LANI
Fairfax Avenue Ethiopian Business District Project

LANI Overview & Project Partner Description

RAILVOLUTION

Chicago November 2006
What is LANI?

- LANI is a catalytic program designed to jump start economic revitalization and improve transit access in challenged neighborhoods with:
  - Community outreach and consensus building
  - The development and support of community organizations
  - Seed funding for transit and pedestrian improvements,
  - Business district revitalization,
  - Urban greening, and

LANI FAIRFAX AVENUE ETHIOPIAN BUSINESS DISTRICT
LANI Background

- Established in 1994 to stimulate community-driven neighborhood revitalization
- Community engagement
- Constructed over $15 million in neighborhood improvements
- Leveraged an additional $30 million in public, private and in-kind improvements
FAIRFAX AVENUE ETHIOPIAN BUSINESS DISTRICT PROJECT (FAEBD)
FAEBD Project Area

- Over a 10 year period specialty shops relocated to area
- Officially established by Los Angeles City Council August 2002
- 1st Annual Ethiopian Festival held 2002
FAEBD Project Overview

- **Project Funds**: $250,000 Secured by LANI through Congressman Julian Dixon’s Office

- **Project Area**: Fairfax Avenue between Olympic Boulevard and Whitworth Avenue.

- **Project Summary**: LANI will assist the community with planning and implementing physical improvements designed to strengthen businesses and create a safe and attractive pedestrian corridor.
Community Engagement

- **October 1, 2003 Community Meeting**
  - Over 60 community members attending the initial meeting
  - Partial list of community representatives
    - Carthay Square HOA
    - Wilshire Park HOA
    - National Council of Jewish Women
    - Ethnically diverse business owners
    - Local government offices
Challenges

• Bring together divided factions of the community to create a neighborhood identity
• Implement construction projects- especially facades, with a means of maintaining the improvements
• Assist merchants and property owners with marketing strategies
In April 2003, the FAEBD Steering Committee was formed to represent the varied interests of the larger local community.

- The Steering Committee met monthly from April 2003 to June 2005 to plan, discuss, outreach, and advise on the improvements for this project.

- Committee Composed of:
  - Business Owners
  - Property Owners
  - Homeowner Association Members
  - Council Offices CD 5 and CD 10
  - Mayor’s Office
FAEBD Steering Committee

• Roles and Responsibilities
  – Represent community stakeholders
  – Participate in all Steering Committee meetings
  – Select landscape architect through RFQ process
  – Collaborate with Steering Committee members/project team/landscape architect to develop a plan for the project area
Creating a Community Logo

• Steering Committee worked with RTKL Designers and reached an agreement on a unifying neighborhood logo.
• LANI worked with the Steering Committee to host and disseminate information and build a sense of investment at:

✓ Community Meetings
✓ Homeowner Association Block Parties
✓ Cultural Festival
✓ Submit articles about renovation to local HOA newsletters
LANI FAIRFAX AVENUE ETHIOPIAN BUSINESS DISTRICT

• South Fairfax
• Ethiopian E

The Logo
Finding Common Ground

- Steering Committee Neighborhood Walk to identify needed improvements
Approved Project Improvements

• After careful discussion and evaluation of the project area, input from the community at large and design consultants, the Steering Committee identified and prioritized the following projects for implementation:

  • Street Banners with Logo
  • Façade improvements
  • Upgrade of tree wells
  • Bus shelters - 2
  • Street Cleaning
Merchant, Owner Partnership

• Façade Improvements
  – Business Owners
    – Approval of design and palette
    – Maintain electrical signage in working order
  – Property Owners
    – Approval of design and palette
    – Maintain premises in good condition for at least 5 years
Facades – Union Pawn

BEFORE
LANI FAIRFAX AVENUE ETHIOPIAN BUSINESS DISTRICT
Facades – Union Pawn

AFTER
LANI FAIRFAX AVENUE ETHIOPIAN BUSINESS DISTRICT
Facades – Prettv Nails

BEFORE
LANI FAIRFAX AVENUE ETHIOPIAN BUSINESS DISTRICT
Facades – Pretty Nails

AFTER
LANI FAIRFAX AVENUE ETHIOPIAN BUSINESS DISTRICT
Facades – Lock and Key

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AFTER
LANI FAIRFAX AVENUE ETHIOPIAN BUSINESS DISTRICT
FAEBD – Fairfax Avenue Merchants Associations

- City funded study for Business Improvement District
- LANI helped Business Owners form a Merchants Association which allowed property owners to assess themselves $30,000 to $40,000 for maintenance and marketing.

**LOS ANGELES NEIGHBORHOOD INITIATIVE (LANI)**

**FAIRFAX AVENUE ETHIOPIAN BUSINESS DISTRICT (FAEBD) STEERING COMMITTEE**

**Who:** All business & property owners along Fairfax Ave. between Olympic Blvd. & Whitworth Ave.

**What:** Merchant’s meeting. Come and learn about:
- LANI
- The FAEBD Steering Committee
- Proposed project logo design
- Proposed project area improvements

**Where:** TBA

**When:** TBA

**Why:**
- We need YOU to be a part of this catalytic streetscape improvement project.
- We need YOUR voice and input to ensure the proposed projects are sustained by YOU and other community stakeholders.
- We need YOU to help make this project a reality!

LANI FAIRFAX AVENUE ETHIOPIAN BUSINESS DISTRICT
Grand Opening

• Fairfax Avenue Ethiopian Business District Merchants Association receive honors from Mayor Villaraigosa and Council member Jack Wiess
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