



FROM THE OFFICE OF COUNCILMEMBER WENDY GREUEL



LOS ANGELES CITY COUNCIL DISTRICT TWO

Proudly serving the communities of
La Tuna Canyon • Lake View Terrace • North Hollywood • Shadow Hills
Sherman Oaks • Studio City • Sun Valley • Sunland • Valley Glen • Valley Village • Van Nuys

LA TUNA CANYON

The community of La Tuna Canyon (the “Canyon”) lies on either side of its namesake, La Tuna Canyon Road, as it runs east from Sunland Boulevard to the 210 Freeway.

For many years, the La Tuna Canyon Road did not actually connect to Sunland Boulevard so the Canyon was a quiet residential enclave where children learned to ride horses and bikes on dirt roads and trails up steep mountainsides. In those days, while the residents referred to their canyon as La Tuna (meaning the fruit of the Prickly Pear Cactus), it was actually considered a part of Sun Valley. In 1995, after petitioning by the community, the City of Los Angeles officially approved the name “La Tuna Canyon”.

Today, La Tuna Canyon maintains its equestrian lifestyle by securing trail access and encouraging equestrian property uses. It is an active community with several civic groups including La Tuna Canyon Community Association and the Foothill Trails District Neighborhood Council.

LAKE VIEW TERRACE

Abutting the northern boundary of the City of Los Angeles, Lake View Terrace is a community with two distinct personalities. West Lake View Terrace is considered a typical San Fernando Valley residential community while the east remains a rural, equestrian community with access to the trails of Hansen Dam Recreation Area and the Angeles National Forest.

Early settlement of the area, which was originally called Tujunga Terrace, began in the 1870’s followed by homesteading in 1902. In 1948, the community was renamed Lake View Terrace, reflecting its location overlooking the then water-filled Hansen Dam.

Today, an active community committed to preserving Lake View Terrace’s rural beauty fights to protect access to horse trails, hiking trails, open space, and the native environment. Civic organizations such as the Tujunga Watershed Stakeholders Group, the Foothill Trails District Neighborhood Council, the Lake View Terrace Improvement Association, and the Lake View Terrace Homeowners Association give community members a voice in the future of this unique area.



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NORTH HOLLYWOOD

North Hollywood is a vibrant and diverse community located in the heart of the San Fernando Valley. It is also touted as the birthplace of California statehood. In 1847, Lieutenant Colonel John C. Fremont of the United States and General Andres Pico of Mexico signed a treaty at the “Campo de Cahuenga” that ended the war between the United States and Mexico. Today, Cahuenga Boulevard marks the place where the treaty signing took place.

In the decades following the signing of the treaty, Isaac Lankershim purchased thousands of acres of fertile land over the Cahuenga Pass. Thus, the San Fernando Valley’s agricultural industry was born. The Bronner Fruit and Cannery Company produced so many peaches that North Hollywood has also been called the “home of the peach.”

North Hollywood was also home to the famous pilot Amelia Earhart, whose statue is displayed at North Hollywood Park.

The building of a general store and a hotel marked the beginning of the area’s commercial development. Today, North Hollywood is probably best known for the NoHo Arts District, which is located in the Fourth City Council District. The Arts District supports and promotes the visual, performing, and literary arts. It is also home to the North Hollywood Metro Subway, which opened June of 2000. North Hollywood has experienced many changes since the days of “Campo de Cahuenga,” but it remains a dynamic, vibrant community in the San Fernando Valley.

SHADOW HILLS

For many years, Shadow Hills remained rural and largely undeveloped because its ample hills and rock, hard soil made it difficult to build. As more people sought its relaxed rural pace, the very lifestyle that lured them to Shadow Hills began to change. Increased traffic lead to a greater demand for paved roads to eliminate dust. Today, residents fight to preserve the community’s open space and the “live and let live” lifestyle that has always been its hallmark. The whinny of a horse and the scream of a peacock still have a place in Shadow Hills.

Shadow Hills has joined with its neighbors, La Tuna Canyon and Lake View Terrace, to form the Foothill Trails District Neighborhood Council and work to preserve those special traits that have become all too rare in urban Los Angeles.



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SHERMAN OAKS

Nestled in the southeastern area of the San Fernando Valley between Studio City and Encino, and close to two major freeways, the community of Sherman Oaks has often been referred to as the gateway to the San Fernando Valley.

In 1927, General Moses Hazeltine Sherman founded Sherman Oaks by purchasing 1,000 acres, subdividing the land and selling each acre for \$780. The rest is history as Sherman Oaks is now among some of the most valuable real estate property in the San Fernando Valley today.

Sherman Oaks has a rich cultural and historical heritage. The La Reina Theatre, designed by Los Angeles architect S. Charles Lee, opened in 1938. This 875-seat venue is a one-story modern building considered to be the most stylistically sophisticated theatre ever built in the San Fernando Valley. In 1987, the interior of the La Reina was revitalized and now houses boutique shops. The façade and marquee were preserved and incorporated into the La Rein Fashion Plaza and declared a historical monument on February 15, 1985.

Over the years, Sherman Oaks has been the home to many celebrities including the one and only Liberace, the infamous Laurel and Hardy duo, Lou Costello, Hector Elizondo and others too numerous to mention. Today, many people who work in the film and entertainment industry call Sherman Oaks their home. The Sherman Oaks Galleria, considered by many to be the birthplace of the “Valley Girl”, was popularized by a 1983 song and movie.

Ventura Boulevard, which runs the length of Sherman Oaks, is a vibrant transportation and commerce corridor that attracts residents from all over the city with its unique shopping and dining establishments.

The Sherman Oaks community was among the hardest hit during the 1994 Northridge earthquake and it took several years to recover. Sherman Oaks remains resilient, politically active, and committed to creating a thriving community.

Several organizations are active in civic life including the Sherman Oaks Homeowners Association, Neighborhood Council, Chamber of Commerce and the Business Improvement District.



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STUDIO CITY

Named for the filming activities of Mack Sennett during the silent film era in the 1920's, Studio City is a vibrant community in the Southeast portion of the San Fernando Valley. Getting its start as a large parcel of rural land, the community is now known for its film and entertainment studios, commerce and residential lifestyle.

Studio City got its start on June 21, 1927 when the *Lankershim Press* headlined a story reporting that the Central Motion Picture District – a corporation set up to develop movie company sites – had arranged for the construction of a \$20 million film center. The first phase was the construction of the two hundred-acre Mack Sennett Studios. By the next year, the community officially adopted the name Studio City.

In 1935, the studio became the Republican Studios and not only produced all time classics, but also helped put Studio City in the center of the growing motion picture industry. By the 1980's, Studio City was home to about 25,000 people and today only CBS Studio Center remains. Many notable productions have been filmed at Studio Center including *Newhart*, *Thirysomething*, *Roseanne*, *A Different World*, *Twilight Zone*, *Father of the Bride*, *The Addams Family* *The Larry Sanders Show* and *Seinfeld*.

In 2003, the Studio City Walk of Fame was unveiled to commemorate the movie and television hits that have been part of many generations.

SUN VALLEY

Located in the Northeast San Fernando Valley, the community of Sun Valley has a long history tied to its name alone. In the 1800's, the area was referred to as "Roberts" after the only business in the area, Robert's General Store. The community name was then changed to Roscoe for either one of two reasons. Some believe the name came from the famous actor Roscoe "Fatty" Arbuckle, while others believe the name came from a railroad employee who was killed in a train wreck during a train robbery near Sunland Boulevard and San Fernando Road. Whatever the reasons, the community finally settled on the name Sun Valley in 1949.

Today, Sun Valley is largely industrial. In fact, much of the San Fernando Valley was built from the alluvial fill material taken from the gravel mines in the Sun Valley. However, many people live in the community and call Sun Valley home.

Above the hills of Glenoaks Boulevard, Sun Valley boasts of one of the most distinctive views of the entire San Fernando Valley. Sun Valley is also home to historical monuments, including the Stonehurst Recreation Center Building at Stonehurst Park. The building was constructed around the 1930's with stones from the local area by a Native American stone mason named Montelongo.



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SUNLAND

The community of Sunland is located in the Verdugo Valley between the San Gabriel Mountains and the Verdugo Hills. Almost all of the land in Sunland and the surrounding areas were part of the Spanish Royal Grant to Jose Maria Verdugo, the namesake of the Verdugo Hills.

In 1882, Phillip Begue Sr. built the first home in the San Fernando Valley in Sunland. Two years later, land promoters bought 2300 acres and called the area Rancho Tujunga. This land was subdivided and named Monte Vista. Although Monte Vista experienced a rough start as a new town during the depression of 1889, the area later flourished and was known for its rural living in the foothills of the mountains, as well as its orchards, vineyards, bee farms, fresh air and healthy living.

The City of Los Angeles first annexed Sunland in June of 1926. By that time, Sunland was already rich in history and character. By 1940, the Valley's largest company, the Adams Olive Company, was located in Sunland.

The natural beauty and unique character of Sunland has made it a desirable spot for filmmakers. Clark Gable's movie, *It Happened One Night*, was filmed in Sunland, as well as scenes from *Our Gang Comedies*, and *Terminator 3*. Sunland was also once the home to Ralph Wiggins of *Ripley's Believe it or Not* and *The Waltons*, as well as Big Chief White Horse Eagle whom was an Osage Native American Chief and film star.

The rich history and beauty of the Sunland area makes it a gem in the San Fernando Valley.

TUJUNGA

Nestled in the foothills between the Verdugo and San Gabriel Mountains, Tujunga, or "The Rock" as it is often called, became a part of the City of Los Angeles in 1932. The name Tujunga comes from the Shoshone Native American language and means place of the old woman or old woman of the earth.

Although many changes have occurred since Tujunga first joined the City of Los Angeles, the presence of hand-built stone houses and the unsurpassed view of the mountains has kept the historic and rural feel of Tujunga alive.

Before its name was changed to Tujunga, the area was the location of the Little Lands Colony, which was the basis for the name of the Little Landers Historical Society. The Historical Society is dedicated to preserving the history of the foothill area and offers an annual Historic Home and Garden Tour.

The Historical Society is housed at Bolton Hall, which is a stone building that in the past served as the City Hall of Tujunga as well as one of the first public libraries in the San Fernando Valley. Bolton Hall was designated as a historical monument, along with the former home of John Steven McGroarty, now home to the McGroarty Cultural Art Center. John McGroarty was a Congressman, dramatist, journalist, historian, and a California Poet Laureate. Like Bolton Hall, a large part of the McGroarty home was built with rocks taken from the local terrain of the area or the Tujunga Wash.

Whether you call it Tujunga, "The Rock", or Little Lands Colony, there is no doubt that this area is unique to the City of Los Angeles with its rich in history, character, and beauty.



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VALLEY GLEN

The beginnings of the Valley Glen community date back just to the early 1990's when a small enclave of very active Neighborhood Watch residents suggested the community change its name. In 1995, their effort led to the formation of the Valley Glen Neighborhood Association and in that same year, the community changed its name to Valley Glen. The following year, the Valley Glen Neighborhood Council was formed as a pilot program long before neighborhood councils were being discussed citywide.

Both the neighborhood association and the pilot neighborhood council have worked diligently to improve the quality of life in Valley Glen. They formed their own graffiti abatement task force, extended their neighborhood watch groups to encompass 1,200 residents, and organized regular clean-ups and beautification projects. The community successfully petitioned the City of Los Angeles for the Valley Glen Improvement Plan Ordinance, which places a moratorium on certain new businesses such as loan stores, tattoo parlors, bail bondsmen, adult-entertainment stores, used car lots and pawn shops.

Beautification projects in Valley Glen are numerous and the fruits of these efforts are clear. The four 800-foot medians along Victory Boulevard, between Whitsett and Coldwater Canyon have gone through a major renovation. Valley Glen is also proud to have in their community the longest mural in the world, measuring 2,435 feet. Restoration of this historic mural is in process and the Valley Glen community is actively fundraising to ensure that the renovation will be completed.

VALLEY VILLAGE

This quaint community nestled between North Hollywood and Studio City is best known for its quiet and charming residential neighborhoods.

First referenced as Valley Village dating back to 1939, the community was not officially recognized as Valley Village until 1991.

Valley Village is an active community with many faith-based and community based organizations. It is served by the East Valley Multipurpose Senior Center and is home to the award winning North Hollywood High School Huskies.

Valley Village has managed to maintain a quiet charm and a high level of local community involvement while still being located within an urban area.



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VAN NUYS

The center of political and civic activity in the San Fernando Valley, Van Nuys had its humble beginnings as a collection of bean fields purchased by William Paul Whitsett. As a real estate entrepreneur, Whitsett divided and sold the bean fields at the bargain price of \$1,000 per 2,500 square foot lot.

In 1911, the community was given the nickname of “The New Town” before being named after a Southland pioneer, Isaac Newton Van Nuys. The appeal of Van Nuys’ flat lands was apparent. Within eight months of the town’s inception, homes, stores, and automobiles had emerged. Van Nuys became one of the first planned communities in the Valley. Whitsett built major and secondary streets to accommodate the automobile giving Van Nuys its signature street grid pattern that would spread across the Valley.

Since its inception almost a century ago, Van Nuys has become the geographic and governmental heart of the San Fernando Valley. Today, Van Nuys is a crossroads of historical sites, new development, and cultural diversity. It is home to the old Valley Municipal Building that was built in 1932 and to the brand new Marvin Braude Constituent Services Center on Van Nuys. It also houses the historic United States Post Office on Sylvan Street.

Driving down Van Nuys Boulevard, one can see and hear the great diversity of Van Nuys. One could only imagine what Whitsett would say today about a town he created out of farmland.