

# PRESS RELEASE

## FOR IMMEDIATE RELEASE

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August 22, 2018

## **CITY AND COUNTY OF LOS ANGELES ANNOUNCE COLLABORATIVE FAÇADE IMPROVEMENT PROGRAM**

### **Pacoima RENOVATE Program Now Available to Help Businesses Grow**

Pacoima, CA, August 22, 2018 - The Community Development Commission/Housing Authority of the County of Los Angeles (CDC/HACoLA) and the City of Los Angeles Economic and Workforce Development Department (EWDD), in direct collaboration with Los Angeles County's Third District Supervisor Sheila Kuehl and City District 7 Councilwoman Monica Rodriguez, announce the creation of the Pacoima RENOVATE Program.

The RENOVATE Program realizes the City and County's vision of revitalizing commercial business corridors, by providing grants to businesses for exterior façade improvements to enhance curb appeal, including new windows, doors, painting, lighting, and signage. In addition to cosmetic changes, the RENOVATE Program provides technical services including architectural design to address handicap accessibility needs, environmental testing and abatement, and construction project management services.

Pacoima businesses invited to apply include those located along Van Nuys Boulevard, between Laurel Canyon Boulevard and San Fernando Road.

Funded through the County's Economic Development Trust Fund and the City's CRA/LA Non-Housing Excess Bond Proceeds, the CDC/HACoLA and EWDD agreed to a dollar for dollar match to fund the program with an initial investment of \$900,000.

"The RENOVATE Program helps propel businesses to become inviting places to shop and to revitalize neighborhoods and commercial corridors," said CDC/HACoLA Executive Director Monique King-Viehland. "We are excited to partner with our City of Los Angeles counterpart to bring this successful Program to the Pacoima community."

The Pacoima RENOVATE Program will provide resources for the revitalization of the Van Nuys commercial corridor to create a positive environment for business growth, thereby strengthening locally owned businesses to help stimulate the local economy.

The Pacoima RENOVATE Program has been designated as a pilot between the City and the County of Los Angeles as a collaborative façade improvement effort. It is envisioned that the program will be expanded to other areas throughout the City.

For additional information on the Pacoima RENOVATE Program, please contact Fernando Oliveros, CDC/HACoLA Project Manager, at (626) 586-1813. All media may contact Elisa Vásquez, CDC/HACoLA Public Information Officer, at (626) 586-1762, or Jamie Francisco, EWDD Public Information Officer, at (213) 744-9048.

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**About CDC/HACoLA:** The CDC/HACoLA is a dynamic and innovative local government agency created by the Los Angeles County Board of Supervisors. The agency is an industry leader in four core service areas: affordable housing, and community, economic, and housing development. Funded primarily with federal grants, the CDC/HACoLA prides itself on sponsoring new solutions to local issues, and forming partnerships with private and public agencies.

**About EWDD:** EWDD provides a broad range of programs designed to grow and improve Los Angeles' economy while building a well-trained and job-ready workforce. EWDD provides an "under-one-roof" approach to helping developers get new projects off the ground, leveraging public-owned assets for new development that spurs economic growth and jobs in struggling communities. EWDD also oversees nine BusinessSource Centers that provide services including access to capital, business plan development, tax incentives/credits, business courses and training, employee hiring and workforce development to business owners or startups.