

C OF C CHIEFS ANTICIPATE BIG 1957 IMPROVEMENTS

Leaders List Goals for Year



R. W. DENAPLE North Hollywood C of C
RICKARD NORLANDER Sherman Oaks C of C
DAVID FIFE - Tarzana C of C
DR. FREDERICK GRUNECK Sun Valley C of C
JOSEPH W. ARCARO Northridge C of C



BRICK NEIGHBORS
 Reseda C of C



CHARLES W. JANESS
 Chatsworth C of C



PAUL H. LAMBERT
 Burbank C of C

City officials and Chamber of Commerce chiefs throughout the Valley have enthusiastic plans for community betterment during 1957. Some of these have taken the form of New Year's resolutions.

This Section has made a survey of the high resolves of community spokesmen. Here are their quotes:

"I think our New Year's resolution would be to study and support the best plan for building a first-class resort-type hotel in Burbank," said Paul H. Lambert, Burbank Chamber president. "We have Lockheed Air Terminal for the convenience of travelers and the Burbank hill section offers privacy for a hotel development away from the smog and hubbub of the big city."

Parking Major Problem
STUDIO CITY — A proposed parking ban on Ventura Blvd. makes off-street parking facilities the chief concern of the Studio City Chamber.

"Our greatest project this year is off-street parking — without it, we are dead!" Manager Howard Wookey exclaimed. He indicated that a large number of merchants in Studio City have no parking for customers except on the streets. Lloyd Braff, Los Angeles city traffic engineer, has proposed bans on street parking on Ventura Blvd. to alleviate traffic congestion.

Park Financing
NORTH HOLLYWOOD — A campaign for additional off-street parking is also the New Year's resolve of R. W. Denaple, new president of the North Hollywood Chamber. He said he is also concerned with the loss of 43 acres of North Hollywood parks and playgrounds to State highway freeway construction.

"We feel that the money received by the Park Department for this land should be reinvested in recreational facilities in North Hollywood," Denaple said.

Need Street Widening
SUN VALLEY — A speed-up in the widening of Sunland Blvd. and Wentworth Ave. is the New Year's hope of Dr. Frederick Gruneck, Sun Valley Chamber president.

"We receive a lot of injury cases at the emergency hospital here from accidents on Sunland Blvd.," he said. The Chamber is seeking a bypass route for trucks via Wentworth Ave.

Funds for Promotion
SAN FERNANDO — "The Mission City believes in re-warding initiative. That's why we formed the General Promotion Committee," Harold Allen, secretary-manager of the Chamber, said. "The city will match any amount of money up to \$5000 which the committee raises for city-wide improvement."

He said that during 1957 the committee plans to raise enough money to put up 30 benches at bus stops, improve the street-lighting situation, erect welcome signs at the city's entrances, paint

slogans on benches and billboards proclaiming San Fernando as the "Historical City With a Future," and work for further progress on the modernization program.

Working for Youth
CHATSWORTH — "Youth will rule tomorrow," says Charles Janess, president of the Chatsworth Chamber. "That's why our New Year's resolution is to work untiringly for the proposed Chatsworth Youth foundation."

Janess said the drive to finance facilities for athletics and recreation for the community's youngsters started last year when a successful fiesta was held. Chatsworth is also determined to launch a drive to secure a park "as soon as we can decide on how to finance it."

Seven-Point Program
SYLMAR — Dale Ahern, president of the Sylmar Civic Association, has a seven-point resolution of community improvement designed to keep local residents hopping. The program calls for:

1—The Board of Education to start construction on the overdue Olive Vista Junior High School; 2—The city to increase personnel of the

new Sylmar fire station to a fully manned complement; 3—The State, city and county to complete the Golden State Freeway through the Sylmar area so that

Turn to Page 11, Column 1

COMMUNITY NEEDS LISTED FOR 1957

Continued from 10th Page

Traffic now being diverted through the community will be funneled off.

4—Installation of traffic signals at Glen Oaks Blvd. and Roxford St.; 5—Widening of Glen Oaks from Hubbard Ave. on the east to Foot-hill Blvd. on the west to a four-lane street; 6—Construction of a crossing over the May Canyon Channel at Hubbard Ave. so that school children won't have to ford through water in order to get to school; and 7—Building of a park and playground for Sylmar.

Park Plan Outlined

GRANADA HILLS—A \$375,000 park project to give this community a needed swimming pool and play area is the prime objective of the Granada Hills Chamber. Fred Weitkamp, president, said the Chamber is taking action to set up the necessary legal machinery for a local bond election in April. Tentative site of the proposed 14-acre park is south of San Fernando Mission Blvd. along the west bank of the Aliso Wash.

The leveling of Chatsworth Street is another project the Chamber hopes to complete in 1957. Weitkamp said the \$95,000 needed for the job has already been appropriated by the city but the leveling work hasn't started.

College Brings Boom

NORTHRIDGE—The old lady who lived in a shoe has come to this community in the form of the new State College.

"That college is going to grow faster than a lot of people imagine and we of the Chamber realize that some action must be taken to provide housing for the students, especially the married ones," Joseph W. Arcaro, Northridge Chamber official said.

Arcaro pointed out that the Chamber is considering plans whereby multiple dwelling units could be constructed in Northridge. Also the Chamber is making an all-out drive to encourage local residents to vote for the Northridge Park bond issue at the Feb. 14 election.

Rezoning Sought

WEST VAN NUYS—An election of directors by the Chamber of Commerce will highlight the group's meeting Wednesday at 7 p.m. at 8715 Sepulveda Blvd. Installation ceremonies will take place in February, according to Mark Thoreson, president.

West Van Nuys is a separate community in every sense of the word, Thoreson stated. It is the Chamber's belief that enlargement of the San Fernando Valley Airport, plus the new San Diego Freeway, west of Sepulveda Blvd., has brought this about.

In the coming year emphasis will be placed by the Chamber on studies for land rezoning around the airport, he added.

Working for Lighting

PACOIMA—The City of Lights will grow brighter as the new year grows older, said Ben L. O'Brien, president of the Chamber.

"Through voluntary assessment of property owners we have been able to provide ornamental street lighting for one fourth of our community," O'Brien said. "This year we hope to complete the job."

In the petitioning stage is a proposal to create in Pacoima the largest sewer district in Los Angeles. O'Brien

said street paving, sidewalks, a new or an enlarged post office and more police and fire protection are on the Chamber's agenda of projects to push in 1957.

Membership Drive

TARZANA—Increasing its number of business and residential memberships is one of the prime targets of the Tarzana Chamber of Commerce for 1957, according to David Fife, president.

Other projects include street improvements and sidewalks, alley pavings, increasing off-street parking, cleanup campaign, recommending traffic signals where needed and encouraging early completion of the freeway.

After More Industry

VAN NUYS—This community's resources and facilities will be used to further develop industry in the area during 1957, according to Robert Fuller, Chamber of Commerce president.

Other Chamber aims are the expansion of local parking facilities, improvement of streets and highways and extension of transportation facilities.

Ambitious Program

RENESED—This community will be kept the center of the West Valley's professional and merchandising service if the Reseda Chamber has anything to say about it.

Brick Neighbors, manager, said the revitalized Chamber has successfully established itself and will dedicate its energies in 1957 to serving the community in the following ways:

1—Help to establish a Coordinating Council; 2—Do everything in its power to win a 20-year battle to widen the intersection of Reseda Blvd. and Sherman Way; 3—Establish closer liaison with the City Hall and 4—Investigate possibility of city-operated off-street parking lots.

5—Stage an historical pageant in June to be called the Reseda Jubilee; 6—Conduct a cleanup campaign starting Jan. 19; 7—Increase emphasis on youth and senior citizen projects and 8—Move the Chamber of Commerce to a new office at 18747 Sherman Way in the near future.

Protection Is Key Word

SHERMAN OAKS—Working toward the protection of merchants and property owners who would be affected by off-street parking on Ventura Blvd. is one of the projects being considered by the Sherman Oaks Chamber for 1957.

Rickard Norlander, president, said that additional east-west streets will be opened up parallel to Ventura Blvd. in order to relieve traffic congestion.

Another project the Sherman Oaks Chamber is considering is better street lighting for the protection of women returning from work or shopping. Children will be safer in 1957 when certain streets are closed on one side only.

Sewers and Fair

WOODLAND HILLS—Putting first things first, Jim Harper, president of the Woodland Hills Chamber, said completion of sewer lines is the first order of business for this civic group.

Harper said the new year will see the newly created Women's Division launch an attack on local problems and the Merchants' Division will



ROBERT FULLER
Van Nuys C of C



BEN L. O'BRIEN
Pacoima C of C



FREDERICK J. WEITKAMP
Granada Hills C of C



JIM HARPER
Woodland Hills C of C

hold a community fair "to outdate all other community fairs." The creation of off-street parking facilities is also on the Chamber's agenda, Harper said.