

BEAUTIFICATION PROPOSAL

To: Tarzana Neighborhood Council

Re: Funding Proposal – Tarzana Gateway Corner Initiative

Dear Board Members,

I respectfully submit this proposal for consideration of a \$2,500 beautification allocation to implement a pilot project at the intersection of Reseda Boulevard and Ventura Boulevard — one of Tarzana's most visible and heavily trafficked commercial corridors.

Project Title:

Tarzana Gateway Corner Initiative – Phase 1

Project Objective:

To enhance the visual quality, pedestrian experience, and civic identity of a key commercial intersection through a coordinated effort combining greenery, cleanliness improvements, and public art.

Project Rationale:

Reseda and Ventura serves as a prominent gateway into Tarzana. Improving the aesthetics of this high-exposure intersection will:

- Elevate neighborhood pride
- Improve pedestrian experience
- Deter graffiti and visual blight
- Support local businesses through improved streetscape appearance
- Establish a model for scalable beautification along Ventura Boulevard

Project Components:

1. Signature Planters Installation

Install three to four oversized, contemporary planters positioned to maintain ADA clearance and pedestrian flow. Planters will contain drought-tolerant, low-maintenance plantings such as agave, lomandra, lavender, kangaroo paw, and decorative stone mulch.

Estimated Cost:

Planters (3–4 units): \$975–\$1,300

Plants, soil, mulch: \$600–\$700

Delivery and installation: \$300

Estimated Subtotal: \$1,900–\$2,300

2. Corner Cleanliness Intervention

Implement a professional power wash of sidewalk panels within approximately 50 feet of the intersection corner. Remove sticker blight from poles, address minor weed growth in expansion joints, and refresh curb paint where permitted.

Estimated Cost: \$800–\$1,000

3. Utility Box Public Art Component

Commission a local artist to paint or wrap one traffic signal control box, transforming an often-vandalized surface into a civic asset. Proposed theme: “Tarzana – Valley Meets Nature,” featuring native plants or subtle design elements reflective of the community’s identity.

Estimated Cost:

Artist stipend: \$1,200–\$1,500

Materials or wrap production: \$400–\$600

Because the total of all three components may exceed \$2,500 if executed simultaneously, this proposal recommends a phased approach:

Phase 1 (Within \$2,500 Allocation):

- Install 3 planters
- Complete sidewalk power washing
- Initiate artist engagement for future Phase 2 installation

Alternatively, the Council may choose a balanced configuration adjusting quantities to remain within the allocated budget.

Maintenance Plan:

- Watering to be coordinated with adjacent businesses or volunteer agreement
- Quarterly light maintenance checks
- Drought-tolerant species selected to minimize long-term irrigation needs
- Graffiti-resistant coating applied where appropriate

Permitting & Coordination:

All installations will comply with City of Los Angeles clearance standards and will be coordinated with the Bureau of Street Services as necessary to ensure ADA compliance and right-of-way approval.

Community Impact:

This initiative will provide immediate, visible improvement at a gateway intersection, signal investment in Tarzana’s commercial vitality, and create momentum for future corridor enhancements. It also offers opportunity for business sponsorship plaques to expand funding in subsequent phases.

Conclusion:

The Tarzana Gateway Corner Initiative represents a modest but strategic investment in neighborhood pride and public realm improvement. With thoughtful implementation, this project can serve as a pilot model for broader Ventura Boulevard beautification efforts.

I respectfully request the Council’s approval to allocate \$2,500 toward this initiative and authorize coordination with appropriate City departments to move forward.

Thank you for your consideration and continued commitment to improving Tarzana.

Sincerely,

Robin Tilden