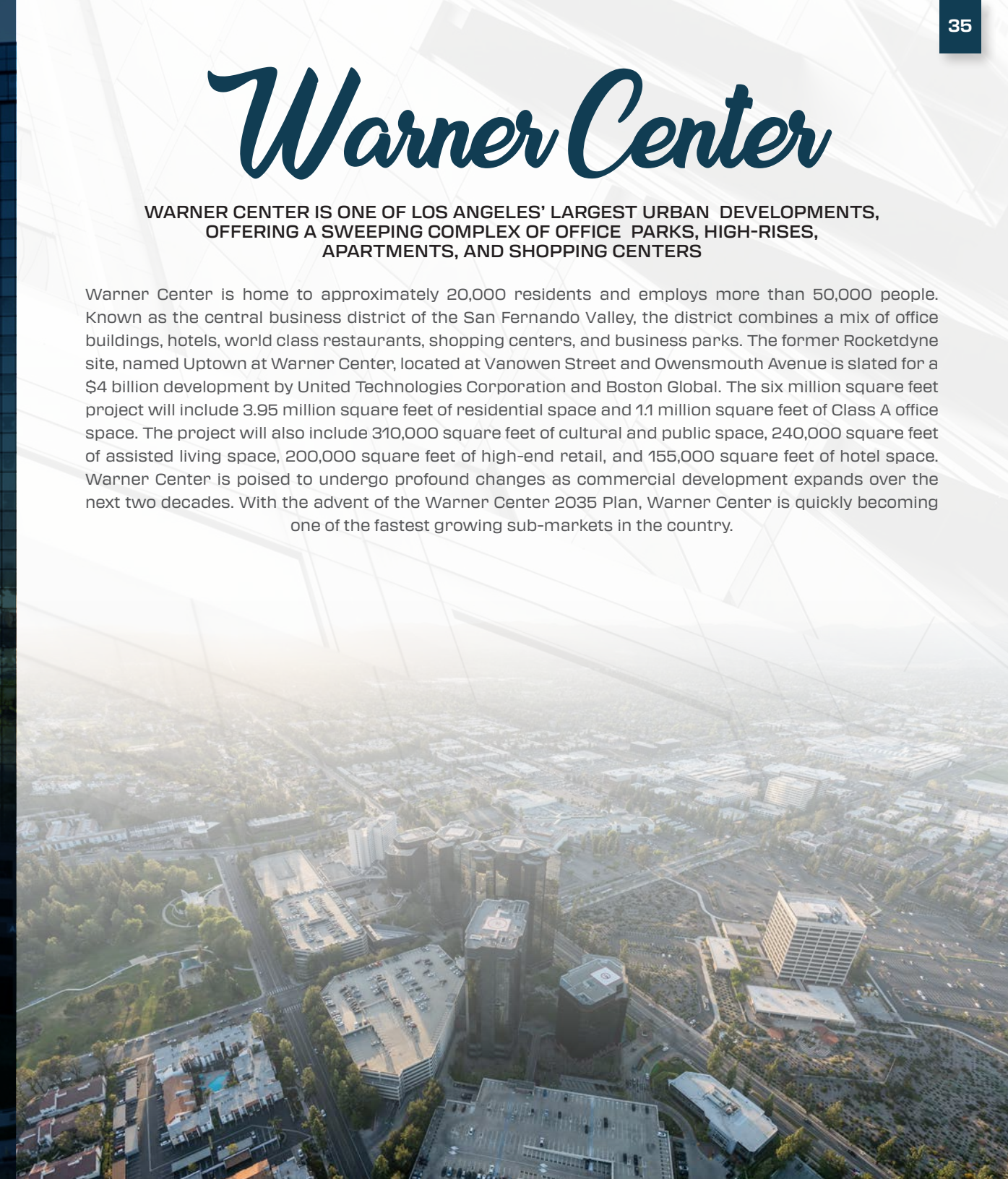


TOPANGA VILLAGE

Warner Center

WARNER CENTER IS ONE OF LOS ANGELES' LARGEST URBAN DEVELOPMENTS, OFFERING A SWEEPING COMPLEX OF OFFICE PARKS, HIGH-RISES, APARTMENTS, AND SHOPPING CENTERS

Warner Center is home to approximately 20,000 residents and employs more than 50,000 people. Known as the central business district of the San Fernando Valley, the district combines a mix of office buildings, hotels, world class restaurants, shopping centers, and business parks. The former Rocketdyne site, named Uptown at Warner Center, located at Vanowen Street and Owensmouth Avenue is slated for a \$4 billion development by United Technologies Corporation and Boston Global. The six million square foot project will include 3.95 million square feet of residential space and 1.1 million square feet of Class A office space. The project will also include 310,000 square feet of cultural and public space, 240,000 square feet of assisted living space, 200,000 square feet of high-end retail, and 155,000 square feet of hotel space. Warner Center is poised to undergo profound changes as commercial development expands over the next two decades. With the advent of the Warner Center 2035 Plan, Warner Center is quickly becoming one of the fastest growing sub-markets in the country.



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