



**FOR IMMEDIATE RELEASE**

Tuesday, November 3<sup>rd</sup>, 2009

**CONTACT:**

Jessica Tarman  
Communications Director  
213-473-7003/213-276-2093  
[jessica.tarman@lacity.org](mailto:jessica.tarman@lacity.org)

**Woodland Hills Beautification and Business Enhancement Project**  
*Woodland Hills Community Coalition seeks to beautify a section of businesses along  
Ventura Boulevard*

**WHAT:** Councilman Dennis P. Zine and the Woodland Hills Community Coalition, which includes organizations such as the Woodland Hills-Warner Center Neighborhood Council, the Woodland Hills Homeowners Organization, and the Woodland Hills-Tarzana Chamber of Commerce, are kicking off their inaugural effort to beautify and enhance a portion of Ventura Boulevard in Woodland Hills.

**WHEN:** Thursday, November 5<sup>th</sup>, 6:00pm

**WHERE:** Holiday Inn  
21101 Ventura Blvd.  
Woodland Hills, CA 91364

**WHO:** Councilman Dennis P. Zine  
Woodland Hills Community Coalition  
Department of Public Works  
Bureau of Engineering  
Bureau of Street Services  
Urban Forestry Division  
Office of Community Beautification  
Los Angeles Police Department

**WHY:** Community leaders have identified the section of Ventura Boulevard between De Soto Avenue and Canoga Avenue to implement beautification projects. At this meeting, the program will be introduced and stakeholders will present ideas for projects that will improve the aesthetic appeal of the area for customers, neighbors, pedestrians, and visitors.

Some projects have already been completed to beautify the area, including community cleanup efforts by Chaminade Middle School and Chrysalis, a non-profit organization. In September, 280 children and parents from Chaminade Middle School focused one whole morning to beautify the adopted section of the Boulevard by picking up trash and debris and pulling weeds along the sidewalks and tree wells. The students provided this community service to the business corridor in order to make the neighborhood clean and attractive for the community. Chrysalis, a non-profit organization which provides transitional jobs to economically disadvantaged individuals, with the use of special one-time funding from the City of Los Angeles' Community Development Department, provided a day's worth of free cleanup services to our businesses on the adopted section

of Ventura Boulevard with a crew of 8 workers. Services provided to this business corridor included sweeping sidewalks and street gutters, emptying and relining trash cans, removing small graffiti stickers and posters, and reporting any bulk items or large graffiti to appropriate City agencies for removal.

**###**