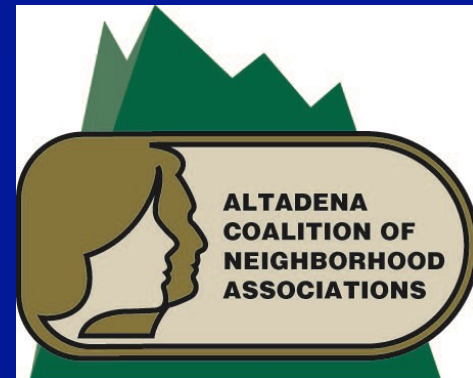


# Altadena Coalition of Neighborhood Associations (ACONA)

Let's keep Altadena  
*"The best neighborhood in LA  
County!"*

January 30 2024



# Agenda for Tonight's Meeting

## 7:00 PM – 8:30 PM

- **7:00 PM – 7:02 PM Quick introductions and welcome**
- **7:02 PM – 7:17 PM ACONA COMMUNITY QUESTIONS**  
Nic Arnzen, Altadena Town Council and ACONA Planning
- **7:17 PM – 7:22 PM Land Use -Overview of the work done by the ATC Land Use Committee**
  - Diane Marcussen, Altadena Town Council Land Use, Chair
- **7:22 PM – 7:52 PM Filming in Altadena**
  - Amy Kradofer, Director, Integrated Communications Film LA
- **7:52 PM – 8:30 PM Q&A**
- **8:30 PM Meeting end**



# Your ACONA Team

- Elliot Gold
- Nina Ehlig
- Ellen Walton
- Nic Arnzen
- Captain Jabari Williams
- Holly Rundberg
- Carlotta Martin
- Sussy Nemer



# ACONA COMMUNITY QUESTIONS

Nic Arnzen, Altadena Town Council





# January 30 ACONA Round Up

Because you asked...



# UWS Issues

626-677-3990

OR

[Customerservice@uwscompany.com](mailto:Customerservice@uwscompany.com)

# Supervisor Kathryn Barger

To stay informed on County issues and receive Supervisor Barger's email updates go to:

<https://lacounty.gov/government/board-of-supervisors/kathryn-barger/>

Click on “sign up for news” at the bottom of the page.

Or click on this link which I will include in the chat box:

[County of Los Angeles, California  
\(govdelivery.com\)](https://www.govdelivery.com)

# Public Works Updates

## Altadena Drive and Washington Boulevard Roadway Improvements Project

- Slated to begin later in 2024 -

<http://altadenawashingtonimprovements.com/>

- This project does include some pedestrian improvements along those corridors, but it does not address any work at the intersection of Altadena Drive and New York Drive as this is mainly a pavement reconstruction project and that intersection is fully concrete so it isn't part of that scope.
- We are working on a separate project to address the intersection itself which will include a traffic signal upgrade, enhanced pedestrian facilities (such as bulb outs and enhanced crosswalks) and striping configuration changes on the approaches to the intersection. We plan to implement the striping updates immediately after the current paving project with the signal and concrete improvements, which are a bit more complex, happening a later phase.



## **Additional projects in the area:**

### **Upcoming Multi-Way Stop Control (All-Way Stop Signs)**

All-way stop controls are being recommended at the intersections listed below. Individual plans are currently being prepared.

- Lake Avenue at Mount Curve Avenue
- Lake Avenue at Concha Street
- Ventura St and Tola Avenue

### **Sidewalk Feasibility Studies**

- Lincoln Boulevard between Altadena Drive and Loma Alta Drive
  - Project is in concept development (conceptual plans and cost estimates)
- Fair Oaks Avenue between Altadena Drive and Loma Alta Drive
  - Scope of feasibility study is being developed

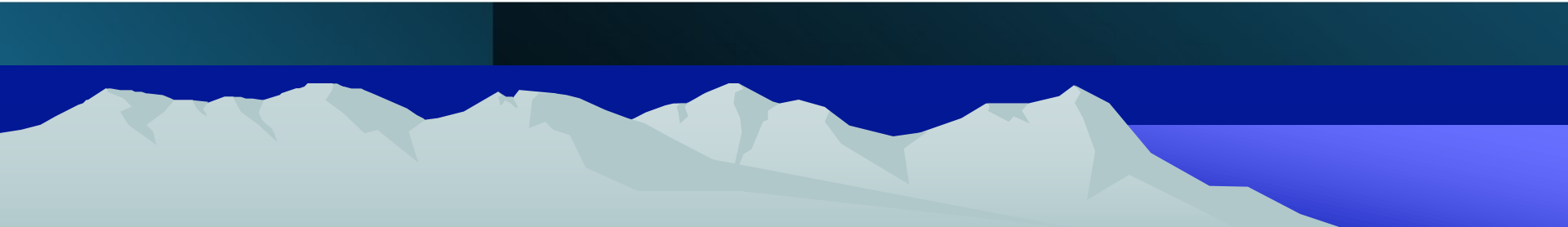
## Edge Line Striping

Striping plans are currently being prepared to provide better delineation between travel lanes and parking lanes on these road segments.

- Chaney Trail between Alzada Road and Loma Alta Drive
- Hill Avenue between Calaveras Street and Boston Street
- The existing signage at the curve located at North Hill Avenue at Calaveras Street is also being evaluated for upgrades.
- Lincoln Avenue from Loma Alta Drive to La Vina development
- Loma Alta Drive from Lincoln Avenue to Dabney Street

## Intersection Improvements

- Fair Oaks Avenue at Loma Alta Drive
  - Evaluating traffic circle and intersection reconfiguration alternatives to calm traffic and deter doughnut turning.
- Fair Oaks Avenue at Altadena Drive
  - Design of minor signal upgrades to enhance safety including upgrading vehicle heads, continental crosswalks, and loop adjustments
  - A full signal upgrade will be recommended as future project to make further geometric enhancements.
- Lincoln Avenue at Altadena Drive
  - Continental crosswalks and other enhancements for pedestrian crossings at slip lanes for northbound and southbound direction.
- Loma Alta Drive at Sunset Ridge Road
  - Install stop signs and temporary bulb outs. Ultimate design will need to reconfigure drainage facilities. Interim design being developed
- Altadena Drive at Roosevelt Street
  - Minor striping, markings, and signing adjustments to enhance vehicle access.



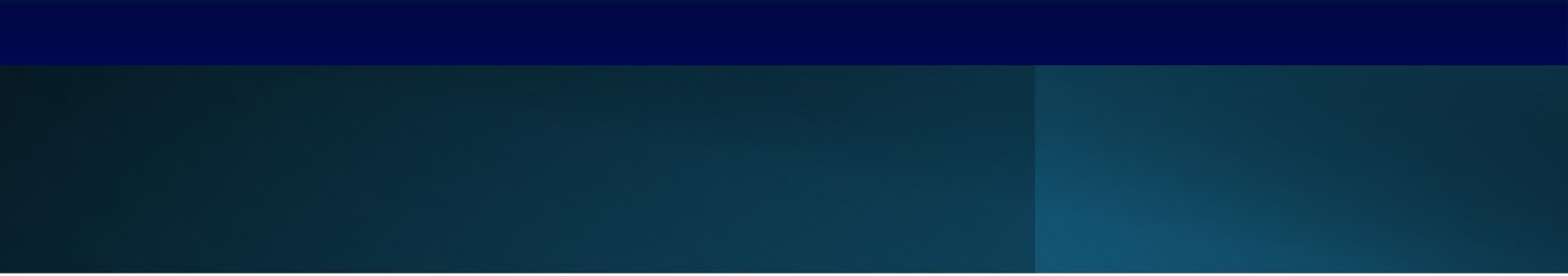
## Speed Cushions

- Casitas Avenue between Figueroa Drive and Woodbury Road
- The speed cushions were installed the week of 1/1/2024.
- Sinaloa Avenue between New York Drive and Oakwood Street
- The speed cushions were installed the week of 1/1/2024.
- Mar Vista between Mendocino Street and New York Drive
- Currently being scheduled for installation.
- Calaveras Street between Marengo Avenue and Santa Anita Avenue
- Currently being considered. Letters were sent out seeking feedback.
- Mountain View Street between Casitas Avenue and Lincoln Avenue
- Currently being considered. Letters were sent out seeking feedback.
- Mountain View Street between Lincoln Avenue and Fair Oaks Avenue
- Currently being considered. Letters were sent out seeking feedback.

- **Speed Limit Reductions**

The following speed reductions have been implemented and updated signage installed.

- Chaney Trail between Alzada Road and Loma Alta Drive
- From 35 mph to 25 mph
- Ventura Street between Lincoln Avenue and Fair Oaks Avenue
- From 35 mph to 30 mph
- Woodbury Road between Windsor Avenue and Marengo Avenue
- From 40 mph to 35 mph
- Mariposa Street between Santa Anita Avenue and Lake Avenue
- From 35 mph to 30 mph



Julian A. Garcia, P.E.  
Principal Engineer  
LA County Public Works

Office: (626) 300-4702

[JUGARCIA@dpw.lacounty.gov](mailto:JUGARCIA@dpw.lacounty.gov)





## **Polytechnic School Development plans for Nuccio's Nurseries property**

Polytechnic has no update to report. As of this date no plans have been submitted with regional planning.

AltadenaWild, the organization leading the cause to respond to the proposed development submitted this graphic-



[www.AltadenaWILD.org](http://www.AltadenaWILD.org)

### Community Education/Outreach

- Nearly 6000 Signatures on Petition of Opposition to Poly Sports Complex on Chaney Trail
  - 60% Altadena, 20% Pasadena
- 423 Yard Signs Distributed
- Newsletter #5 posted online December 12

### Five AW Student Ambassadors Announced

- Peer-to-Peer Advocates for Appreciation of Nature and Our Wildlands
- Represent Four Schools
  - Crescenta Valley HS
  - La Salle Prep
  - LA County High School for the Arts
  - Pasadena HS

### Community Events Supported

- Christmas Tree Lane Lighting & Arts/Crafts Festival (Dec 09)
- **(NEW!) Coming Up February 3 @ 6pm >>>>>>>>>>>>>>>>>>**
  - ELBOWS LA hosting a fund-raising concert
  - Alternative Rock & Punk Music
  - Outdoors @ Pacific Electric Railway Station #8 (2245 N. Lake Avenue)
  - Proceeds go to [AltadenaWILD](http://www.AltadenaWILD.org)



**Get the Facts – Donate – Sign the Petition**  
*Preservation Without Degradation*



**Nic Arnzen, Altadena Town Council**

**[nic.arnzen@altadenatowncouncil.org](mailto:nic.arnzen@altadenatowncouncil.org)**



# Land Use -Overview of the work done by the ATC Land Use Committee

Diane Marcussen, Altadena Town Council  
Land Use, Chair



The logo for the Altadena Town Council Land Use Committee is a large orange circle on the left side of the slide. Inside the circle, the text "Altadena Town Council Land Use Committee" is written in white, stacked vertically.

# Altadena Town Council Land Use Committee

**- Meets every first Tuesday of the month -**

## Committee Members by Census Tract:

4601	Victoria Knapp and Connor <u>Cippola</u>
4602	Kim Yu and Don McCormick
4603.01	Dorothy Wong and Milissa Marona
4603.02	Chris O'Malley and Jon Carmody
4610	Rod Bryce and <u>Japhena Hall</u>
4611	Pat <u>Sutherlen</u> and Alan Peck
4612	Doug Colliflower and Daniel Harlow
4613	Diane Marcussen (Chair) and Sylvia Vega

Four blue brushstrokes of varying lengths and orientations are located in the bottom right corner of the slide.

Diane Marcussen

[diane.marcussen@altadenatowncouncil.org](mailto:diane.marcussen@altadenatowncouncil.org)



# Filming in Altadena

- **Amy Kradolfer** *Director,*  
*Integrated Communications Film LA*





Film  
LA



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The Official Film Office  
of Greater Los Angeles

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OUR SERVICES

IN THE COMMUNITY





# PRODUCTION PLANNING

Guides Filmmakers Through the Permit Process  
Explains Requirements & Unique Needs of Communities



Answers over 24,000 calls/emails per year



Consults on complex filming requests



Advises on drone use, special FX and stunts



Analyzes budgets for location costs



Identifies options for base camps and parking



Reserves government properties for filming



Maintains LocoScout location database



# PERMIT COORDINATION

FILMMAKER



*Apply via*

MYFILMLA



*Project Assigned to*

FILMLA PRODUCTION COORDINATOR

Processes over 15,000 **LOCATIONS** per year

Reviews **COMMUNITY SURVEY** results to identify & **MITIGATE CONCERNS**

Coordinates **STREET CLOSURES & POSTED PARKING**  
*(with LADOT & Board of Public Works, per guidelines)*

Organizes walk-throughs with **PUBLIC SAFETY** personnel

Verifies & processes required **INSURANCE COVERAGE**

Facilitates LA County Fire **PERSONNEL HIRES**

Ensures required **BASE CAMP / CREW PARKING**

Coordinates **HIGH IMPACT ACTIVITY**  
*(gunfire, EFX, stunt driving, etc.)*

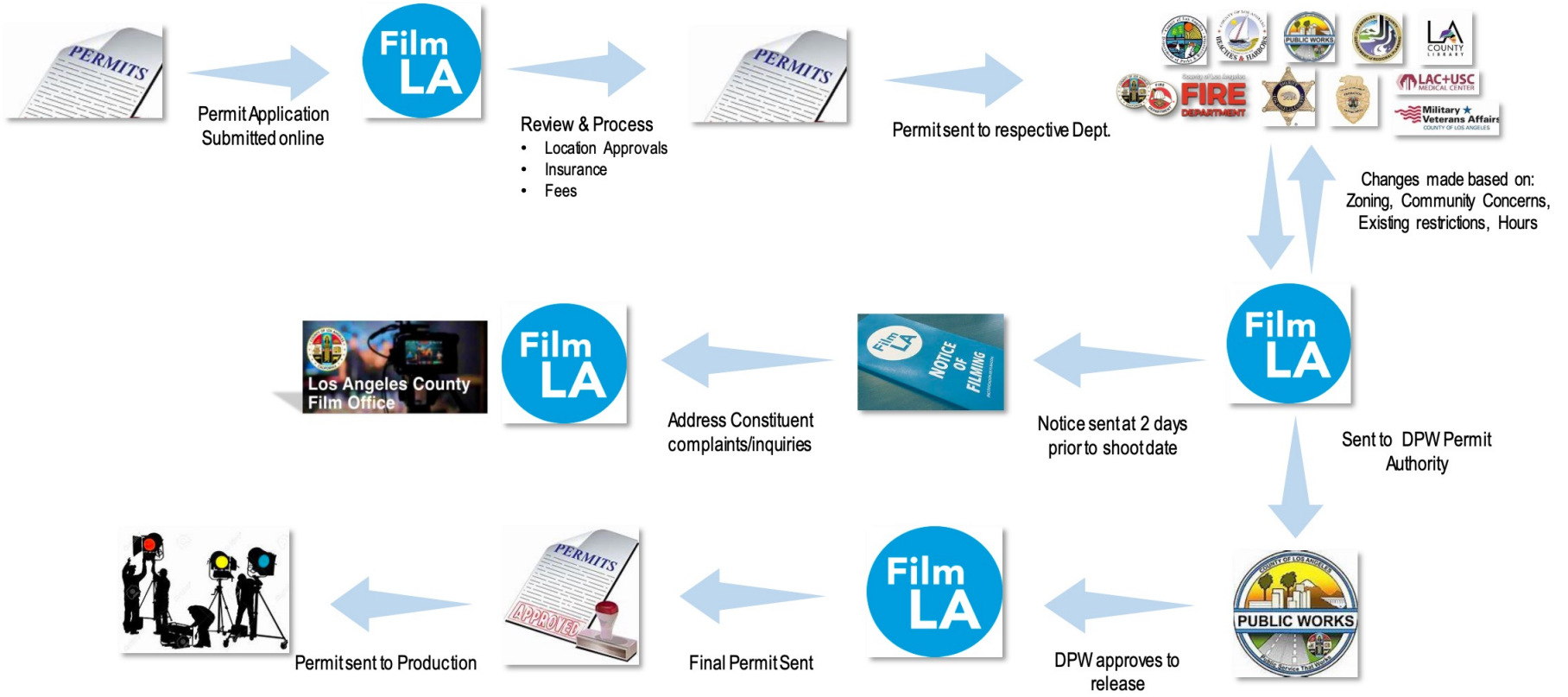
Facilitates required **APPROVALS** & jurisdictional **FEES**

Coordinates **AERIAL ACTIVITY**  
*(drone, helicopter, etc.)*





# Permit Application and Approvals Flow





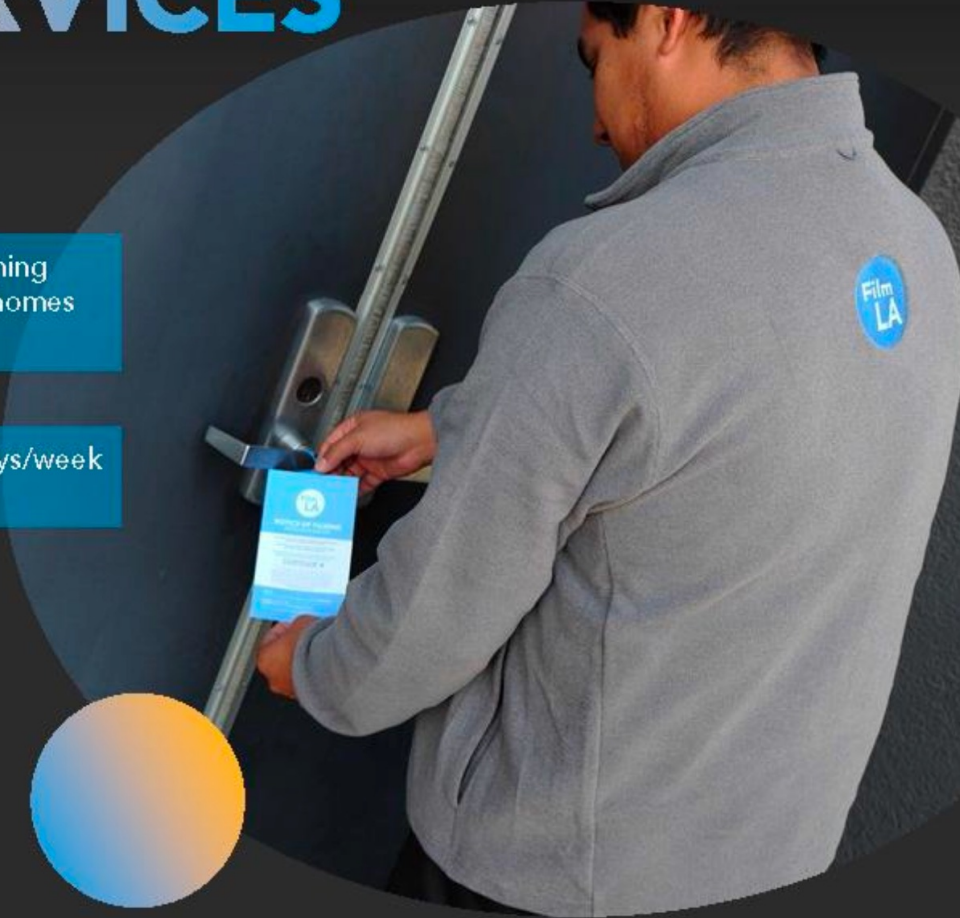
# FIELD SERVICES

## NOTIFICATION PROGRAM



FilmLA provides advance Notice of Filming through in-person delivery of flyers to homes and businesses.

FilmLA distributes notices 7 days/week from 0600 to 1900 hours.



# FIELD SERVICES

## MONITORING PROGRAM



Monitors work to make sure filmmakers work within the terms of their city or county approved permit.



### 24/7

Monitors provide 24-hour support to community members and film production companies.



FilmLA's Monitoring Program assigns Monitors to high impact and sensitive filming locations.



Monitors work in shifts. Typically, day shifts run from 0500 to 2300 and night shifts from 1700 to 0600 hours.



# FIELD SERVICES



IDENTIFY OUR TEAM



## HAT

Logo Branded, Gray

## SHIRT

Logo Branded, Gray

## PANTS

Or Shorts, Black

## NOTICES

Blue & White

Notifiers carry stacks of notices.



## PHOTO ID

With Holographic Logo

FilmLA ID card has a photo and a holographic logo.



## LANYARD

Reflective

Photo ID card is on a reflective lanyard with a black FilmLA logo.

## VEHICLE



LADOT Placard

Personal vehicles display official LADOT Contractor Parking Placards on the dashboard.



# OUTREACH & EDUCATION



**EDUCATING** community members, film industry, film hosts and community groups (Chamber, NC, BIDs, HOAs) on our processes, procedures, and city regulations for filming.



**DEVELOPING** proactive guidelines and implementing mitigation plans for on-location filming.



**COLLABORATING** with the community, government clients, permit authorities, and the film industry.



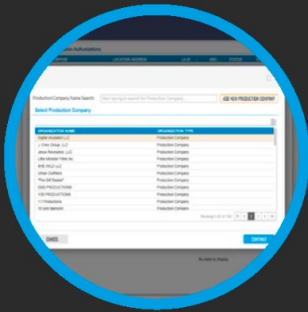
**RESEARCHING** and distributing location intelligence.



**RESOLVING** film complaints at a high-level.



# TECHNOLOGY & INNOVATION

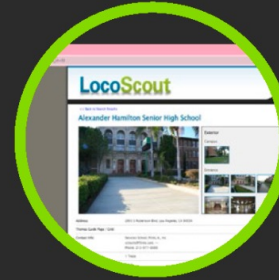
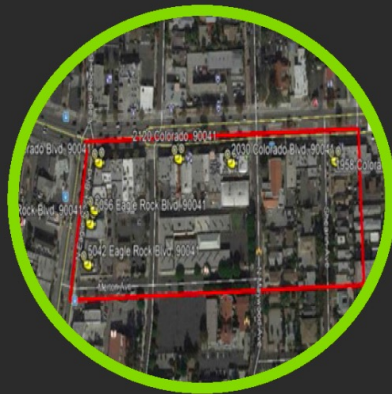


## MYFILMLA

Our next-generation online permit system MyFilmLA offers complete film permit management - handling every step of the permit process, from application intake to government approval and release.

## GIS LOCATION INTELLIGENCE

This feature enables FilmLA staff to provide better customer service and film production location mapping for improved conflict avoidance.



## LOCO SCOUT

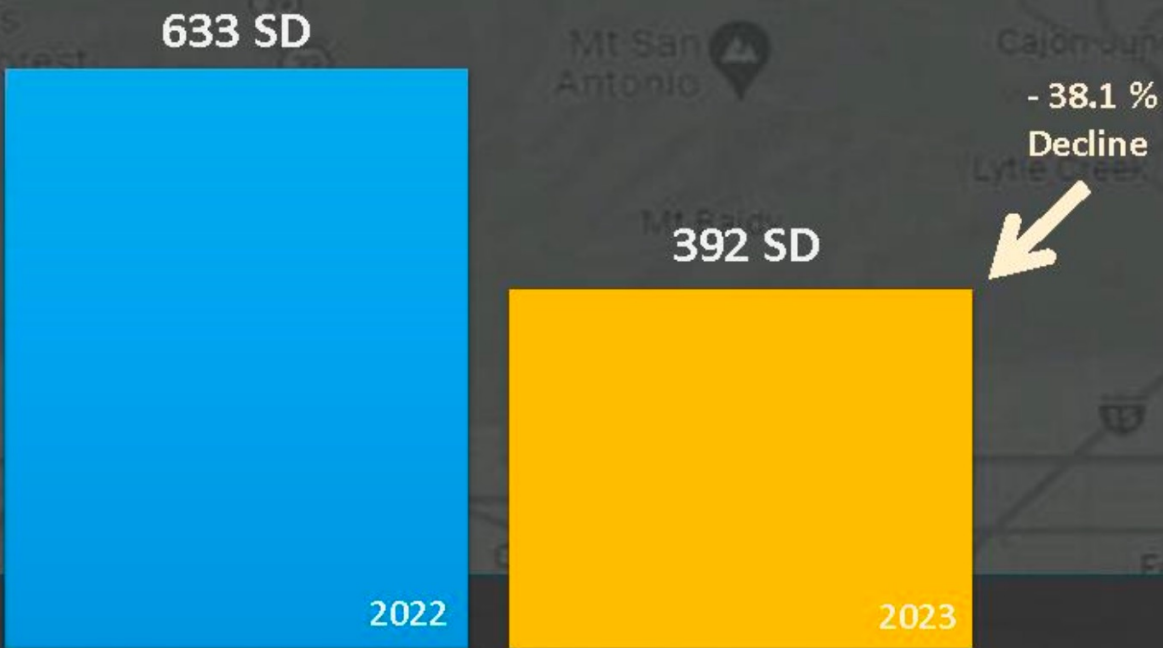
A new kind of location library. It's public property exclusive, and a snap to search. LocoScout helps filmmakers find some future favorites.

## RESERVATIONS

This online system makes it easy for filmmakers to identify and reserve Los Angeles County parks and beaches for filming activity.



# ALTADENA ANNUAL SHOOT DAYS (2022 vs. 2023)



Approximately **1.6 percent** of all on-location filming in Greater Los Angeles happens in Altadena.





# CONTACT



# Film LA

## 24 HOUR LINE (213) 977-8600

EMAIL [INFO@FILMLA.COM](mailto:INFO@FILMLA.COM)  
[www.FilmLA.com](http://www.FilmLA.com)



@FilmLA



@FilmLA



@filmlainc



@FilmLA



**Amy Kradolfer** *Director,*  
*Integrated Communications*  
*Film LA*

*akradolfer@filmla.com*



# Questions?



# Next ACONA Meetings

- **March 26**
- **May 28**
- **September 24**
- **November 20 (Wednesday)**

