

**ART AS A DRIVER OF NEIGHBORHOOD CHANGE:
AN ANALYSIS OF THE NOHO ARTS DISTRICT**

A Thesis

Presented to the

Faculty of

California State Polytechnic University, Pomona

In Partial Fulfillment

Of the Requirements for the Degree

Master

In

Urban and Regional Planning

By

Liz J. Garcia

2025

COMMITTEE MEMBERSHIP

THESIS: ART AS A DRIVER OF NEIGHBORHOOD
CHANGE: AN ANALYSIS OF THE NOHO
ARTS DISTRICT

AUTHOR: Liz J. Garcia

DATE SUBMITTED: Spring 2025

Department of Urban and Regional Planning

Dr. Brettany K. Shannon
Thesis Committee Chair
Lecturer, Urban and Regional Planning

Dr. Alvaro M. Huerta
Associate Professor, Urban and Regional Planning

Jonathan Pacheco Bell
Lecturer, Urban and Regional Planning

ACKNOWLEDGEMENTS

Thank you to my thesis committee – Dr. Brettany Shannon, Dr. Alvaro Huerta and Jonathan Pacheco Bell for their support. Special thanks to my committee chair Dr. Brettany Shannon for guiding me throughout this challenging but enriching journey of thesis writing.

I also want to acknowledge my husband for his love, support and patience throughout my graduate school journey, especially during this last semester. Thank you to my family for their support. Gracias a mis padres por el apoyo, por siempre creer en mi y por enseñarme que el esfuerzo siempre vale la pena.

ABSTRACT

In 1992, North Hollywood (NoHo) Arts District, was established as part of a joint effort between local business and theatre owners in the Universal City/North Hollywood Chamber of Commerce. The NoHo Arts District was formalized by the Los Angeles Department of City Planning's NoHo Commercial and Artcraft Overlay Ordinance in 1995. The NoHo Arts District is part of the larger North Hollywood neighborhood in the city of Los Angeles. In the 1970s, it was considered a "blighted" neighborhood and selected to be the site of the first redevelopment plan in the San Fernando Valley by the Community Redevelopment Agency of Los Angeles (CRA/LA). Since the 1970s to its expiration in February 2021, this redevelopment plan has helped shape the demographic and commercial scene of the North Hollywood and is a key in understanding the formation and evolution of the NoHo Arts District.

This mixed methods study utilizes census data, archival documents, and interviews to observe the impacts of the North Hollywood redevelopment plan, specifically the branding to an Arts district, on local residents and business owners who live within the boundaries of the NoHo Arts District. This study also observes whether residential, commercial, or both types of gentrifications occurred from 1990 to 2024.

TABLE OF CONTENTS

COMMITTEE MEMBERSHIP	ii
ACKNOWLEDGEMENTS	iii
ABSTRACT	iv
LIST OF TABLES	vi
LIST OF FIGURES	vii
CHAPTER 1: INTRODUCTION	1
CHAPTER 2: LITERATURE REVIEW	5
CHAPTER 3: RESEARCH QUESTIONS AND METHODOLOGY	12
CHAPTER 4: THE CREATION OF THE NOHO ARTS DISTRICT	23
CHAPTER 5: MEASURING DEMOGRAPHIC CHANGES IN THE NOHO ARTS DISTRICT	45
CHAPTER 6: MEASURING COMMERCIAL CHANGES IN THE NOHO ARTS DISTRICT	69
CONCLUSION	89
REFERENCES	94
APPENDIX A	103
APPENDIX B	119

LIST OF TABLES

Table 1: NAICS codes for Fine Arts and Commercial Arts (Grodach et. al, 2014)	7
Table 2: Variables Used for Demographic Analysis	18
Table 3: Summary of Commercial Businesses on Magnolia Blvd. 2007	86
Table 4: Summary of Commercial Businesses on Magnolia Blvd. 2024	87

LIST OF FIGURES

Figure 1: North Hollywood (yellow) and NoHo Arts District (orange) census tracts in relation to the San Fernando Valley Region.....	13
Figure 2: Census Tract Detail for North Hollywood and NoHo Arts District	15
Figure 3: Map of NoHo Commercial and Artcraft District Parcels.....	17
Figure 4: Image of Iguana Cafe (Ehrman, 1994).....	35
Figure 5: 1970 Census Data listed in 1971 North Hollywood Community Plan Background report.....	45
Figure 6: Percent Spanish Surname in Elementary Schools, 1971 North Hollywood Community Plan Report	46
Figure 7: Median Household Income Percent Change, 1990-2000	50
Figure 8: Median Household Rent Percent Change 1990-2000.....	51
Figure 9: Hispanic Population Percent Change 1990-2000.....	52
Figure 10: Non Hispanic White Population Percent Change 1990-2000	53
Figure 11: Persons 25 and older with Bachelor's Percent Change 1990-2000.....	54
Figure 12: Median Household Income Percent Change 2000-2010	56
Figure 13: Median Gross Rent Percent Change, 2000-2010	57
Figure 14: Hispanic Population Percent Change 2000-2010.....	58
Figure 15: Non Hispanic White Population Percent Change 2000-2010	59
Figure 16: Persons 25 and older with a Bachelor's Percent Change 2000-2010	60
Figure 17: Median Household Income Percent Change 2010-2023	62

Figure 18: Median Gross Rent Change 2010-2023	63
Figure 19: Hispanic Population Percent Change 2010-2023.....	64
Figure 20: Non Hispanic White Population Percent Change 2010-2023	65
Figure 21: Person 25 and older with Bachelor's Percent Change 2010-2023	66
Figure 22: Commercial parcels on Magnolia Blvd.....	72
Figure 23: June 2007 Google Street View 11002-11014 W. Magnolia Blvd.....	73
Figure 24: July 2024 Google Street 11002-11014 W. Magnolia Blvd.....	73
Figure 25: June 2007 Google Street View 11020-11032 W. Magnolia Blvd.....	74
Figure 26: July 2024 Google Street View 11014-11032 W. Magnolia Blvd.	74
Figure 27: June 2007 Google Street View 11040-11046 W. Magnolia Blvd.....	76
Figure 28: July 2024 Google Street View 11040-11046 W. Magnolia Blvd.	76
Figure 29: July 2007 Google Street View of 11050-11054 W. Magnolia Blvd.	78
Figure 30: June 2024 Google Street View of 11050-11054 W. Magnolia Blvd.....	78
Figure 31: June 2007 Google Street View of 11100-11108 W. Magnolia Blvd.....	80
Figure 32: July 2024 Google Street View of 11100-11108 W. Magnolia Blvd.	80
Figure 33: June 2007 Google Street View of 11112-11122 W. Magnolia Blvd.....	82
Figure 34: July 2024 Google Street View of 11112-11122 W. Magnolia Blvd.	82
Figure 35: June 2007 Google Street View 11128-11140 W. Magnolia Blvd.....	84
Figure 36: July 2024 Google Street View 11128-11136 W. Magnolia Blvd.	84

CHAPTER 1: INTRODUCTION

The North Hollywood neighborhood was the first neighborhood in the San Fernando Valley to have a redevelopment plan implemented by the Los Angeles Community Redevelopment Agency (CRA/LA) in 1979. This plan was created in response to blighted and deteriorating conditions documented by the agency within the boundaries of what is now the NoHo Arts District. The NoHo Arts District is part of the Los Angeles neighborhood of North Hollywood. In 1992, business and theater owners in the Universal City/North Hollywood Chamber of Commerce established a theater and arts district, which they named NoHo Arts District, after the artsy New York City SoHo neighborhood (Kapitanoff, 1992). SoHo is known for being an artsy, avant-garde neighborhood, short for “South of Houston Street.” Other than the NoHo Arts District, many neighborhoods rebranding initiatives across the United States have drawn inspiration from this New York City neighborhood (Scott & Hollenhorst, 2024). This branding of an Arts District, along with the construction of an LA Metro Rail station in 1999, spurred increased development and real estate investment, and created dramatic changes for those who live and work within the boundaries of the NoHo Arts District. This mixed methods study aims to unravel the complex relationship between the arts as a driver for social, cultural and economic change while also being a potential contributor to the effects of gentrification.

In her 1982 book *Loft Living*, Sharon Zukin documented the rapid neighborhood changes that occurred in the SoHo neighborhood over the previous two decades. She was among the first to observe the increasing desirability, thus value, of the artist’s lifestyle, and how local government encouraged the artists’ transformation of a

previously deteriorating neighborhood through aggressive pro-development policies. City officials were eager for real estate investment and got it, resulting in SoHo's gentrification. Zukin's *Loft Living* represents one example of many works that seek to explore the relationships between arts and gentrification. Zukin studied changes related to the arts and rebranding in different neighborhoods of New York City, highlighting how an influx of capital influenced these neighborhoods following the influx of artists moving into previously industrial and newly renovated lofts and how powerful economic and political interests work to raise the market value of neighborhood's real estate (Zukin, 1982). There has been much debate on whether or not artists play a role in gentrification, with authors such as Markusen (2006) arguing that the blame on artists is misguided as artists are used by developers but they themselves are not the main actors in guiding private property and land-use practices aggravating gentrification.

Gentrification is worthy of study because, as public health researchers Linda Diem Tran et. al (2020) note, at its worst gentrification can disrupt the "social cohesion of a neighborhood" and even go as far as affecting individual health, with individuals living in a gentrified and upscaled neighborhood being more likely to experience serious psychological distress (pp. 433). The relationship between arts and gentrification is a relevant topic to study in Los Angeles. Famous for its artists of all kinds and short half a million units of housing for years, Los Angeles has experienced unrelenting gentrification over the last twenty years (California Housing Partnership, 2024). Newcomers have displaced original residents from many of their home neighborhoods, who, owing to the housing shortage, have few affordable housing options. Moreover, as the Urban Displacement Project has discovered in its attempts to identify different

factors of gentrification in Los Angeles, the City of Los Angeles is implicated in neighborhood change through various policies. Transit development projects and related policies have had impacts on commercial gentrification in such neighborhoods as Chinatown, Little Tokyo, Koreatown, and Thai Town. Collins and Lokaitou-Sideris (2016) studied cultural revitalization and its impacts on Skid Row and Gallery Row in Downtown Los Angeles, mainly focusing on how the efforts of social actors can shape or resist the process of displacement of low-income communities.

The UC Berkeley/University of Toronto Urban Displacement Project found in 2018, utilizing census tract data on income levels, rent, and housing affordability, that 10% of census tracts in Los Angeles County were classified as “At Risk of Gentrification, Early/Ongoing Gentrification, or Advanced Gentrification” (Chapple, et. al, 2021). Most of the census tracts in the NoHo Arts District fall under the categories “Early/Ongoing Gentrification” and “Low-Income/Susceptible to Displacement.”

This thesis will focus on evaluating the impact of government interventions in creating an arts district in the San Fernando Valley, as well as exploring how various stakeholders including local businesses, artists, and the government perceive commercial and residential displacement in the NoHo Arts District. Focusing on the NoHo Arts District addresses the gaps in literature because there have not been studies that focus specifically on the NoHo Arts District and the political and cultural forces that have shaped its status as a gentrified neighborhood. Additionally, as Brown-Saracino (2016) notes, there are contrasting views of gentrification between quantitative and qualitative scholars, where quantitative studies offer a more muted assessment of gentrification by focusing on macro-studies and qualitative scholars provide insights that

may seem distorted due to their focus on areas that are already in the process of gentrification. Approaching this topic with a mixed-methods approach will allow a more comprehensive view of the impacts of gentrification in the NoHo Arts District, especially as it relates to the San Fernando Valley region, including the other parts of North Hollywood that do not fall under the NoHo Arts District boundaries. This study will utilize archival research, quantitative data, and interviews.

The importance of studying the links between the arts branding, redevelopment and gentrification is significant for planners to study as we continue to plan for inclusive cities with distinct community character while balancing the needs for economic development and affordable housing. To make equitable cities, we must understand how governments play a role in developing arts districts, how they contribute to gentrification, and how different stakeholders within a community play a role in accelerating or mitigating commercial and residential displacement. The next chapter outlines the current research available on topics including gentrification, arts and economic development, and the relationship between the city of Los Angeles and the forces of gentrification.

CHAPTER 2: LITERATURE REVIEW

There has been extensive study and documentation of gentrification ever since Ruth Glass first coined the term in 1964. This chapter will summarize existing approaches to studying gentrification as well as existing literature pertaining to the topics of the arts, redevelopment, and the types of policies that shape changing neighborhoods. The existing literature reviewed here has helped shape and inform the study of the ever-changing NoHo Arts District.

Gentrification

There has been extensive study and documentation of gentrification ever since Ruth Glass first coined the term in 1964. In *London: Aspects of Change*, Glass used “gentrification” to describe the displacement of working-class quarters of London by upper and lower middle-class people, noting that once it starts in a district, it “goes on rapidly until all or most of the original working-class occupiers are displaced”, thereby disrupting the social character of a district (p. xviii).

Additionally, newer terms such as commercial gentrification expand on the original definition from Glass to encompass the ways in which the influx of capital changes the neighborhood through brick-and-mortar commercial establishments (Chappel et. al, 2017). Various studies have sought to study the phenomenon of commercial gentrification through quantitative analysis. Meltzer & Capperis (2017) note the importance of studying commercial gentrification, stating that “neighborhoods are a function not just of people who inhabit them, but also the commercial transactions and investments that sustain local economies and activate street life.” Their longitudinal

study looks at retail turnover in over 1,700 neighborhoods in New York City. Six measures were created to analyze the movement of businesses over time: “*stay, entry, exit, birth, death and churn*”, where churn is the summary measure of retail change (Meltzer & Capperis, 2017). They defined churn as the sum of all possible moves (either into or out of the neighborhood) divided by the average of the total number of businesses at time and the total number of businesses at time consistent with the midpoint method (Meltzer & Capperis, 2017). Meltzer & Capperis were able to find meaningful differences in retail turnover depending on the type of business activity, commercial infrastructure, and the local neighborhood demographics, with churn being the main measure that captures the volatility of retail within a specific neighborhood (Meltzer & Capperis, 2017).

In 2016, Japonica Brown-Saracino, a leading gentrification scholar, set forth an agenda for a new decade of gentrification scholarship, recommending four new directions for gentrification scholars: bridging methodological divides, creating policy evaluation research, investigating the phenomenon of “super” gentrification, and making resistance to gentrification an explicit object of study. Brown-Saracino highlights the need to reconcile quantitative analysis, which serves as a micro analysis, with qualitative analysis, which helps to paint a broad picture of how gentrification takes place (Brown-Saracino, 2016).

Arts and economic development

The arts play an interesting but less understood impact on planning, as it is both a potential driver for positive economic development but can also be associated with the

damaging impacts of gentrification. Chappel et al. (2016) explain, “arts districts often begin as locations where pioneering low-income artists find places to live and work, but they often result in the commodification of art and culture by business interests” (p. 15). Art *sector* matters, as well, in neighborhood change. Commercial arts include film, music, and design-based sectors made for consumer consumption whereas fine arts refers more to art made for the purpose of expression including dance companies, performing arts theatres, and musical groups and artists. Grodach et al.’s (2014) statistical analysis of 100 US metropolitan areas showed that commercial arts industries had the strongest association with gentrification while fine arts are associated with stable neighborhoods. Table 1 shows the type of industry that pertain to commercial or fine arts using the North American Industrial Classification System (NAICS).

Table 1: NAICS codes for Fine Arts and Commercial Arts (Grodach et. al, 2014)

Commercial Arts		Fine Arts	
NAICS	Industry	NAICS	Industry
512110	Motion picture and video production	453920	Art dealers
512191	Teleproduction and postproduction services	611610	Fine arts schools
512199	Other motion picture and video industries	711110	Theater companies and dinner theaters
512210	Record production	711120	Dance companies
512220	Integrated record production/distribution	711130	Musical groups and artists
512230	Music publishers	711190	Other performing arts companies
512240	Sound recording studios	711510	Independent artists, writers, and performers
541310	Architectural services	712110	Museums
541320	Landscape architectural services		
541410	Interior design services		
541420	Industrial design services		
541430	Graphic design services		
541490	Other specialized design services		
541922	Commercial photography		

Cities plan cultural/arts districts in attempts to attract tourism to their cities, and for attracting economic revitalization. Theorists such as Richard Florida (2005) played a key role in promoting 21st century urban arts policies when he argued that a key tool for

successful economic development is to have a robust “creative class.” Florida uses the term “creative class” to define the roughly one-third, at the time of Florida’s writing, of the workforce employed in the creative sector of the economy meaning science and engineering, research and development, tech-based industries, in arts, aesthetic and design work (Florida, pp. 10, 2005). He argues that cities should plan to make places that attract that group by using the “3Ts of technology, talent and tolerance” (Florida, pp. 39, 2005).

As we know from Zukin’s coverage of SoHo, Florida was not the first to suggest that local government use the arts for urban and economic development. Arts proponents such as Charles Landry, known for popularizing the creative city concept, emphasizing the need for utilizing creativity to create desirable cities (Callaghan, 2010). The City of Tampa, Florida invested in the arts as a tool of economic development when, and in 2006, a Hillsborough County Cultural Planning Report stated that over \$325 million was generated for the city as a result of the cultural industry (Buckman et.al, 2017). Qualitative studies such as those undertaken by Buckman et. al, 2017 on a performative arts space in the historic West Tampa neighborhood, fueled by the creation of a community redevelopment area in this neighborhood, show how it can be difficult to prove claims of equitable redevelopment and how these spaces can contribute to gentrification. (Buckman et.al, 2017).

But the arts and artists are not always inequitable, capitalism-driven endeavors, either. Contrary to the view of the artist as a tool for developers and displacement strategies, artists can also play a role in creating a sense of neighborhood pride and empowerment. For instance, Shannon, Sloane, and Bray (2023), describe the

significance of co-creative artists as conduits, channeling community concerns and placing community needs at the forefront.

Los Angeles and gentrification

There have been various studies that have sought to understand gentrification in the context of Los Angeles. Chappel et. al's 2016 study on Transit Oriented Development & Commercial Gentrification offers a framework for which to conduct a mixed-methods study to observe the causes and impacts of commercial gentrification within the context of Los Angeles. This study included the development of a quantitative metric to define gentrification, and a qualitative component in which community members in two study areas, Hollywood/Vine and Vermont/Sunset, were interviewed and prompted to share their own perspectives of gentrification caused by transit. This study did not find a significant relationship between transit and commercial gentrification. However, they note that the relationship between residential and commercial gentrification needs further study, especially from a qualitative perspective (Chappel et. al, 2016).

Los Angeles has also had a history of pro-development policies that play a role in triggering gentrification. Two specific examples include the Artist-in-Residence Ordinance (1981) and Adaptive Reuse Ordinance (1999). The Artist-in-Residence program allowed the residential use of former industrial buildings, as many artists had sought the loft lifestyle by living in these former industrial buildings illegally since the 1970s. The Arts District Community Council LA has attributed the force of gentrification in the Arts District of Downtown Los Angeles to the Artist-in-Residence Ordinance,

specifically in the way in which real estate developers, as opposed to the artists themselves, have utilized the ordinance to undertake loft residential projects and market them to more affluent residents who are drawn to the “artist lifestyle” (Arts District Community Council LA, 2025). Thousands of artists in the area continue to rely on live/work spaces to support creative entrepreneurial businesses and non-profits, yet recent gentrification has brought new residents including young professionals to the area (Arts District Community Council LA, 2025). The Adaptive Reuse Ordinance (1999) spurred revitalization of Downtown Los Angeles, Hollywood and other historic neighborhoods through the reuse of existing buildings (Los Angeles City Planning, 2024). Although this ordinance has enabled the creation of much needed housing, providing over 12,000 housing units, there are questions with regards to who has been able to gain access to these units, since the areas in which they were most utilized seem to have also experienced gentrification. Collins and Lokaitou-Sideris (2016) note the impact of the Adaptive Reuse Ordinance in Downtown Los Angeles, and how it was used to accommodate squatting artists, while also seeking to attract more artists and art lovers. Soon after, they note, the branding of Gallery Row began to take shape, leading to a transformation of a previously dangerous area to a vibrant corridor. However, they also note eventually private development in the shape of chain stores and upscale restaurants in Gallery Row has led to skyrocketing rent prices. Although these strategies aim to help artists and address housing issues respectively, they can be used by real estate developers to propel the forces of gentrification.

This chapter went over existing literature in the topics of gentrification, the arts and economic development, and the relationship between Los Angeles and

gentrification. These works within the academic literature help to frame the core issues examined in this study. The following chapter outlines the research questions and methodology utilized in this study.

CHAPTER 3: RESEARCH QUESTIONS AND METHODOLOGY

Although concerns exist throughout Los Angeles regarding gentrification, there are few mixed-methods studies that seek to address how certain redevelopment policies might relate to gentrification, specifically in Los Angeles. The CRA/LA, whose main goal was to completely transform what it regarded as blighted areas, was a prominent force in transforming neighborhoods from its inception in 1948 until its dissolution in 2012. As noted by Marks (2004), the definition of blight was developed by a coalition of affordable housing advocates and commercial real estate interests with differing agendas that came together to support the original 1945 California Redevelopment bill and intentionally produced a very broad definition of blight. In the legislation, it was divided into physical blight and economic blight. Physical blight referred to conditions including poor construction, design of overcrowding, improper subdivision, faulty planning, and lack of open spaces and utilities (Marks, 2004). Economic blight referred to characteristics such as depreciated values and investment patterns or improper uses of certain areas (Marks, 2004). Using these broad definitions of blight to justify the redevelopment funded economic development, the CRA/LA eventually paved the way for the creation of the NoHo Arts District in 1992. One cannot paint a full picture of neighborhood changes in Los Angeles without studying the CRA/LA's role in redeveloping North Hollywood and transforming it to what it is today. This is especially true of the NoHo Arts District, a neighborhood within the boundaries of North Hollywood.

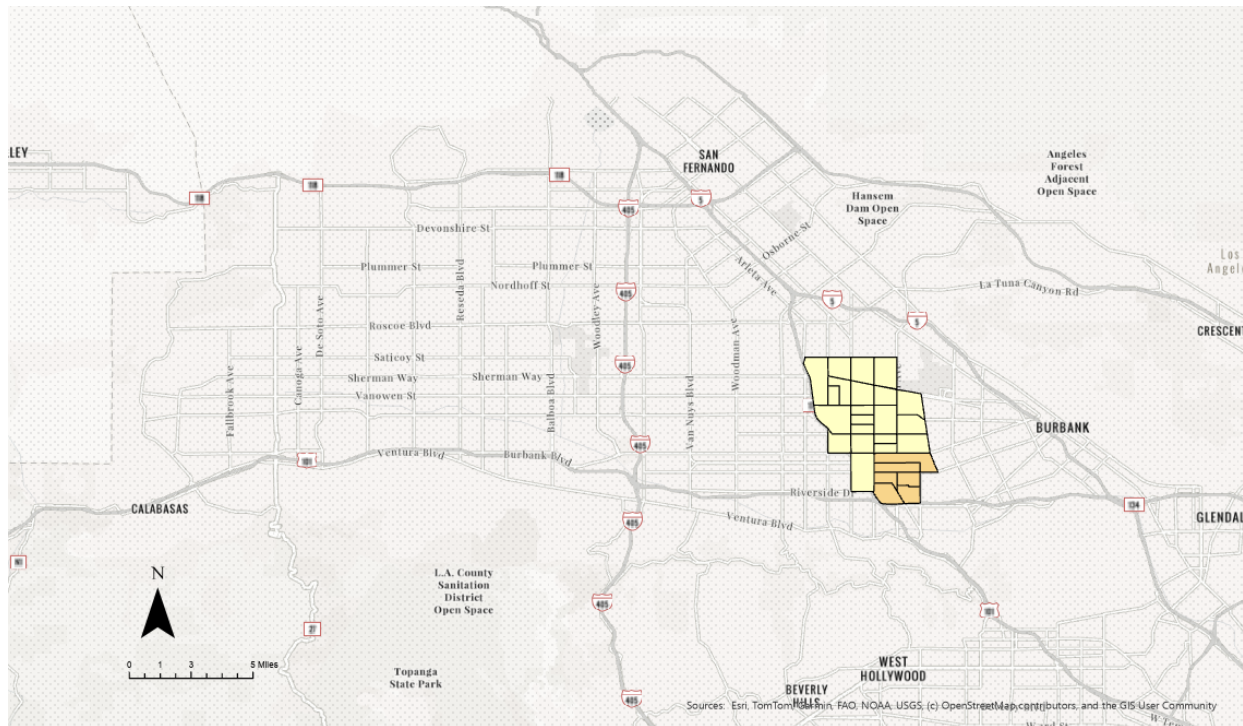


Figure 1: North Hollywood (yellow) and NoHo Arts District (orange) census tracts in relation to the San Fernando Valley Region

Applying a mixed-methods analysis consisting of qualitative and quantitative analysis, this study seeks to address the relationship between the CRA/LA's North Hollywood Redevelopment Plan and the subsequent NoHo Arts District development from 1990 to 2024.

The following are the core research questions of this study:

- What are the impacts of the North Hollywood redevelopment plan and rebranding to an Arts District on the residents and business owners within the boundaries of the NoHo Arts District?
- Do we observe residential, commercial, or both types of gentrifications from 1992 to 2024?

Sites of Analysis

To answer the study's research questions, this study uses the census tracts seen in Figure 2. These census tracts reflect 2010 geography, and they all contain the North Hollywood area. Data from The NoHo Arts District is contained within the orange-colored census tracts, which also contain the pink "Commercial & Artcraft District" overlay designation. In 2023, the census tract boundaries were changed for census tracts 1253.20 (split into two) and census tract 1254.01 (also split in two). Census data TIGER/Line files for 2010 and 2023 census tract geographies were downloaded from the U.S. Census Bureau website. Data from the 1990, 2000, and 2010 census were downloaded from Social Explorer and data was downloaded on 2010 geographies, meaning the data had been adjusted to match the Geographic Identifiers (GEOIDs) of each 2010 census tract. For 2023, this data was found on the census website which matched the GEOIDs of 2023 census tracts, since this data is not available on 2010 geographies due to two census tracts being split, but the data was still able to be used on 2010 geographies. Figure 2 shows the map of the census tract per 2010 geography shape file from the Census Bureau.

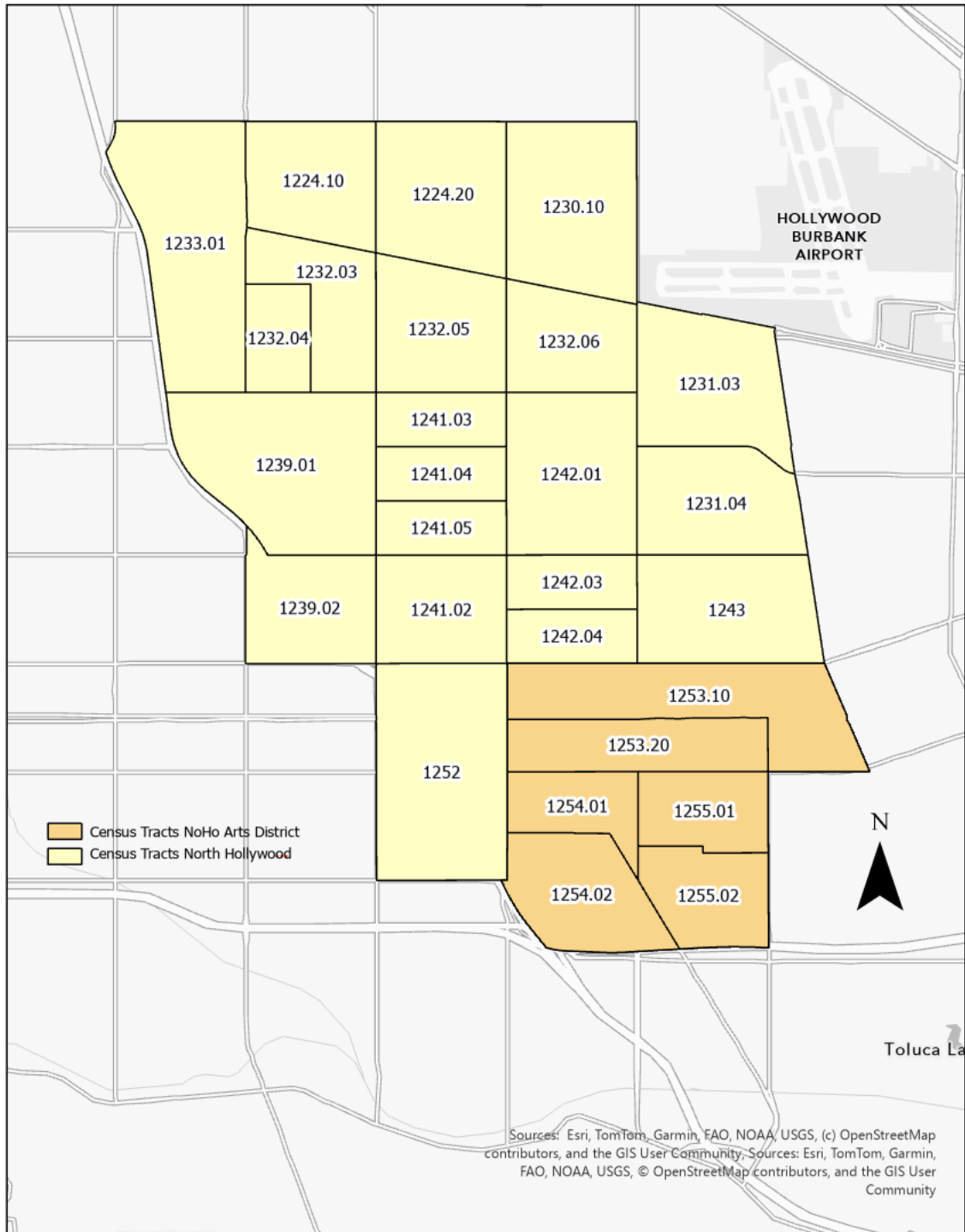


Figure 2: Census Tract Detail for North Hollywood and NoHo Arts District

To delve into commercial changes, commercially zoned parcels in the census tract 1254.01 were selected as the ideal site for observing commercial change for the time period between 1990-2024, since there was enough information available to include 2024 as the most recent year. This specific tract was chosen due to its designation on UCLA's publicly available Urban Displacement typologies map for Los Angeles County (Chappel et al., 2021). The Urban Displacement Project designated it as "Stable Moderate/Mixed Income" in the 2018 update based on their own methodology. Additionally, this tract contains the cross streets Lankershim Blvd. and Magnolia Blvd. which are often referred to as the heart of the NoHo Arts District (North Hollywood Business Improvement District, n.d). A shapefile from the City of Los Angeles' GeoHub containing current city parcels within the city of Los Angeles was downloaded and modified to only include the relevant parcels for the analysis.

Specifically, parcels were isolated, and color coded as pink using ArcGIS Pro to reflect their designation as a being a part of the NoHo Commercial and Artcraft Overlay Ordinance, per the map located in the electronic copy of the 1995 ordinance found on the LA City Planning website (City of Los Angeles, 1995). The LA City Parcels shape file from the City of Los Angeles was last modified in 2020 and contains the most up to date geographic information, including PIN numbers which are unique auto-generated parcel identifiers. Extrapolating the table from this shapefile through ArcGIS Pro was useful for creating the excel spreadsheets located in Appendix A, matching PIN numbers to the corresponding addresses using the Zone Information and Map Access System (ZIMAS). ZIMAS allows users to search by PIN number in order to obtain address information as well as linking each parcel to the corresponding online permit

report, detailing permit data from the 1990s onward. This approach is similar to the approach used by Meltzer and Capperis in which they geocoded business addresses retrieved from the National Establishment Time Series (NETS) database to tax parcels as part of their analysis for studying retail turnover (Meltzer & Capperis, 2017).

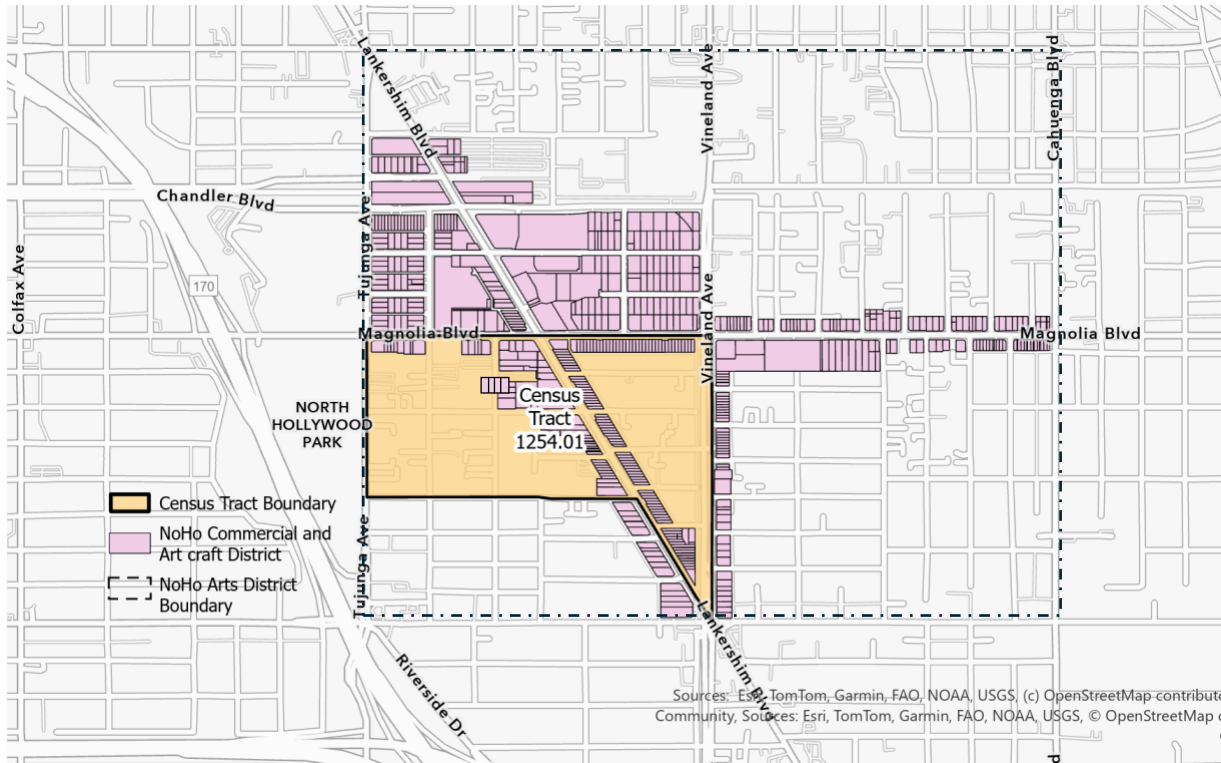


Figure 3: Map of NoHo Commercial and Artcraft District Parcels

Demographic Changes in North Hollywood and the NoHo Arts District

In order to capture residential gentrification, I used a simplified version of Chapple et al.'s UCLA Displacement Project team's methodology which was created in 2016 as part of a replication of the original Urban Displacement Project from UC Berkeley (Chappel & Zuk, 2016). The Displacement Project assesses gentrification by comparing demographic changes available in the 1990 to 2000 Census and 2000 to

2018 American Community Survey time periods. The final version of the UCLA Urban Displacement project database was updated in 2018, whereas this study seeks to study census data from the key time periods 1990, 2000, 2010, and 2023. I utilized the Social Explorer Database to gather census data tables. Using these tables, I calculated percent changes in the following variables found in Table 2.

Table 2: Variables Used for Demographic Analysis

<i>Variables Used for Demographic Analysis</i>
Non-Hispanic population
Hispanic population
Median household income (adjusted for 2025 dollars)
Median Household Rent (adjusted for 2025 dollars)
Persons 25 years and over with a bachelor's degree

Measuring Commercial Gentrification

Measuring commercial gentrification in this study relied on assessing the movement of businesses in and out of the selected census tract, similar to Meltzer & Capperis' 2017 study. Meltzer & Capperis (2017) used six measures to assess the movement of businesses: stay (businesses that stay in the neighborhood), entry (businesses that enter a neighborhood from a different neighborhood within the city), exit (opposite of entry, businesses that move to another neighborhood), birth (brand new businesses to the city) and death (businesses that close down without relocating to another neighborhood). Due to data limitations, this study used three measures: stay, left (exit), and new (birth). For each time period, stay represented businesses that

stayed in the census tract, left represents businesses that left the census tract, and new represents businesses new to the census tract. For the purposes of their study, Meltzer & Capperis defined a neighborhood as a census tract of a population of at least 4,000. In their study, Meltzer & Capperis (2017) categorize each business within the neighborhood as either necessity or discretionary, then further disaggregate by classifying businesses as providing goods or services that are frequently or infrequently consumed. Meltzer & Capperis's study includes a full list of NAICS classification codes with corresponding categorizations of infrequent, frequent, necessity, and discretionary which will be referenced in creating a categorization for several NoHo Arts businesses in Chapter 6 for the years 2007 & 2024. They argue such an analysis provides critical insight as what businesses contribute to a neighborhood's daily quality of life.

In order to gauge the commercial changes that were taking place in the NoHo Arts District, close to 200 parcels within one census tract were analyzed. Data on changing storefronts was collected using a combination of data including Haines Criss Cross Directories from 1990 and 1998, Google Street view data, LADBS building permit data and Yelp. The Haines Criss Cross Directories for 1990 and 1998 contain residential and business listings by address and were obtained from the History and Genealogy Department of the Los Angeles Central Library. Data for 2010 was taken from a 2010 NoHo Business Improvement District webpage obtained using the Wayback Machine internet archives. However, this data was not comprehensive to the entire census tract, so storefronts from 2007 Google Street Views and 2011 Google Street Views were cross referenced with data from Yelp to determine whether the businesses had been active for 2010. Additionally, building permit data such as signage permits and changes

of use were also cross referenced. Data for 2024 was easily accessible using the 2024 Google Street View images and also cross referenced with Yelp user reviews to determine whether the business was active in 2010. This data is contained in a spreadsheet found in Appendix A. Yelp data can be valuable in tracking business changes and commercial gentrification, as it contains real time tracking of business closings and openings whereas Google Street View has also been a useful tool for tracking gentrification in local and academic contexts (Cohen & Pettit, 2019; Rauvi & Hollstein, 2025). Studies such as those conducted by Correa (2019) studying revitalization in the La Cuarto neighborhood of Santa Ana also made use of Haines Criss Cross directories and organized them using Meltzer and Capperis' NAICS categorizations to study changes in business composition in the area.

Archival Research

I also reviewed various historical documents dating back to the late 1960s and 1970s to gain perspectives of the origins of – and attitudes regarding – the North Hollywood Redevelopment Plan and the NoHo Arts District. This qualitative data is vital to contextualize the various views of public officials, business owners, and residents who first promoted the North Hollywood Redevelopment Plan as early as the 1970s and the creation of the NoHo Arts District in the 1990s, as well as incorporating perspectives from the early 2000s. The archives consist of City government documents as well as newspaper articles found in the *Los Angeles Times* and *Valley Times* archives. The qualitative data was analyzed using content analysis using a grounded theory approach informed by Corbin & Strauss's 4th edition of *Basics of Qualitative Research*. The newspaper archives, which were obtained from newspapers.com and the *Los Angeles*

Times online archives, were downloaded and open-coded to identify themes such as gentrification in NoHo, artists perspectives, business owner perspectives, political perspectives, displacement, resident's perspectives, and the rise of the Latino population in NoHo using MAXQDA software. Pertinent government documents including the Los Angeles City Planning *North Hollywood Community Background Report* of 1971, the *North Hollywood Proposed Community Staff Report* of 1972, and a 1983 *Amended Redevelopment Plan* from the CRA/LA were obtained at the California State University, Northridge's University Library Special Collections & Archive Reading Room. Documents were scanned and uploaded to MAXQDA to follow the same open-coding process as the newspaper archives. The most recent *Amended Redevelopment Plan for the North Hollywood Redevelopment Project* dated October 2, 1997 was readily available electronically on the Los Angeles City Planning website.

Interviews

To diversify collected datapoints and triangulate my research to include the individual's response to the Arts District's shifts over time, I interviewed three community stakeholders. All interviewees have been anonymized. Stakeholder 1 is a NoHo resident involved in local community advocacy with professional experience in the commercial arts sector. Stakeholder 2 is a NoHo resident and local musician. Lastly, Stakeholder 3 is a manager of a local NoHo performing arts theater. Stakeholder 1 & 2 were both similar in that they came to live in the NoHo Arts District within the past 10 years. Stakeholder 3 has been in the San Fernando Valley for longer but was not present in the NoHo Arts District until assuming their current role in the past few years. Their perspectives offer insights as to what NoHo Arts District currently represents itself

as. The interviews lasted 15-20 minutes and recorded for the purpose of transcription. One was conducted over Zoom, one over phone, and one was conducted in-person. The interviews were transcribed using Otter.ai and written transcriptions were uploaded on to the MAXQDA software to facilitate open coding. The interviews were coded and themed using the same process as the archival documents.

For recruitment, I identified business owners and representatives from local organizations including local government and nonprofits within the specific census tracts chosen for the study. In-person, phone and email were used in the recruitment of participants. Over 30 participants were contacted through these methods from January 2025-April 2025, but due to the time constraints only three were confirmed. Stakeholders 1& 3 were recruited via email, while Stakeholder 2 was recruited in person. Interview questions can be found in Appendix B. Institutional Review Board approval was obtained prior to beginning the study for the recruitment and interviewing process. As noted by qualitative researcher Mario Luis Small (2009), since interviews are not driven by statistical logic, small sample sizes for interviews produce valid results.

This chapter highlights the mixed-methods nature of this study, mixing quantitative and qualitative elements in allowing for a holistic view of the NoHo Arts District. The next chapter outlines the creation of the NoHo Arts District, highlighting its history, evolution and current perspectives. The use of archives and interviews allow for a more detailed and vivid view of the forces that have driven the development of the NoHo Arts District, community perspectives, and neighborhood changes, especially from the 1970s onward.

CHAPTER 4: THE CREATION OF THE NOHO ARTS DISTRICT

The establishment of North Hollywood as the Los Angeles neighborhood we know today can be traced back to 1923, when the farming community, then named Lankershim, was annexed to the City of Los Angeles (Link, 1991). In 1927, Guy Weddington, president of the local chamber of commerce, brought forth the idea of changing Lankershim's name to North Hollywood in an attempt to associate itself with the "magic name of Hollywood" and to fuel "prosperity and development" in the neighborhood (Link, pp. 51, 1991). This was in part fueled by the success of the Universal Film Manufacturing Company's construction of a studio on the site of a former horse-breeding ranch in the Cahuenga Pass in 1915, now known as Universal Studios Hollywood (Link, pp. 45, 1991). The community of Lankershim overwhelmingly voted "yes" to the name change following annexation, and this community and its identity began to grow (Link, 1991). Over the course of the next hundred years, the community of North Hollywood would face many changes, including demographic shifts, economic concerns, and changes in identity.

The creation of North Hollywood as a center for the arts started in the late 1960s. Thanks to the archived redevelopment plan and plan-related reports, as well as the newspapers offering feverish coverage, we can grasp the growth machine (Logan & Molotch, 1987) response to the proposed changes to the neighborhood. Newspapers such as the *Los Angeles Times* and *the Valley News*, in particular, offer a wealth of historical context. It is important to note the *Los Angeles Times*' conservative stances and bias beginning with its inception in 1882, as they came to acknowledge and apologize for in a 2020 article. Their views represented the views of a majority White

publication, and the affluent and influential real estate Chandler Family who ran the newspaper and was catered toward appealing to the middle and upper classes, which is evident throughout the articles sourced in this time period (*The Times Editorial Board*, 2020). Although there is not much information on the now defunct San Fernando Valley based *Valley Times*, the three newspapers collected from this source seem similar to the *Los Angeles Times* as these articles seem to represent business interests and paint the redevelopment plan in a mostly positive light and also include optimistic visions of growth in the San Fernando Valley in general. This newspaper was in operation from 1946 to 1970 and most likely reflected the common views of the middle and upper classes of the San Fernando Valley (LA Conservancy, n.d). From paper articles published from 1966 through 2007, we observe the different narratives present in the community around the inception of the North Hollywood Redevelopment Plan and later the NoHo Arts District.

Conceiving and Marketing the Redevelopment Plan (1960s-1979)

The first mentions of a potential North Hollywood Redevelopment Plan were found in a 1966 *Valley Times* article detailing a proposed rapid transit project in the San Fernando Valley which would allow Valley commuters to “catch a fast train every 90 seconds during the rush hour” (Kaminsky, pp. 1, 1966). In the mid-1970s, the Centers Concept was adopted by the Los Angeles City Council which sought to convert Los Angeles to a City with a network of urban centers connected by a rail system, with one center located in North Hollywood (Online Archive of California, n.d.). Over ten years later, the North Hollywood Redevelopment plan, adopted in 1979, was created because

of years of political pressure, mostly from the North Hollywood development business communities. Los Angeles City Planning Documents from 1971 and 1972 offered key insights on the main driving forces for creating the redevelopment plan.

In May 1970, the *Los Angeles Times* reported that the CRA/LA had determined that North Hollywood did not have sufficient blight to warrant redevelopment (Burleigh, 1970). The *Times* explained the CRA/LA's city administrator Richard G. Mitchell drafted a lengthy report for the North Hollywood businessmen pushing for federal revitalization funds, in which Mitchell recommended they carry out on a "private basis" instead of using CRA/LA funds (Burleigh, 1970). The *Times* also named Guy McCreary as the chairman of the Better Downtown Committee of the local Chamber of Commerce and the main point of contact with the CRA/LA. Though the CRA/LA denied renewal aid in 1970, evidently something changed between 1970 and 1979, when the Redevelopment Plan was finally adopted. Broad definitions of blight in the California redevelopment legislature were most likely used to their advantage.

Guy McCreary was a key player in North Hollywood history as he descended from the Weddington family, whose family arrived in 1886 and throughout the years were responsible for building the first area school, jail, fire stations and other public services (Abram, 2017). With his background in government and as part of the Weddington Investment Co., he was a major political and development figure in North Hollywood. Likely McCreary, from his position and with his connections, was able to convince the CRA/LA to fund redevelopment in the area. He went on to become a key consultant for both the 1971 *Los Angeles Department of City Planning North Hollywood Community Background Report* and the 1972 *Los Angeles Department of City Planning*

North Hollywood Proposed Community Staff Report which both served for the formation of the redevelopment plan. These documents were created by the Los Angeles Department of City Planning for the purpose of creating a community plan update for North Hollywood as part of Los Angeles General Plan, however they provide key sources and context that would shape the CRA/LA's own policies.

The 1971 *North Hollywood Community Background Report* shows that creating the study for the report started in 1971 with local stakeholders and community members, mainly with the Citizens Advisory Committee, which sought to represent the main interests of North Hollywood. The report cites 1970 census data which showed the North Hollywood community as constituting 98% percent White residents living in primarily single-family dwellings. The term “visually homogenous” runs throughout the document in describing the different parts of this community, seemingly in a vague manner but suggestive of the single family and racially homogenous nature of these areas (Los Angeles City Planning, 1971). There appears to be anxiety about the loss of that homogeneity. The Community Background Report highlights the perceived decline of the neighborhood's single-family-home quality of life, explaining that the area's unprecedented postwar growth involved the replacement of single-family homes with more multi-family structures (Los Angeles City Planning, 1971). The report also characterizes the North Hollywood Business District located on Lankershim Boulevard as an “aging, auto oriented commercial area”, and cite a decline in sales and economic activity in the North Hollywood Business community as one reason for urging a redevelopment plan. The core reason for redevelopment is summed up as follows:

“The community suffers from both physical and psychological barriers, a lack of open space, a lack of proper buffering between land uses, a lack of

identification, as well as unsightly areas. These problems further confuse an already congested traffic condition caused by five- and six-way intersections. These deteriorating conditions tend to cause the east Valley population to live and shop outside of the North Hollywood Community. This negative attitude and atmosphere towards North Hollywood further dampens the hope of reviving the aging North Hollywood Business District” (Los Angeles City Planning, 1971, pp. 22).

The 1972 Proposed Community Staff Report does include some displacement considerations. For families located within the designated industrial expansion area, replacement housing was to be provided on a 1:1 ratio (pp. A13). But again, the North Hollywood Community Citizen Plan Advisory Committee report emphasized retaining North Hollywood’s “low density environment” (pp.5). The report locates low- and moderate income and senior housing in four specific areas, as well as includes a map listing specific apartment buildings to serve as replacement housing.

Well before the 1971 and 1972, studies had been carried out since the early 1960s concerning the state of North Hollywood businesses. According to the *Valley Times*, by 1977 a preliminary redevelopment plan for North Hollywood was approved by the Los Angeles City Planning Commission 4-0, with little discussion, with the article mentioning that the project had also been strongly favored by North Hollywood businesspeople and residents (Jacobs, 1977). The final approval of the 1979 plan was the culmination of those many years of study and political effort pushed by the development community (Los Angeles City Planning, 1972).

Residents’ views were less uniformly positive. The 1972 Los Angeles Department of City Planning *North Hollywood Proposed Community Staff Report* details the community engagement process at public meetings from December 1971 to February 1972. Guy McCreary led the North Hollywood Community Plan Advisory Committee, and, thus, the engagement process. Joining McCreary on the committee’s

community were representatives from local organizations such as the Studio City, Toluca Lake, North Hollywood Coordinating Council which at one point was one coordinating council; the Victory-Vineland Homeowner's Association; the Maud Booth Family Center (nonprofit that supports working single mothers); the North Hollywood Gals; and one representative from an active resident's list, among other religious, student and commercial representatives (Los Angeles City Planning, 1971). McCreary sought out business leaders' support, too, contacting the Automobile Club of Southern California, Laurel Plaza Management, North Hollywood Insurance, Coolidge Physical Therapy Center, United California Bank, Lee's Brake Service, Valley Drug Company, and the Valley Plaza Merchant & Professional Association (Los Angeles City Planning, 1971).

For the authors of the preliminary proposals, the goal of preserving the "single-family residential character" of North Hollywood was crucial and achievable by encouraging the development of multiple-dwelling buildings around the named community centers, thus allowing for lowering the density of multiple areas (Los Angeles City Planning, 1971). The plan called for revitalizing the North Hollywood Business Center and encouraging high-medium and medium density multiple-dwelling units that would support the economic activity and eventually support a rapid transit station (Los Angeles City Planning, 1971). It also included the suggestion of expanding commercial and multiple residential acreage, expansion and restriction of industry along Chandler Boulevard, and suggested the closing of Lankershim Elementary School and mark this area as the center of the North Hollywood Business Center (Los Angeles Department of City Planning, 1971).

The Los Angeles Department of City Planning was also aggressive in its promotion of the plan, distributing 1,500 questionnaires, and encouraging residents and businessmen to attend the various presentations of the preliminary plan. Overall, the Department of City Planning cited in their report an overwhelmingly strong support for the plan. The North Hollywood Community Citizen Plan Advisory Committee submitted a report reflecting their ideas which was incorporated into the 1972 Proposed Community Staff Report. But while the Department of City Planning's Staff report and a *Valley Times* article described the approval by the Los Angeles city planning commission as easy and favored by residents in 1977, another article from the *LA Times* told a different story of residents' perspectives. In 1978, local residents who felt concerned that the chamber was taking too much control over the project formed the Strengthen Our Community Organization (Roderick, 1978). The organization called a meeting with residents and the local city councilman, Joel Wachs, where residents voiced their concerns and questions, especially with regards to the proposal's suggested use of eminent domain (Roderick, 1978). Opponents continued to fear the proposed urban redevelopment would be like the Bunker Hill and Chavez Ravine urban renewal efforts, where the city forcibly removed locals from their land and homes (Roderick, 1979). At that point, residents were either supportive or simply resigned to their fate, accepting what the *Los Angeles Times* called the "flat promises" of Councilman Wachs to limit eminent domain to ten homes (Roderick, 1979).

Nowhere in either the 1971 or 1972 planning department reports is there any mention of artists. Both documents emphasize the perceived lack of community identity, but not until the 1983 Amended Redevelopment Plan from the Community

Redevelopment Agency did art enter the picture. In it, the Cultural and Artistic Development section explains that “at least one half of one percent (.5%) of the private development costs for new commercial and multi-family development that is assisted by the Agency subject to a disposition and development agreement, shall be allocated by the developer to finance the provision of cultural and artistic facilities and features within the Project area” (CRA/LA, 1983, pp. 42). The documents do not explicitly state where this idea came from or who pushed the idea of cultivating arts activities within North Hollywood.

Amending the Plan, Making the NoHo Arts District (1980s-today)

After being adopted in February 1979, the North Hollywood Redevelopment Plan went through amendments in 1990, 1982, 1995, and 1997. The 1990s sparked a renewed push for revitalization using a new approach: creating an Arts District. As the *Los Angeles Times* reported in 1998, community improvement efforts gained the most momentum in the late 1980s and early '90s, with many entertainment industry residents gaining a new focus on investing in local arts (Baker, 1998). The Universal City/North Hollywood Chamber of Commerce led the push to create and brand a NoHo Arts District, and in 1995, the Department of City Planning published the NoHo Commercial and Artcraft Overlay Ordinance (Baker, 1998; Los Angeles Department of City Planning, 1995). These zoning regulations were approved by the Los Angeles City Council and were backed by the support of the local councilmember John Ferrero, whose office described the regulations as a way to make it easier for artists to be used as tools for rehabilitating buildings (Hwangbo, 1995). City officials were enthusiastic about the new

zoning regulations as attracting artists as well as “arts-compatible businesses,” including art galleries and coffeehouses (Hwangbo, 1995).

Prior to the adoption of the 1995 and 1997 amendments of the redevelopment plan, the 16-member North Hollywood Redevelopment Citizens Advisory Committee held regular meetings with the CRA/LA and with John Ferraro (Chavez & Curtiss, 1990). Guy McCreary continued to be an active member of this committee. This Citizens Advisory Committee was instrumental in helping the CRA/LA continue its work in the North Hollywood Redevelopment area by approving projects such as the \$41 million Academy of Television Arts and Sciences project built in 1990 (Chavez & Curtiss, 1990). The most recent amendment of the plan in 1997 extended the North Hollywood Redevelopment, was reported as controversial by the *Los Angeles Times* (Satzman, 1997). Even so, local lawmakers continued to boast that the extension would help establish a “thriving arts and entertainment community in the Valley” (Saltzman, 1997).

Officials continued to defend the agency thought the decades even in 2000, when the *Los Angeles Times* reported that the \$117-million redevelopment plan did not leave North Hollywood any better after 20 years when compared to other areas that did not get aid (McGreevy & Miller, 2000). According to the *Los Angeles Times* analysis, there had still been vacant and deteriorating homes and that only a fraction of new homes and businesses the CRA/LA had promised to build had been actually built (McGreevy & Miller, 2000). City officials pointed to the “glitzy” headquarters of the Academy of Television Arts and Sciences and the El Portal Theatre revitalization as proof of “reinvigoration,” located among the blocks of cafes and galleries that lined the NoHo Arts District (McGreevy & Miller, 2000). Officials also noted that the early 1990s

recession and 1994 Northridge earthquake would have had far worse consequences without the CRA/LA's involvement. CRA/LA executive Lillian Burkenheim highlighted the creation of "sanitary, safe housing" and "a shopping center that people can walk to" according to (McGreevy & Miller, 2000).

Residents developed renewed, often critical, interest in redevelopment activities beginning in the 1990s. One 1990 *LA Times* article reported that after years of tearing down "run-down" commercial buildings along Lankershim Boulevard without much community controversy, community members began question what the CRA/LA was doing to their neighborhood (Chavez & Curtiss, 1990). In one North Hollywood Redevelopment Citizens Advisory Committee meeting in March 1990, there was a "bitter shouting match" between a group affected by the Hollywood redevelopment plan and the Citizens Advisory Committee (Chavez & Curtiss, 1990). Although this was an outsider group that was not specifically with the North Hollywood community, they had felt the impacts of renewal in Hollywood and sought to advocate on behalf of North Hollywood residents, claiming that several North Hollywood residents had contended that they were not well enough informed on what the CRA/LA was doing in their area and purposefully disrupted the North Hollywood Redevelopment Citizens Advisory Committee (Chavez & Curtiss, 1990). They accused the Citizens Advisory Committee as merely being a "rubber stamp" for CRA/LA projects and of conducting their elections illegally (Chavez & Curtiss, 1990).

This was not an isolated incident. In 1992, the *Los Angeles Times* reported on a North Hollywood Project Area Committee meeting in which two women, Mildred Weller of the Concerned Citizens for North Hollywood organization, and Renee Weitzer, an

aide to Councilmember John Ferraro, fought over who was the legitimate head of the citizens council (Stewart, 1992). The Citizen Committee was described as the North Hollywood PAC in this article, stating that the purpose of the PAC was to advise the CRA/LA on the redevelopment project (Stewart, 1992). Although not specified, the use of the acronym PAC seems to refer to a political action committee. Apparently, according to the *Times*, this event was neither unusual or the worst – one time there had been a fist fight (Stewart, 1992). A city attorney investigation found that ballots had been miscounted on more than one election, and certain PAC members had not been properly elected (Stewart, 1992). Members of the coalition and the public, including members of the North Hollywood Residents Association, expressed concerns that the councilman's office and the city were attempting to take over the committee (Stewart, 1992). Tensions between residents and city government persisted for years.

In 1995, a group of residents and businesses owners successfully sued the city for violating state laws by not holding public hearings and managed to freeze the proposed amendment to the redevelopment plan for two years when it was finally adopted in 1997 (Satzman, 1997). Even then, residents and business owners considered filing a second lawsuit business owners such as Jerry Day, who believed that the CRA/LA was “designed to misuse public funds,” and an overall mistrust in the promises of councilmembers Wachs and Ferraro endured (Satzman, 1997).

The effect of the 1995 CRA/LA amendment was swift. A major CRA/LA project that had intended to be one of the stars of the revitalization was the El Portal Theatre. Once a vaudeville house and cinema in 1926 on Lankershim Boulevard, by the 1990s, the theatre needed investment and nearly \$300,000 were allocated by the CRA/LA to

add much needed restoration (Koehler, 1994). This project was undertaken in collaboration with the Actors Alley Repertory Theatre company, who saw the El Portal Theatre as their new home (Koehler, 1994). By January 1994, El Portal was 95% ready to reopen, but the 1994 Northridge earthquake caused major setbacks and damages (Koehler, 1994). Subsequently Actor's Alley sought funding from the CRA/LA to help with the \$1.5 million dollar's worth of damages to the theatre (Koehler, 1994). Another local theatre, the American Renegade Theatre on Magnolia Boulevard also suffered major damages from the earthquake, estimating the damage at \$100,000 (Schnauffer, 1994).

Just before the earthquake, the NoHo Arts District hosted its first ever Performing Arts Festival in 1993 in an attempt to foster the fine arts community. The festival was sponsored by North Hollywood Chamber of Commerce, and the executive director Jim Mahfet noted how they hoped that the Los Angeles city leaders could make the Arts District designation official and was most likely a major motivator to create the festival and showcase the progress that had been made (Bettner, 1994). Even with the challenges of the 1994 earthquake, the NoHo Arts District boasted its progress through the CRA/LA and other local actors in revitalizing the area which at that point had 15 performing arts theatres although the article did not mention how many had been damaged by the earthquake (Bettner, 1994).

An interesting example of the arts culture in North Hollywood in the 1990s was demonstrated in a 1994 account of a popular café called the Iguana Café. The café was celebrated as being a “mecca for music, poetry and art long before the 1992 creation of the North Hollywood Arts District (NoHo),” although the café was located just steps

outside the boundary of the NoHo Arts District on Camarillo Street (Ehrman, 1994).

Figure 4 below shows a scene of a common night at the Iguana Cage, which since 1989 brought popular local artists and “undiscovered talents” to its stage, with fully acoustic sets in an intimate setting (Ehrman, 1994). The Iguana Café came to be a community staple, with local artists such as Matthew Niblock describing the café as an excellent place to both hang out and perform, with Niblock even hosting his wedding reception there (Ehrman, 1994).

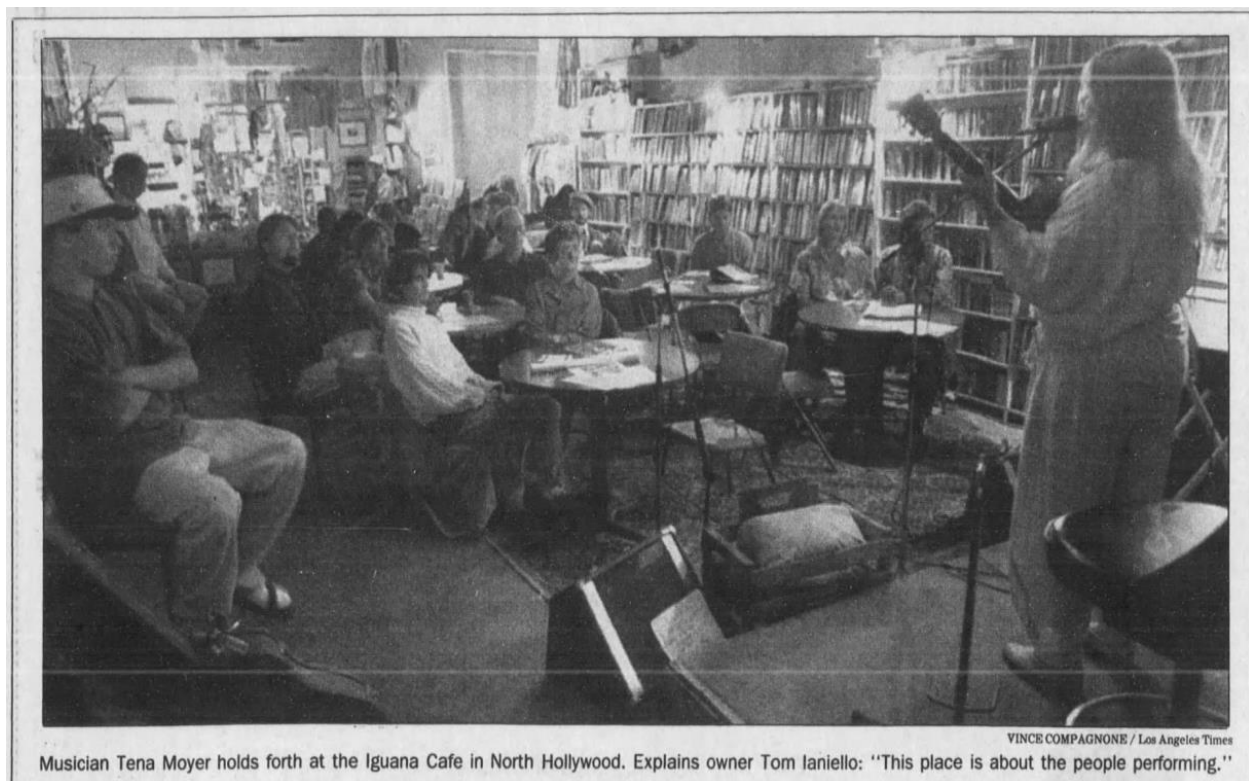


Figure 4: Image of Iguana Cafe (Ehrman, 1994)

The Iguana Café was an eclectic spot, vibrant and welcoming by this account. It was also described as a “mangy looking joint” with personality (Welch, 1995). It was untrendy and a refuge for artists and appreciators according to Rosanne Welch, a columnist from the *Los Angeles Times*. Iguana Café was an outlet for the type of artist that wanted to express themselves, without hoping to become famous (Welch, 1995).

Unfortunately, by 1995 the Iguana Café was closed down, and Welch mourned the loss of this community staple, claiming she would no longer be able to “gather in that community, complain about politics, buy a book, or just read one for two nights in a row and debate the author’s merits with people who used to be complete strangers” (Welch, 1995). Stories of places such as the Iguana Café help to paint a picture of what it was like to live in the NoHo Arts District, a window into the world of artists who did not associate themselves with the nearby glitz and glamor of Hollywood and instead wanted to immerse themselves in art and, moreover, the sense of community it can bring. As the NoHo Arts District has continued to grow and evolve, it is important to also understand how current residents perceive community within the NoHo Arts District.

The NoHo Arts District Today (Community Interviews)

The interview data gathered offers a different perspective from the archival data. The interviews offer a contemporary perspective on the NoHo Arts District, specifically from community stakeholders that did not play a role in the formation of the Arts District. Three stakeholders agreed to participate in these interviews in which they were asked questions on gentrification, their experiences being a part of the NoHo Arts District community, their greatest concerns and their perceptions on how government/city planning interventions can help or hurt the community. The full interview questions can be found in Appendix B.

Stakeholder 1

The first stakeholder interviewed, Stakeholder 1, was a key informant for understanding civic attitudes in the NoHo Arts District, as well as answering questions on how they perceive gentrification as a relative newcomer having lived in the community for less than 10 years. Stakeholder 1 had professional experience working in the entertainment industry, within what Grodach (2014) would classify as the “commercial arts.” Although this is an industry associated with gentrification per Grodach’s research, this stakeholder attitudes and perspectives showed that they were greatly concerned with gentrification and more specifically, housing affordability. When asked about what the most pressing issues in their community would be, they responded with homelessness, housing affordability, and creating safer streets for pedestrians and folks who rely on transit.

Although they were not here during the 1990s, the stakeholder stated they knew many people who lived in the NoHo Arts District then and agreed that based on those perceptions and as well as the stakeholder’s own perceptions of housing affordability now that the area had “definitely gentrified.” Specifically, the stakeholder mentioned that the area had been described by older residents as a previously “poor area”, without elaborating further on this definition. The stakeholder was also aware of local government’s role in investing in the neighborhood, building the metro, and investing in denser housing with more apartment buildings going up. The stakeholder expressed concern about how housing has played a role in displacing lower income people, as well as displacing the artistic community members. Although there have been more and more apartment buildings, the stakeholder noted that most of these new apartment units

are very expensive, such as one NoHo Arts District apartment unit they recently viewed being listed as \$5,000 a month for “five tiny bedrooms”, noting that many people find roommates but even with roommates the cost would still be high with five people including utilities. This concern has been reflected in local news outlets such as the Los Angeles Daily News, when they reported on the issue of local artists being forced out by high rents in 2018 (Grigoryants, 2018). These are similar concerns to those expressed by members of the Downtown Los Angeles Arts District, where artists have faced the threat of displacement through increased real estate developments and higher rents, and also similar to what Zukin described of the artists being displaced in SoHo in *Loft Living*, whereby the first wave of “gentrifier” become gentrified. (Arts District Community Council LA, 2025; Zukin, 1982) The stakeholder made an interesting note on how they perceived the closing of local restaurants as harming the artistic community and possibly playing a role in pushing them out, since many local artists rely on restaurants for jobs, especially as waiters or servers and many of these artists rely on the walkability that the NoHo Arts District provides compared to other parts of Los Angeles. This is especially true, according to the stakeholder, for performers waiting for their “big break” or their next well paying role. The stakeholder noted that the COVID-19 pandemic played a role in closing down restaurants, and with commercial rents rising, restaurants have had a more difficult time recovering. It offered a new perspective on how commercial gentrification in the NoHo Arts District can potentially affect where people are able to live and work. The stakeholder also mentioned the loss of a famous dance studio called Millenium on Lankershim Blvd in being a challenge for the artistic community, specifically the dance community.

As a NoHo resident, this stakeholder volunteers their time by attending local community events and volunteering with various groups. They note that it's not always easy to get people involved with civic participation. For example, the stakeholder often attends community events held by local government for NoHo Arts District residents impacted by local planning and transit projects, and how it can sometimes only a handful of people show up. Whether consciously or unconsciously, the stakeholder's views are similar to the perspectives of "social preservationists", defined by Japonica Brown-Saracino as those individuals who move in during a wave of gentrification but are concerned with advocating for old-time residents, seeking to preserve the social authenticity of the gentrifying places they move to, and prevent old-timer's physical, cultural and political displacement (Brown-Saracino, 2009). The stakeholder emphasized the need for community members to become more involved in actionable ways in the community. Regardless, the stakeholder described the community as "resilient", and expressed that there is a good sense of community with the artists, especially actors, dancers, and musicians.

Stakeholder 2

The second stakeholder interviewed has lived in the NoHo Arts District for 10 years. This stakeholder also represents the views of a local resident involved in the local arts scene. This stakeholder creates and performs their own music and has the goal of being a part of the recording music industry, a major facet of commercial arts. Specifically, this stakeholder specified that they had moved from out of state to live in Los Angeles to connect with other musicians and with people who are part of the music

industry. The stakeholder revealed quite different perspectives from Stakeholder 1 and were valuable in understanding the perspective of a local artists hoping to make a break into the commercial arts scene.

When asked about gentrification in NoHo Arts District, this stakeholder said it was tough to answer whether or not the NoHo Arts District had gentrified since they had not been in living there for more than 10 years, but that there are some signs that it is “possibly gentrified.” The stakeholder raised the concern of people coming into the neighborhood for their own gain, without putting anything back into the community especially those who profit without giving anything back, relying heavily on consumerism. Although not specified, the stakeholder was likely referring to businesses in the area and owners who do not give back to the community. The stakeholder talked about how they are involved in the community by giving access to local youth to local recording studios and gain experience recording music. Aside from performing arts, there are various small recording studios throughout the area that are utilized by musicians. Through these actions they help foster a sense of community with the local youth, creating a space for artistic creativity as well as personal development and social skills, and notes how it’s important to always give back. The stakeholder noted how they were also involved in community events in their hometown on the east coast. Art was used as a way to get people, specifically youth, to “stay out of trouble”, and that they played a role in creating community events in a local art gallery for this purpose. It can be noted that arts programs have indeed been used as a tool in reducing delinquency, such as through the YouthARTS Development Project which was initiated in 1995. A 2001 publication from the U.S. Department of Justice outlined the effectiveness of the

project, citing a skills assessment which showed that youth participating in these programs found increased skill in the arts, anger expression, communication with adults, cooperation, participation, communication with peers, and task completion (Clawson & Coolbaugh, 2001). Through this perspective, it can be observed that art can play an important role in cultivating community, especially with the youth and other individuals who would not traditionally have access to the arts whether it be in another state or within the NoHo Arts District. It also allows youth to gain valuable skills and access to community. This perspective suggests the arts are an important tool for deterring crime and other problems that may occur when people do not have access to a stable sense of community.

The stakeholder overall had mostly positive things to say about the NoHo Arts District community, stating there are opportunities for meeting a lot of genuine people who share the same goals, and the stakeholder enjoys being able to make friends through music. Overall, this stakeholder offered a detailed perspective of someone who, like many others in Los Angeles, move here with the goal of entering the commercial arts scene, through music or acting. This stakeholder offered a perspective of the pros and cons, and also expressed interest wanting to see more community members give back and cultivate a sense of community which, although not explicitly stated by the stakeholder, would seem to help mitigate the worst aspects of gentrification and allow residents to feel more invested in where they live and work.

Stakeholder 3

The last stakeholder interviewed did not represent the views of a local resident but instead reflected the views of a local performing arts theatre manager. This stakeholder had a wealth of information to offer regarding the local fine arts scene, specifically performing arts theaters. The stakeholder had positive things to say about this community but noted the challenges with the impacts of local theatres closing down. They also mentioned ways in which local government can invest in creating programs and events that would help foster the artistic sense of community.

This stakeholder described that the COVID-19 pandemic hit the performing arts scene in the NoHo Arts District in impactful ways. At one point, the stakeholder noted, there were 22 theatres in one square mile, which was the second largest group of theatres outside of New York. After COVID-19, the number fell to 8-10, essentially cut in half. This was also recently highlighted in a Los Angeles Daily Times article, which highlighted the decrease in performing arts venues in the NoHo Arts District (Artuso, 2025). The stakeholder expressed challenges of reopening the theatre they managed post COVID-19, and how aside from putting on production, the space is also rented out for different purposes including rehearsals, birthday parties and even proposals. When asked specifically about gentrification, however, they said they could only really speak on how arts businesses have been closing, which could point to a being a sign of commercial gentrification. They noted how many landlords have taken advantage of theatres being unable to afford rent, closing and then renovating them to become something more profitable such as restaurants. This was the case, the stakeholder noted, with the local performing arts theatre called the NoHo Arts Center. The theatre

closed down after serving the community since at least the 1990s, and was referenced in the archives by its former name, the American Renegade. This theatre closed down sometime between 2019-2020 and was converted into a restaurant, which appropriated the name “The Renegade” and now it is home to the local chain restaurant Granville.

Although this stakeholder expressed many challenges with the arts scene specifically the performing arts community, the stakeholder offered many perspectives in which government / community initiatives can help support the arts community. First, they note how they have enjoyed that the Lankershim Arts Center, run by the City of Los Angeles Department of Cultural Affairs, has held community events in which they close down entire streets, making them pedestrian friendly and allowing local vendors and businesses to take advantage of the foot traffic and help foster a sense a community between neighbors. One specific event was the recent Lunar New Year Block Party. The stakeholder specifically noted wanting to have a similar festival but geared towards only the theatre arts. Although the stakeholder did not reference past events, NoHo did have an annual Performing Arts Festivals in the early 1990s, when Chamber of Commerce was seeking to encourage the branding of the arts district and establishment of the arts designation, yet this type of community event does not seem to have reoccurred for decades.

They also noted the challenges of parking in the area as a potential deterrent for people to visit their theatre. Although the NoHo Arts District has an LA Metro rail station, ridership with LA Metro is quite low for the Los Angeles population overall. As an article from USC’s Neighborhood Data for Social Change (NDSC) project has reported, only 6.8% of people utilize public transit to commute. The stakeholder noted the advantages

of having access to the metro allows for a walkable neighborhood and gives access to local community college students, through a local program, to utilize their theatre space since their campus does not have one. However, they note that “LA is not set up to be a public transportation city”, citing parking issues as well as personal experiences with safety on the metro line as being suboptimal for encouraging people to use the LA Metro rail. So, they suggest that there should be more parking in the area, as it is known to be difficult for street parking and has limited parking garages. Lastly, they noted issues of public safety with regards to crime and homelessness as a deterrent to their business.

The archives and community interviews obtained in this study represent valuable qualitative insights. They offer historical context and give individual perspectives on how the community is perceived as today. In order to complement the qualitative insights, quantitative research is also valuable for obtaining broader insights on the North Hollywood and NoHo Arts District communities. These quantitative insights will be highlighted in the following chapter.

CHAPTER 5: MEASURING DEMOGRAPHIC CHANGES IN THE NOHO ARTS DISTRICT

Archival Census Data

The *North Hollywood Community Plan Background* 1971 report utilized census data from the 1970s and included projections for future populations. Figure 5 shows that this community was 98% White. Interestingly, the 1970 Census did not include a category explicitly for Hispanic/Latino as shown in Figure 5 from the *North Hollywood Community Plan Background Report* in 1971. However, the *North Hollywood Community Plan Background* 1971 report included a map with percentages of Spanish surnames in local elementary schools (Figure 6). Many of these local schools had a significant number of Spanish surnames, notably Lankershim Elementary School with 25.3% Spanish surnames located in the heart in the now NoHo Arts District.

1970 CENSUS - POPULATION AND DWELLING UNIT DATA

TOTAL POPULATION - 90,068

TOTAL DWELLING UNITS - 38,091

PERSONS PER DWELLING UNIT - 2.43

DATA ITEM	COUNT	PERCENT	DATA ITEM	COUNT	PERCENT
WHITE POPULATION	88,386	98.1	1-UNIT STRUCTURES	17,768	46.6
NEGRO POPULATION	217	0.2	2 OR MORE UNIT STRUCTURES	20,096	52.8
INDIAN POPULATION	277	0.3	MOBILE HOMES	217	0.6
OTHER SPECIFIED RACES	785	0.9	OVERCROWDED UNITS	1,729	4.5
REPORTED OTHER RACE	381	0.4	UNITS LACKING PLUMBING FACILITIES	244	0.6
OWNER OCCUPIED DWELLING UNITS	13,872	36.5	UNITS LACKING KITCHEN FACILITIES	549	1.4
RENTER OCCUPIED DWELLING UNITS	22,772	59.8	POPULATION IN OVERCROWDED UNITS LACKING PLUMBING FACILITIES	117	0.1
VACANT DWELLING UNITS	1,423	3.7			

APPENDIX B

Source: 1st Count 1970 Census Summary Tape
Population and Housing Data, City of Los Angeles
SCRIS Report No. 6

Figure 5: 1970 Census Data listed in 1971 North Hollywood Community Plan Background report

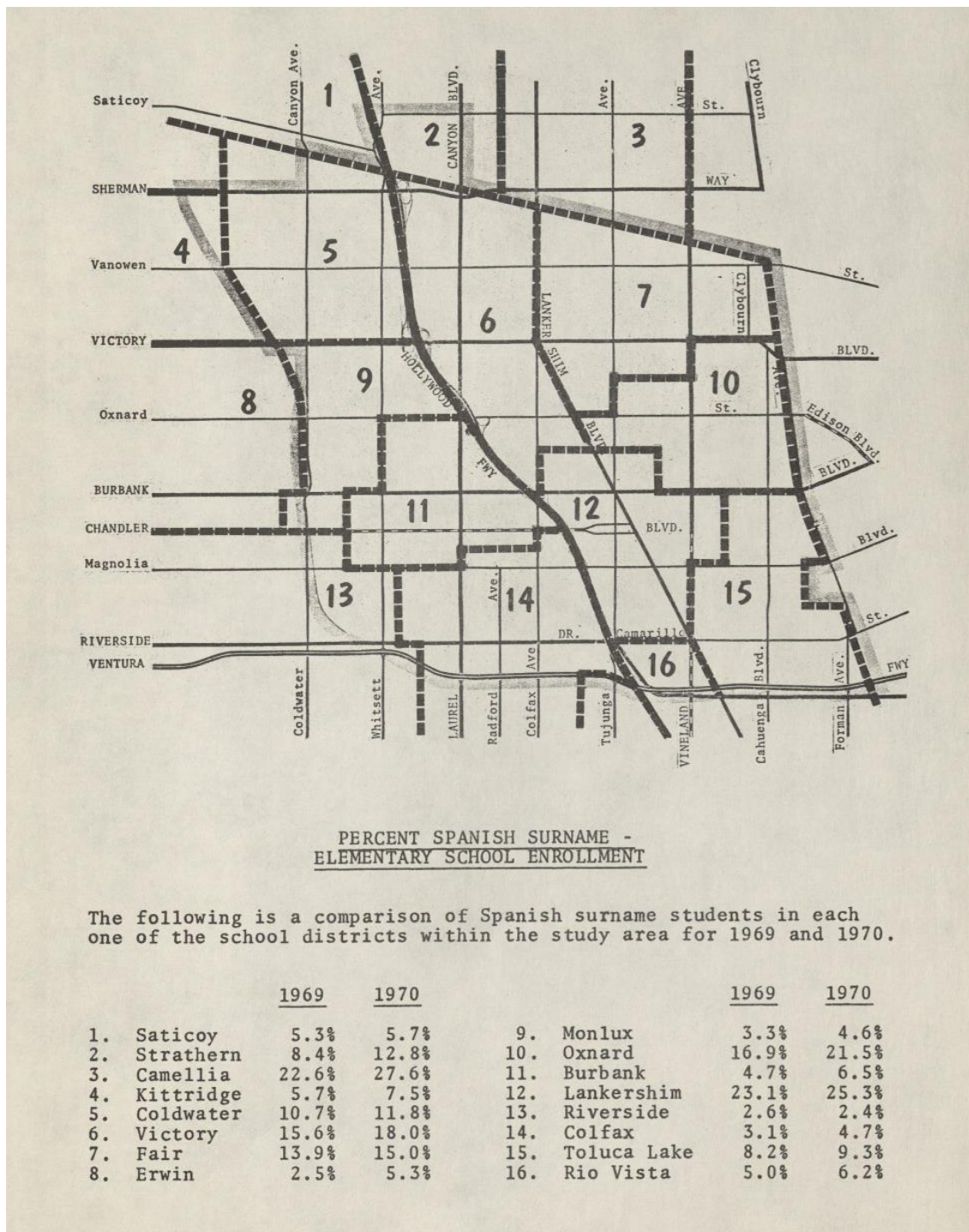


Figure 6: Percent Spanish Surname in Elementary Schools, 1971 North Hollywood Community Plan Report

The decade from 1980-1990 brought forth major demographic changes for the San Fernando Valley, including North Hollywood. According to a 1992 *Los Angeles Times* article that analyzed census data, North Hollywood experienced a dramatic increase in the number of Latino immigrants starting from the 1980s, suggesting that a “Latinization of North Hollywood” had occurred (Quinn, 1992). At the same time, certain areas within this neighborhood sought to rebrand themselves into different neighborhoods to separate themselves from North Hollywood’s image as a “heavily Latino and crime-plagued neighborhood” (Quinn, 1992). According to the article, North Hollywood was 71% White and 23% Latino at the start of the 80s (Quinn, 1992). By the end of the decade, demographics shifted to 50% White, 40% Latino, 6% Asian and 4% black. The *Los Angeles Times* remarks on the “startling” fact that 22% of the 119,000 residents immigrated to the United States after 1980. The author suggests the changes are quite “random” resulting in rich and poor, White and Latino, living side by side. However, data such as those from the Migration Policy Institute show that Latino immigrants from Mexico and Central America migrated in response to political, social and economic factors in their home countries and in Los Angeles, they had the potential to earn more than in other states, specifically during the 1980s.

Census Tract Data for the North Hollywood Neighborhood 1990-2024

I collected descriptive statistics was gathered at three Census year ranges: 1990-2000, 2000-2010, and 2010-2023. Doing so allowed me to identify demographic shifts from around the time the NoHo Arts District was established (1992), until the most recent available Census time period, 2023. Social Explorer provided 1990-2010 Census

data, which contained this data on 2010 geographies, and a 2010 census tract shapefile was downloaded from the U.S. Census website for the purpose of visualizing this data on ArcGIS. I created a layer in ArcGIS Pro to isolate the tracts that contain North Hollywood as well as the NoHo Arts District. The NoHo Arts District is bordered by Cumpston Street on the North, Camarillo Street on the South, Tujunga Avenue on the West and Cahuenga on the East. The pink parcels in the map below denote the parcels that are zoned as the “NoHo Commercial and Artcraft District” per the Los Angeles Municipal Code Section 12.06. Essentially, this overlay details specific uses which create enclaves where artists can live, create and market their artifacts, combining residential and commercial uses per the Municipal Code. The corresponding census tracts for the NoHo Arts District are 1253.10, 1253.20, 1254.01, 1255.01, 1254.02, 1255.02, highlighted in orange in the maps used in this chapter.

The variables studied in this section are key variables used throughout academic literature as indicators of gentrification and in this study, help us to observe the process of gentrification. Chappel & Zuk (2016) summarize the various types of indicators of gentrification that are utilized throughout gentrification literature which include analyzing changes in rent and, changes in demographic data on in- vs out- movers including race, ethnicity, income, and education status. Race, ethnicity, income and educational status are indicators that highlight which type of people are being pushed out and are coming in to gentrify a neighborhood, with renters, people of color and low-income individuals being most impacted by the risks of gentrification and thus are important to study. Median gross rent shows the rise and fall of rent prices, which play a role in pushing people out of the neighborhood.

The maps below show the findings for percent changes for each period in Median Household Income (in 2025 dollars), Median Gross Rent (in 2025 dollars), Hispanic Origin by Race, Non-Hispanic White, and Persons 25 and over with a bachelor's Degree. For the period 1990-2000, among the most significant findings were that all census tracts except for two, one in North Hollywood and one in the NoHo Arts District, saw decreases in Median Household Income (Figure 7). Similarly, most census tracts in North Hollywood & NoHo Arts District saw a decrease in Median Gross Rent (Figure 8). The Hispanic Origin by Race saw mostly high increases throughout all census tracts with the exception of a few (Figure 9), and Non-Hispanic White populations fell in all census tracts (Figure 10). Lastly, the percent changes in Persons 25 years and over with a bachelor's degree category was more mixed; a little less than half of all census tracts saw a decrease in this category (Figure 11). However, all census tracts in NoHo Arts District saw an increase.

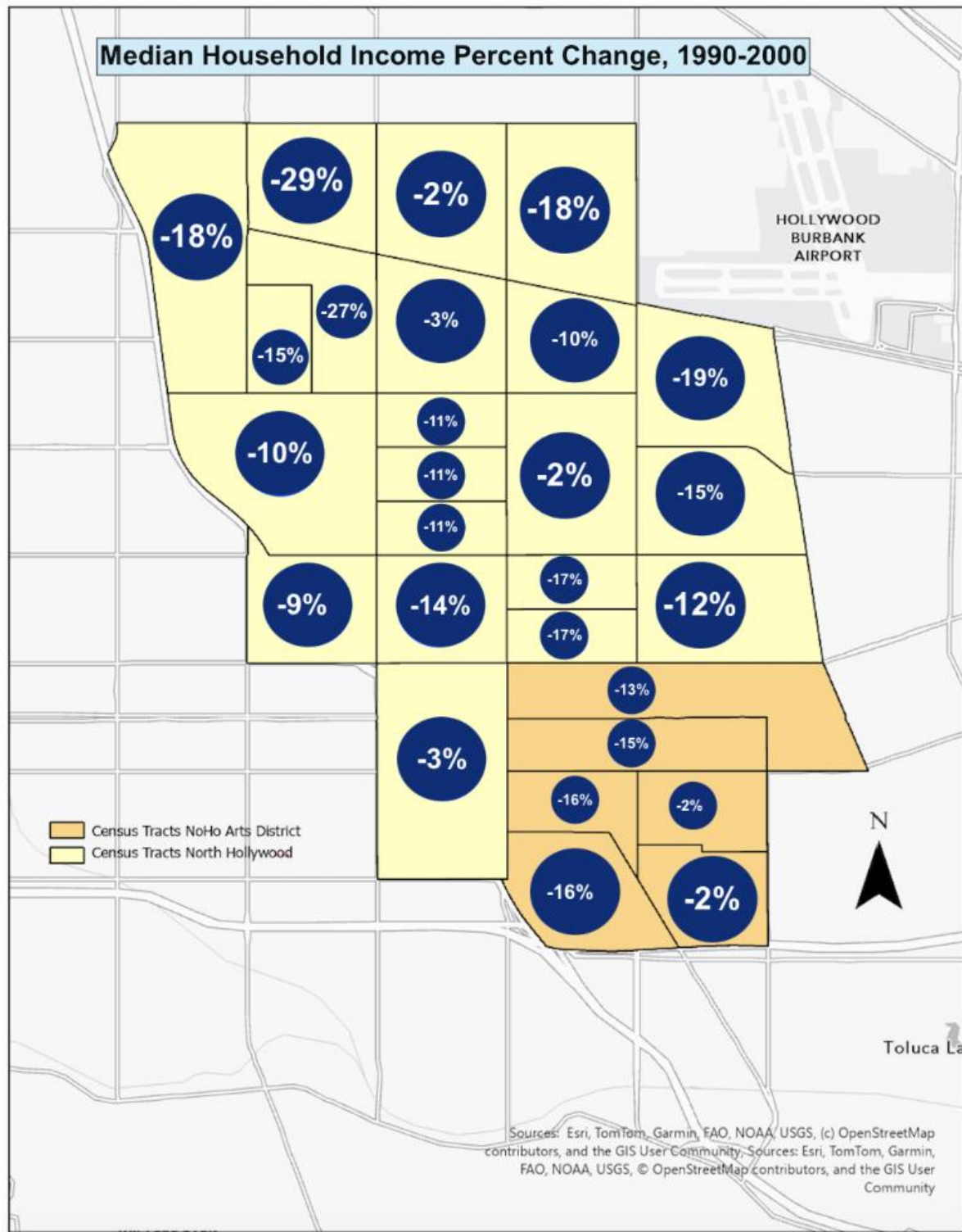


Figure 7: Median Household Income Percent Change, 1990-2000

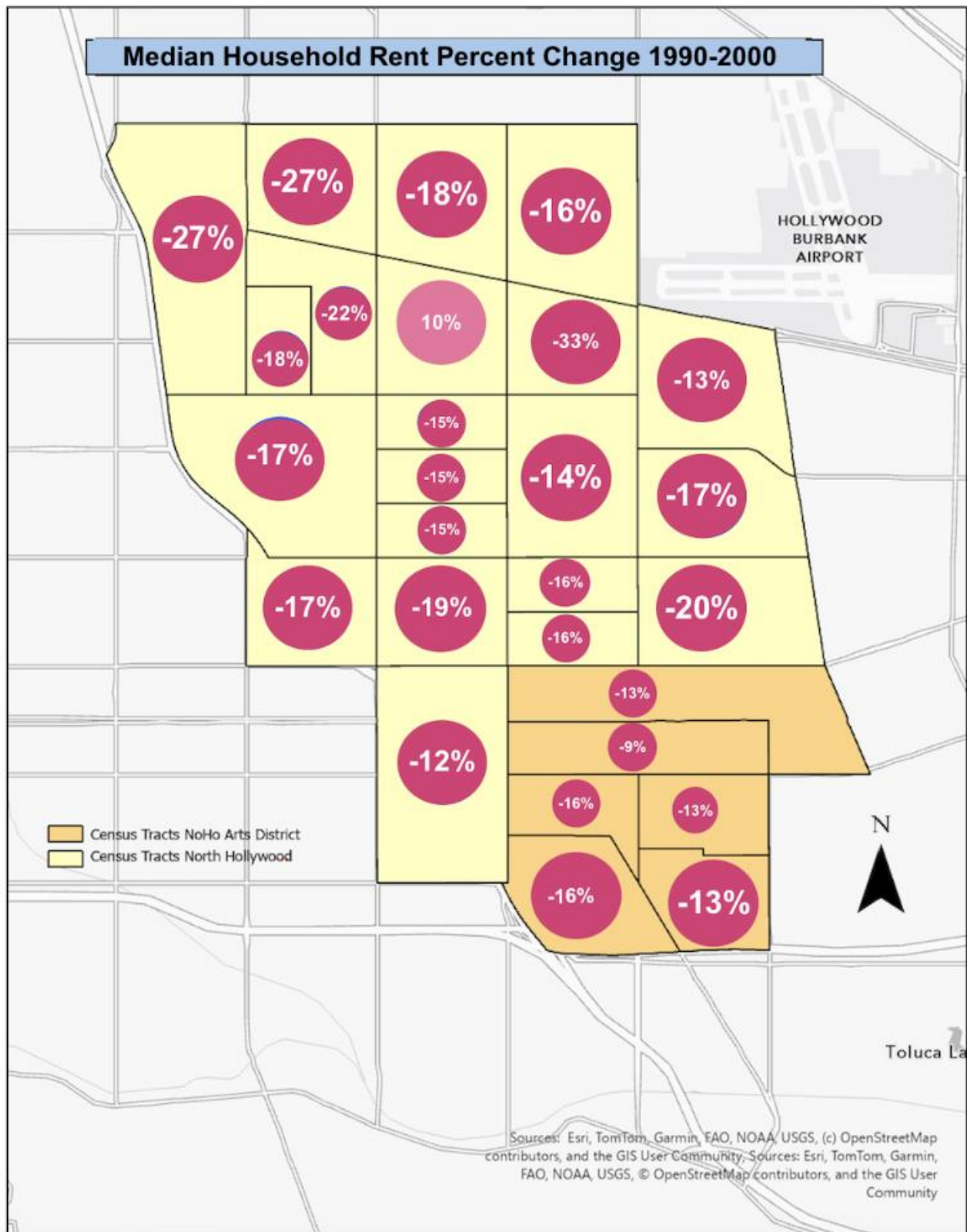


Figure 8: Median Household Rent Percent Change 1990-2000

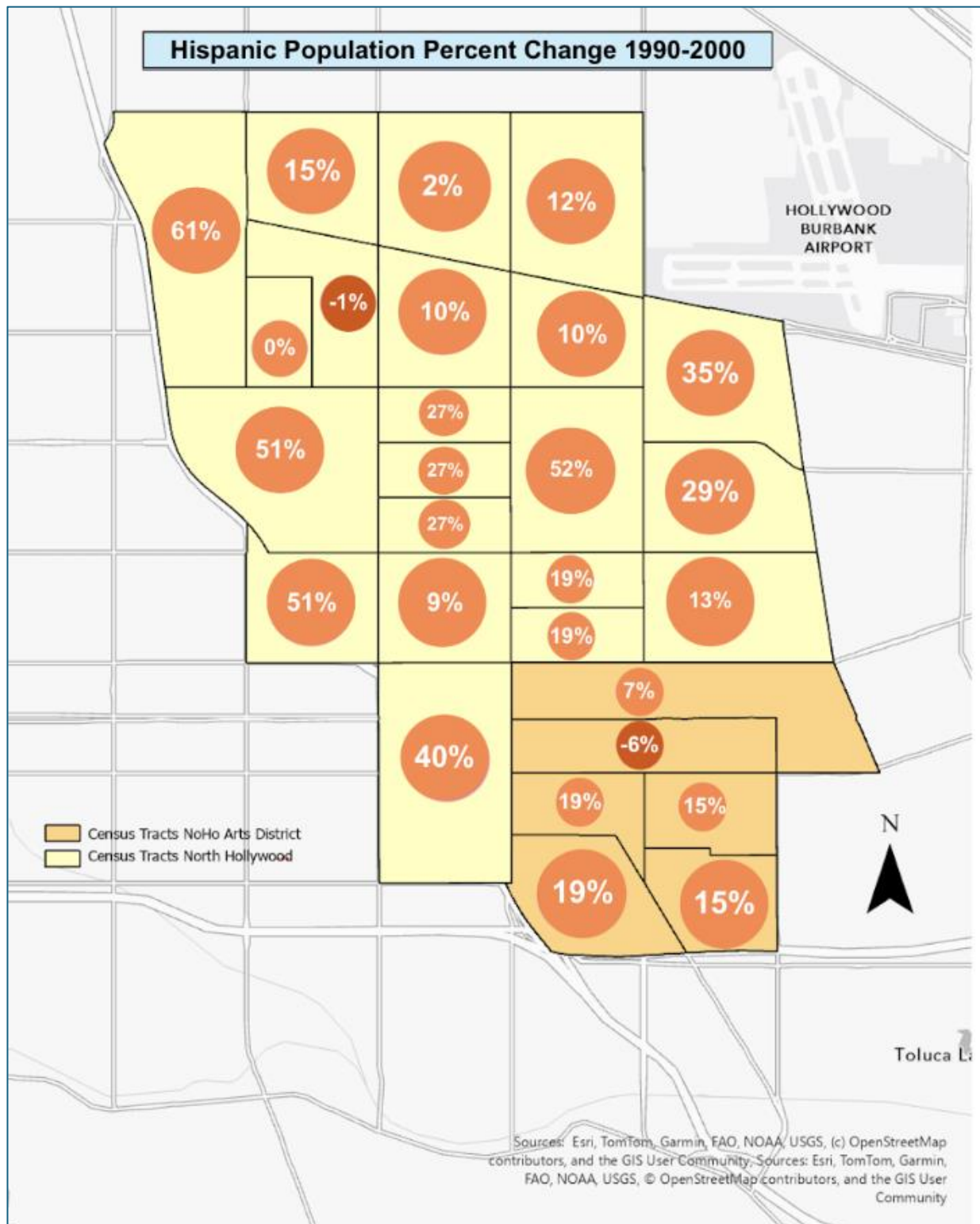


Figure 9: Hispanic Population Percent Change 1990-2000

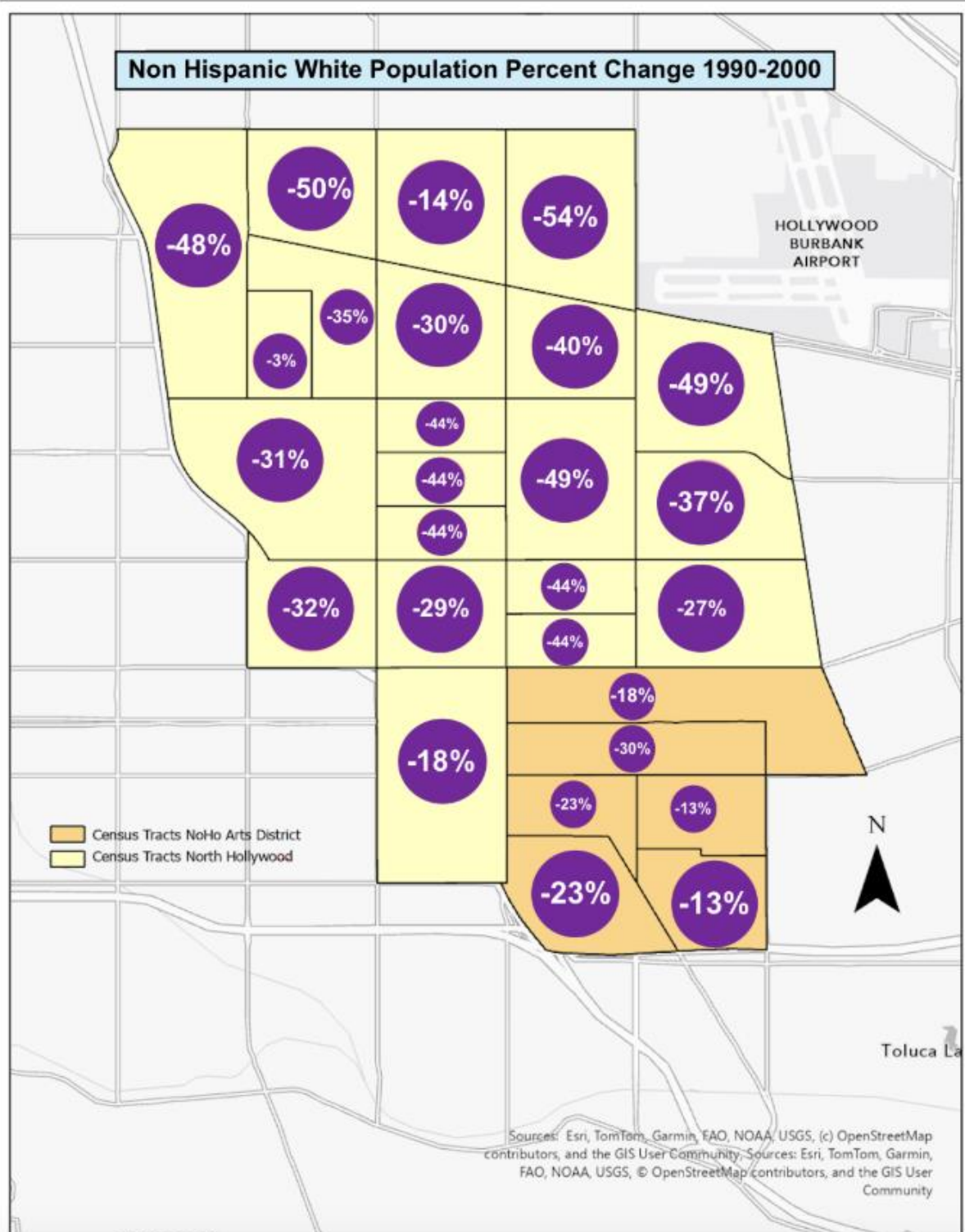


Figure 10: Non Hispanic White Population Percent Change 1990-2000

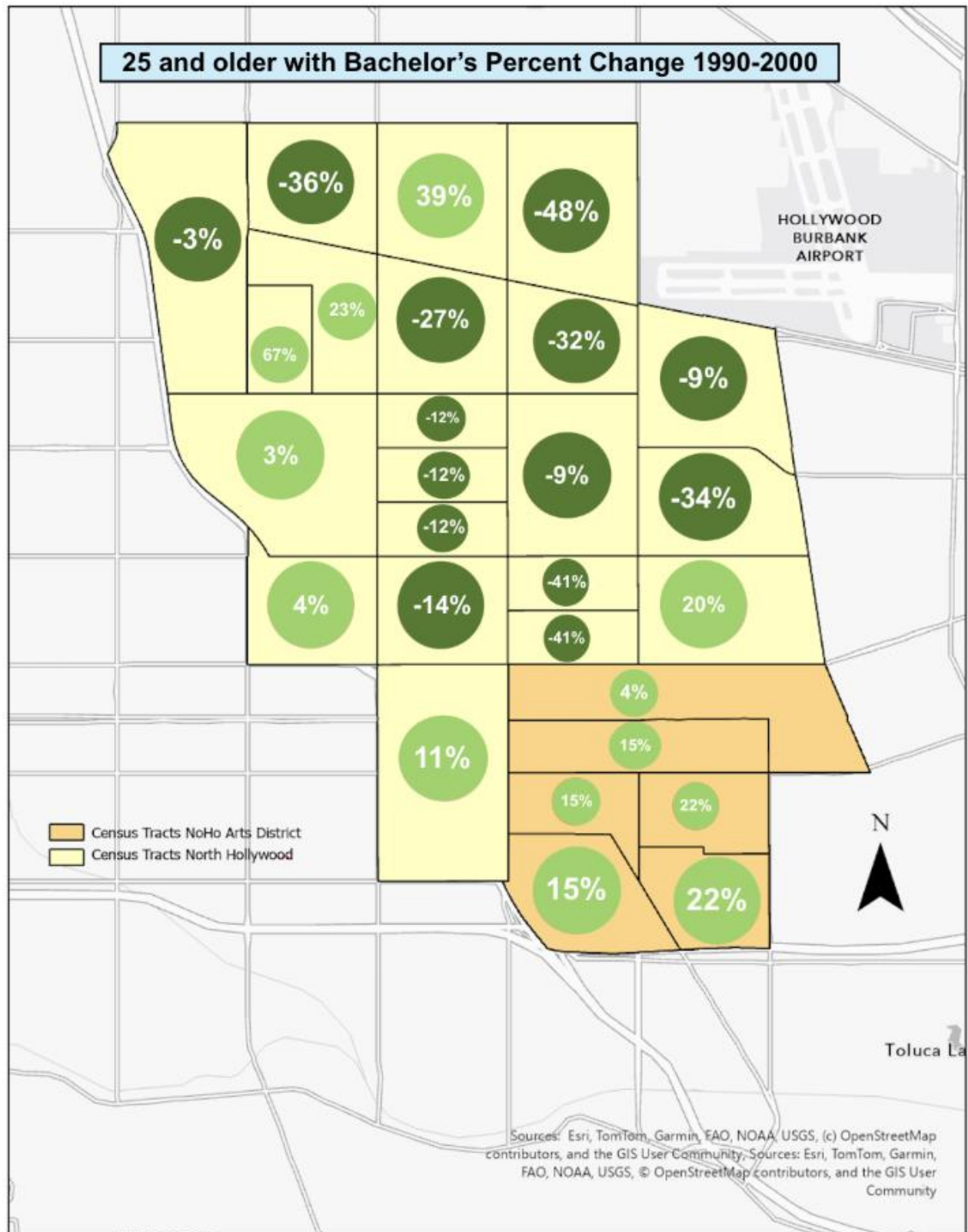


Figure 11: Persons 25 and older with Bachelor's Percent Change 1990-2000

The maps below show the percent changes for 2000-2010. Most census tracts in both North Hollywood and NoHo Arts District saw an increase in Median Household Income; notably all census tracts in the NoHo Arts District except for one saw an increase. For Median Gross rent, all census tracts in North Hollywood and NoHo Arts District saw increases (Figure 13). Most census tracts in the study area continued to experience an increase in the Hispanic population. All census tracts in the NoHo Arts District saw large decreases in the Hispanic population with the exception of one census tract as seen in Figure 14. For the Non-Hispanic White demographic, the largest increase occurred outside of the NoHo Arts District in census tract 1230.10 which saw an increase in 106% (Figure 15). This census tract also overlaps the boundaries of North Hollywood, Sun Valley and Burbank. Interestingly, most census tracts saw an increase in the non-Hispanic White population. Lastly, for persons 25 years and over with a bachelor's degree, dramatic increases were seen across all census tracts in North Hollywood and the NoHo Arts District (Figure 16).

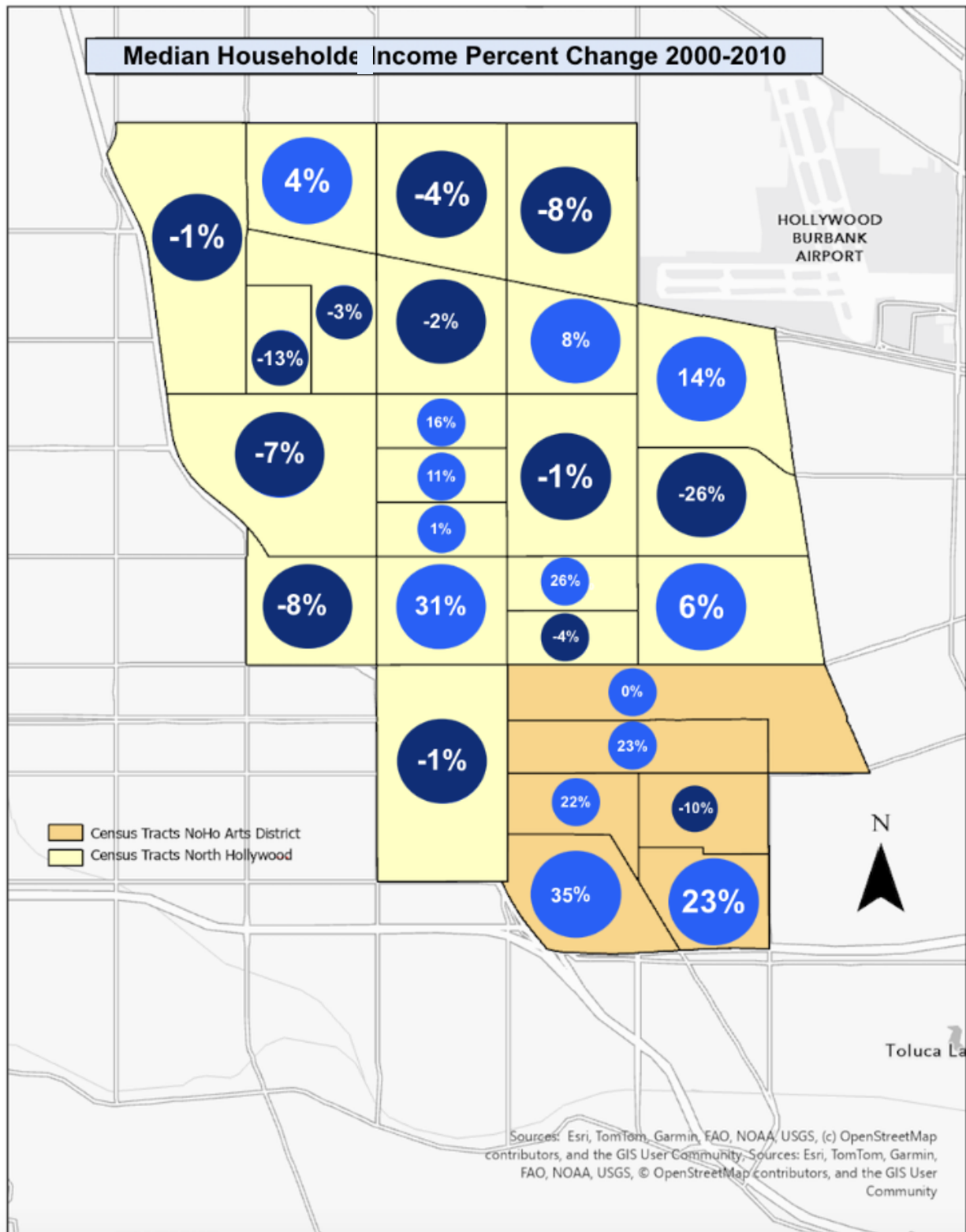


Figure 12: Median Household Income Percent Change 2000-2010

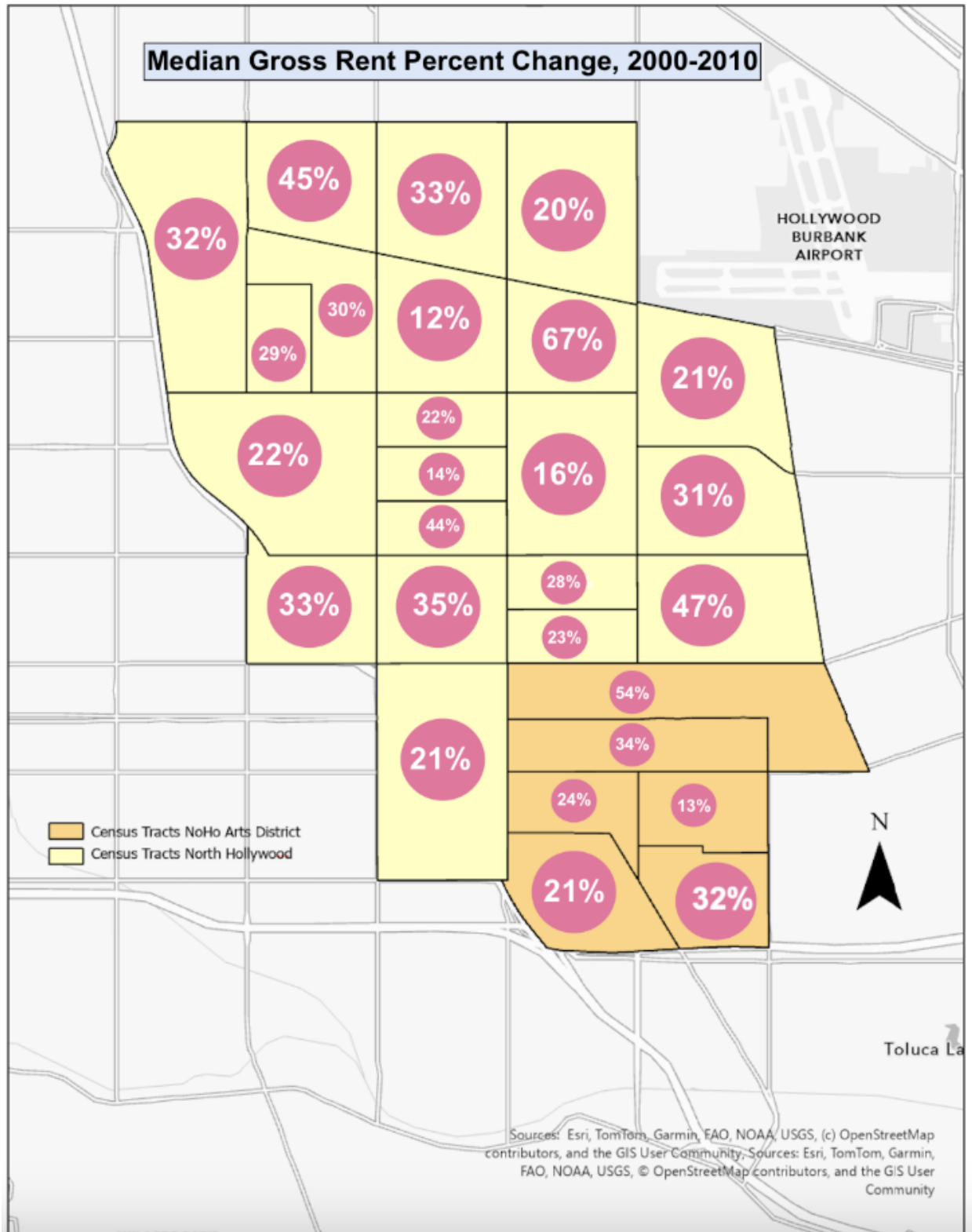


Figure 13: Median Gross Rent Percent Change, 2000-2010

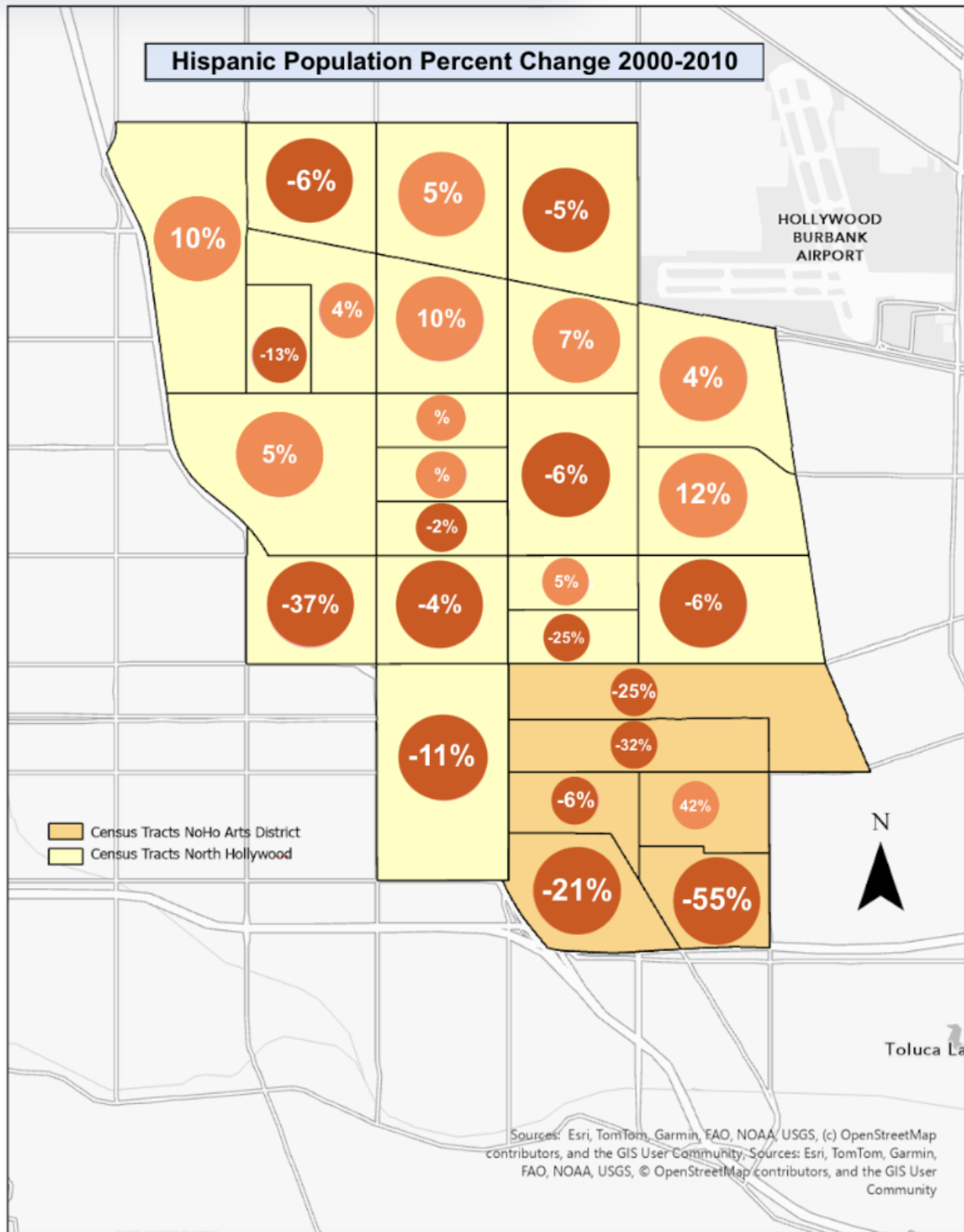


Figure 14: Hispanic Population Percent Change 2000-2010

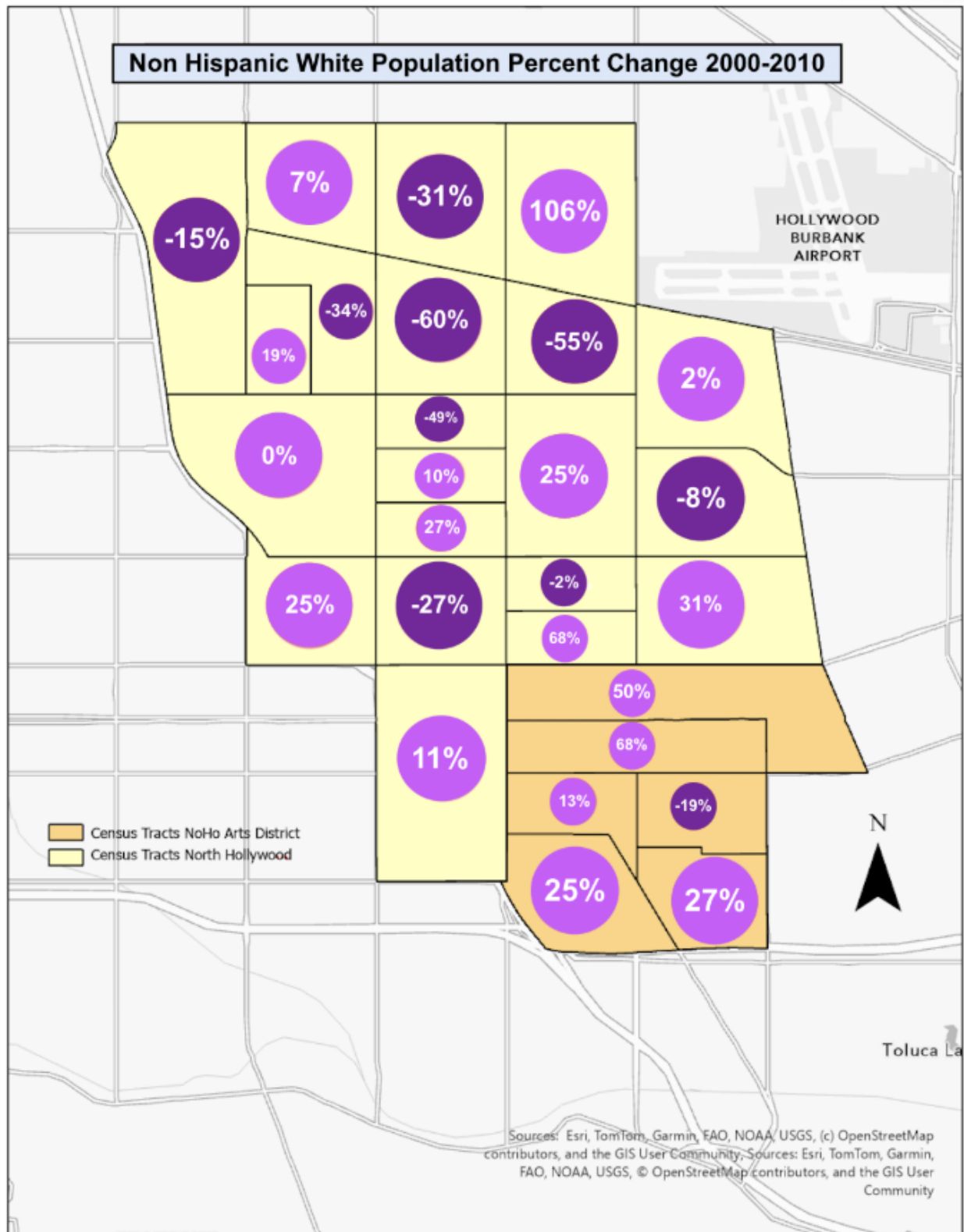


Figure 15: Non Hispanic White Population Percent Change 2000-2010

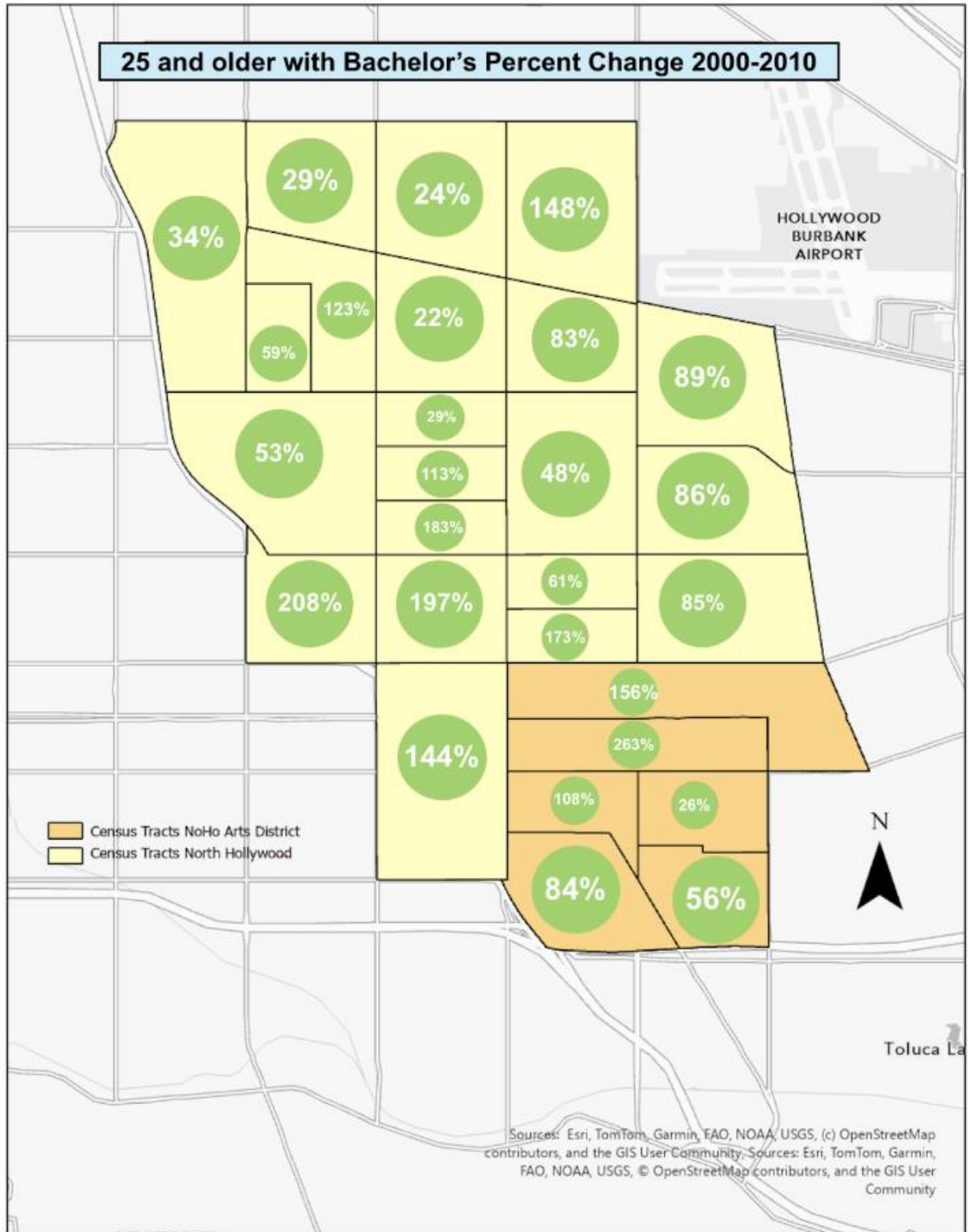


Figure 16: Persons 25 and older with a Bachelor's Percent Change 2000-2010

Data for the 2023 census was only available for the updated 2023 census tract geographies, seen in the map below. The census tracts 1253.20 and 1254.01 were each split in half. In order to account for this, a weighted average was taken for the two new census tracts that replace each one for comparison with 2010 data, a method used by social scientists such as Logan et. al (2016).

The maps below show percent changes for the period 2010-2023. Almost all census tracts saw an increase in household income (Figure 17). Similarly, all census tracts saw an increase in Median Gross Rent (Figure 18). More than half of the census tracts saw a decrease in the Hispanic population, the largest increase occurring within the NoHo Arts District census tract 1255.02 which shares a boundary with the Toluca Lake neighborhood (Figure 19). Interestingly, there were slightly more White population decreases than decreases throughout the census tracts as seen in Figure 20, and much of the rise was in areas with large amounts of single-family homes in North Hollywood and were also seen in two census tracts within the NoHo Arts District. Lastly, the rise of the persons 25 and older with a bachelor's degree continued to increase in all census tracts in both North Hollywood and the NoHo Arts District as seen in Figure 21.

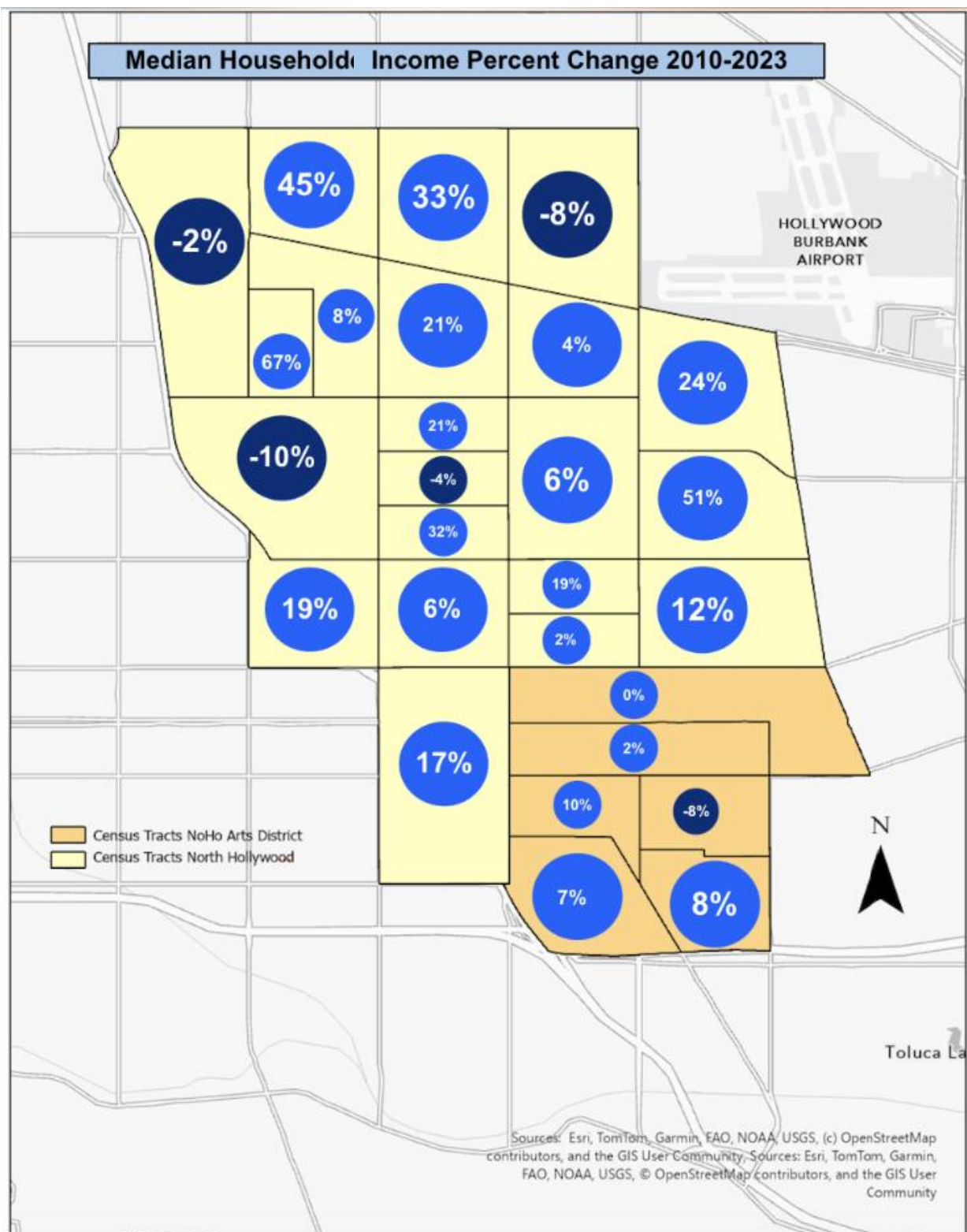


Figure 17: Median Household Income Percent Change 2010-2023

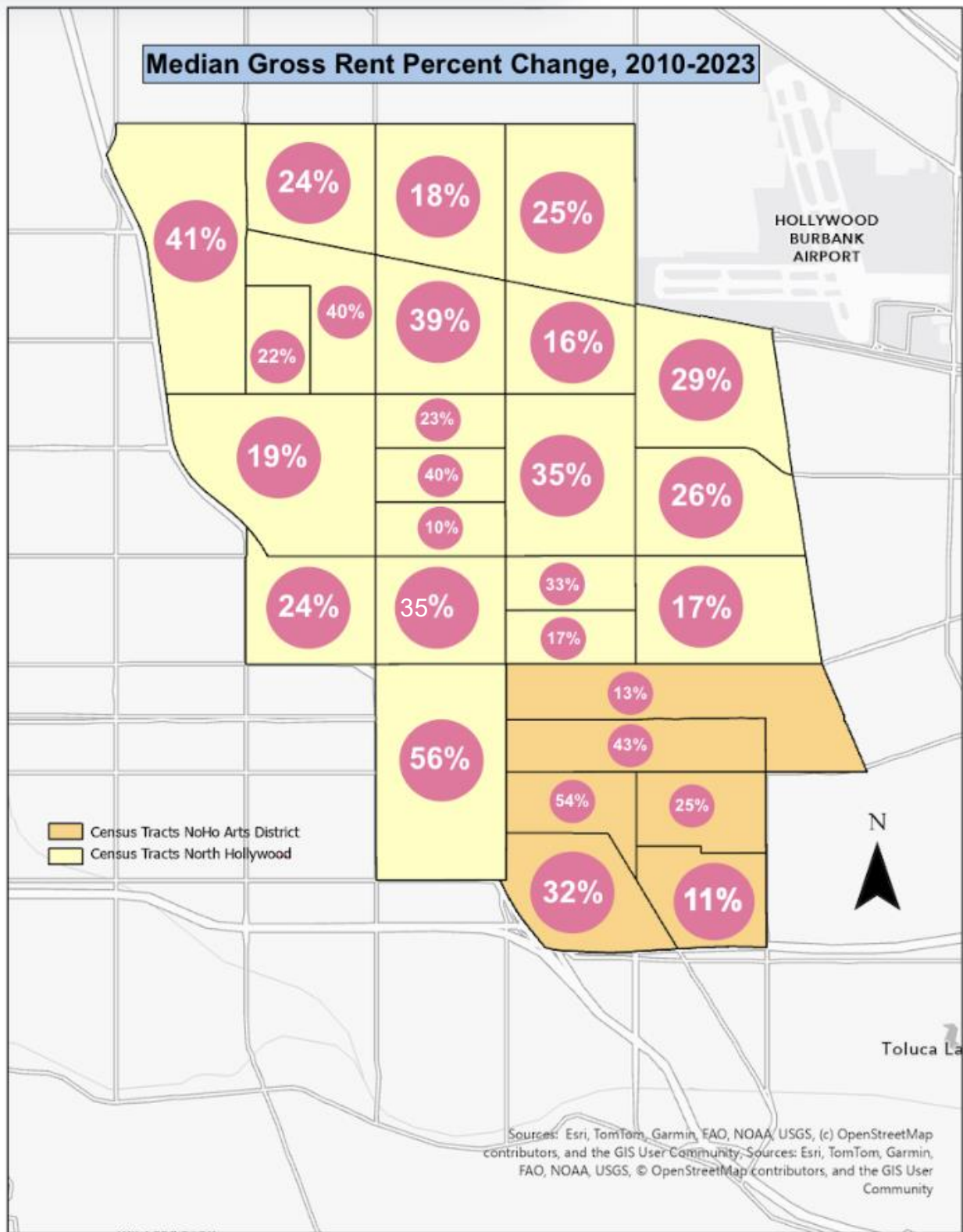


Figure 18: Median Gross Rent Change 2010-2023

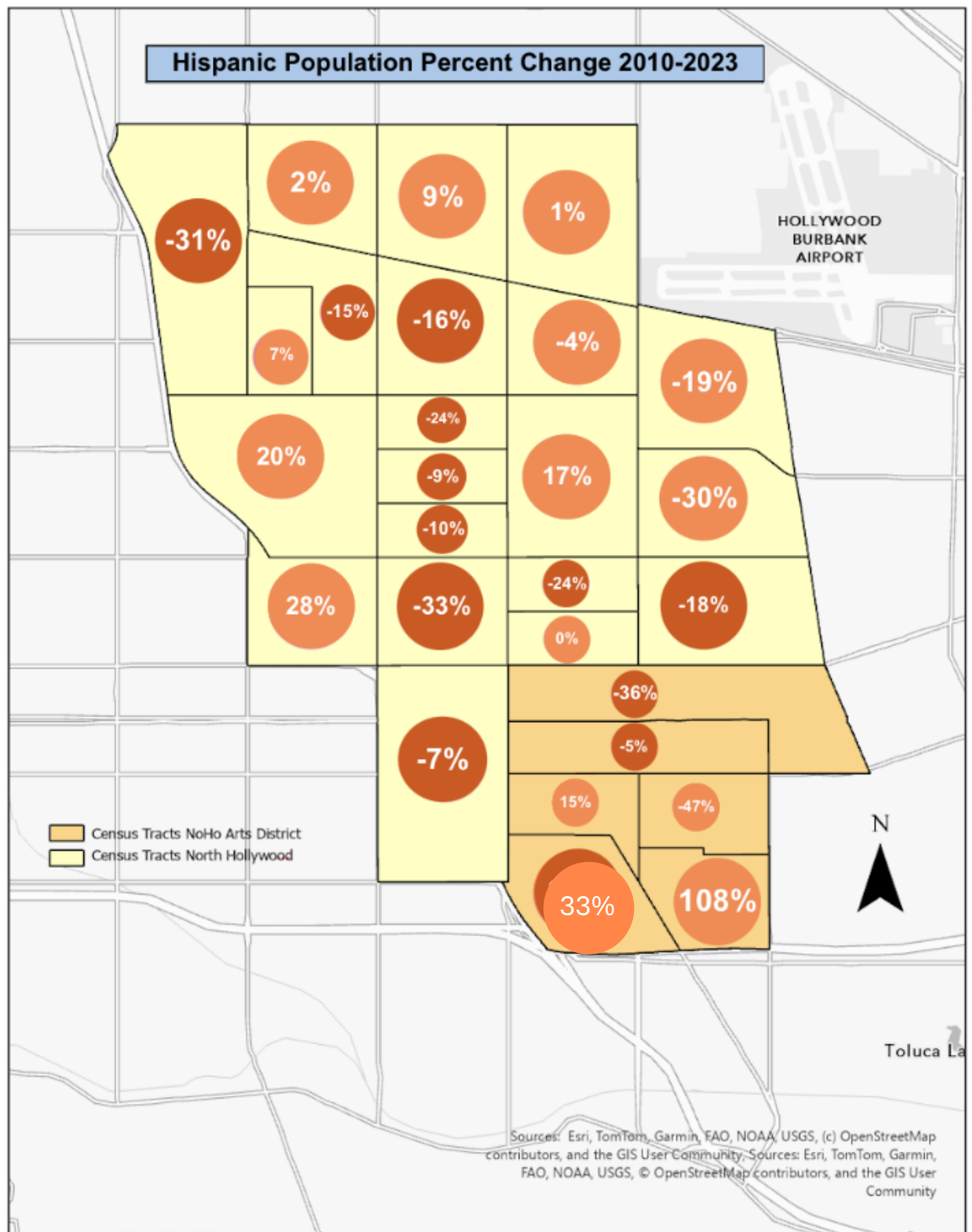


Figure 19: Hispanic Population Percent Change 2010-2023

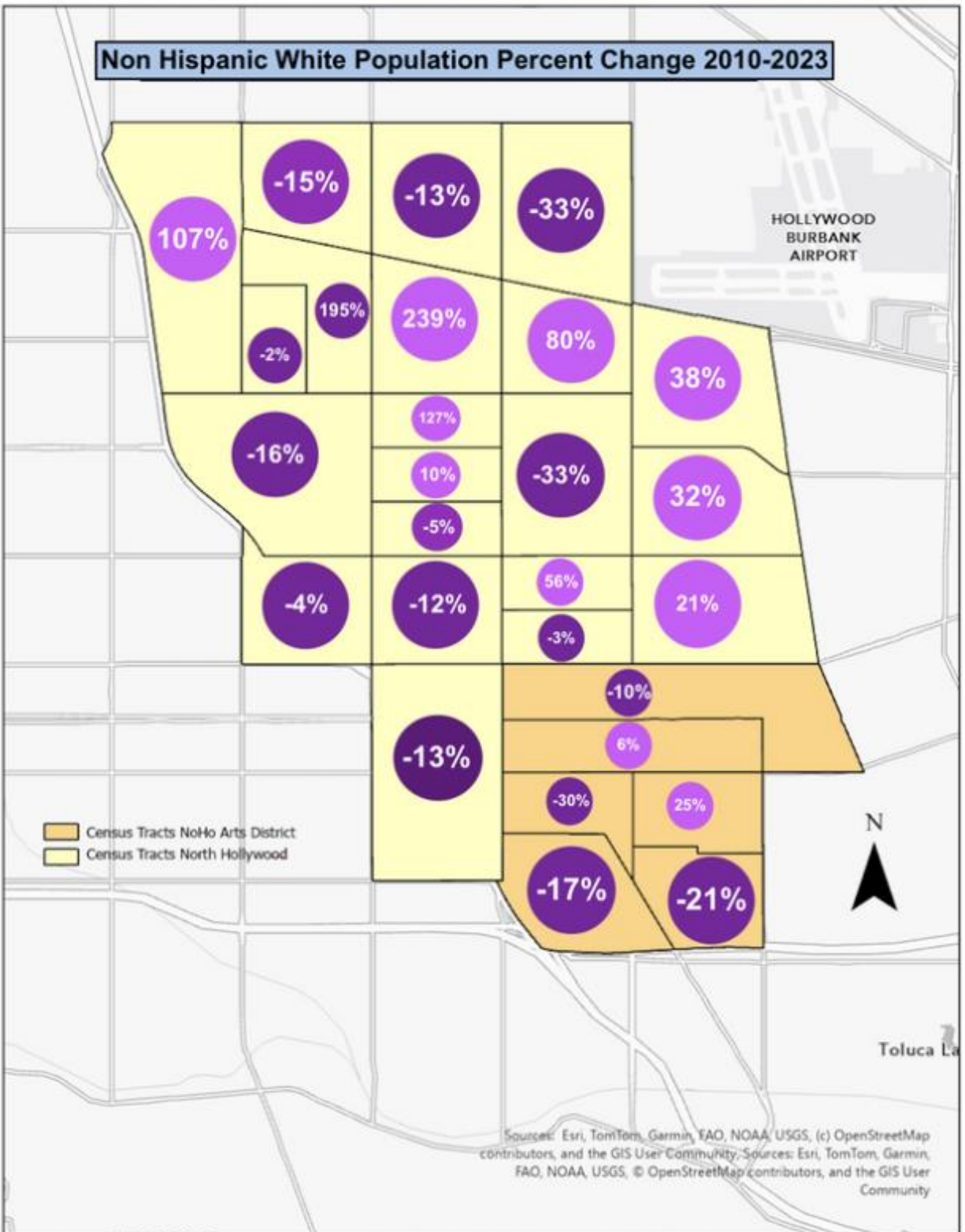


Figure 20: Non Hispanic White Population Percent Change 2010-2023

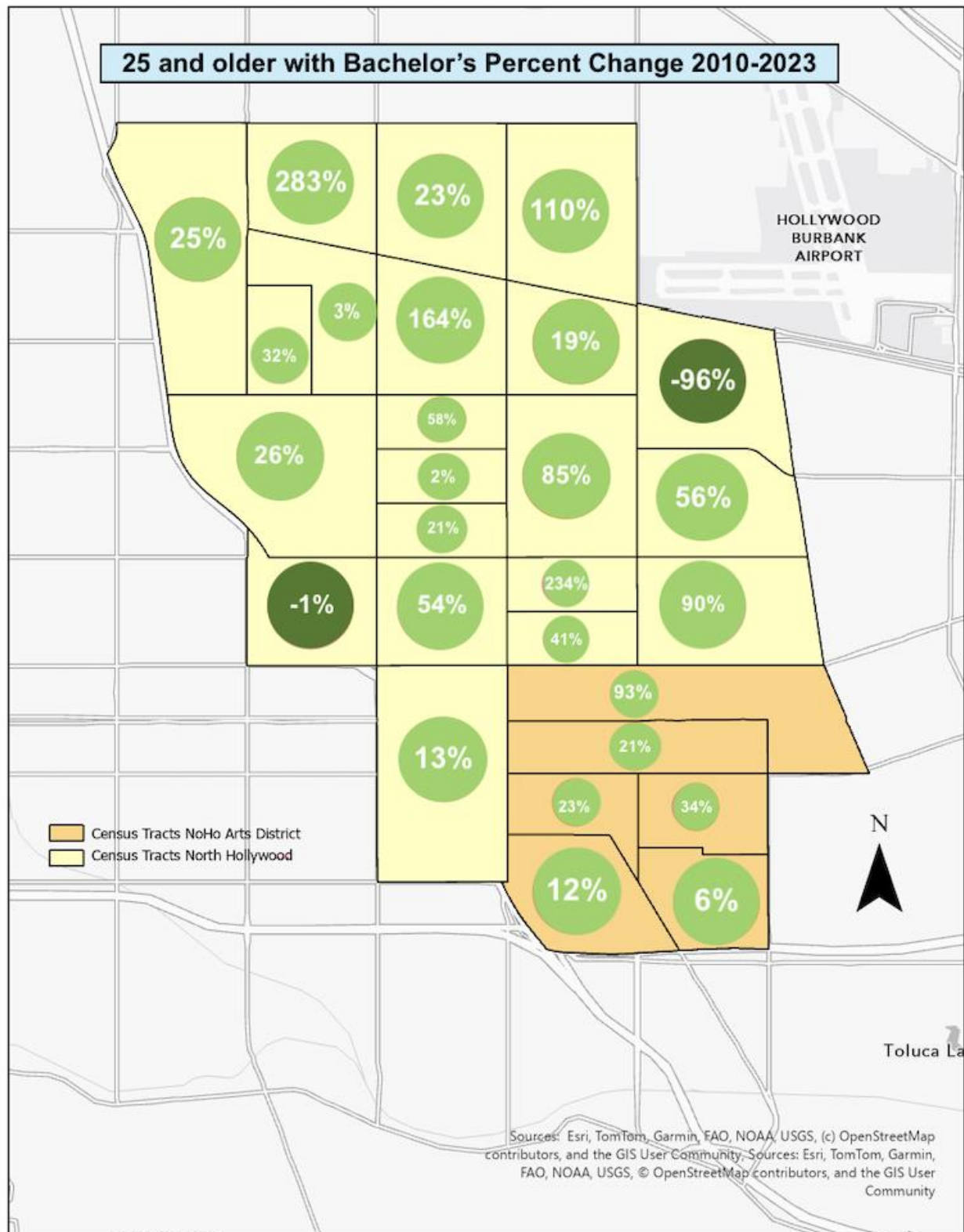


Figure 21: Person 25 and older with Bachelor's Percent Change 2010-2023

The changes in the Hispanic population line up with what was reported on in the aforementioned *Los Angeles Times* article of 1992 describing the “Latinization of North Hollywood” (Quinn, 1992). In 1990-2000, most census tracts except two in both North Hollywood and the NoHo Arts District saw increases in the Latino population. For the next two time periods, there was a mix of census tracts seeing a percent increase and some with a percent decrease in this population in both North Hollywood and the NoHo Arts District. The Non-Hispanic White population follows a similar pattern, except that the Non-Hispanic White population saw a decrease across all census tracts from 1990-2000, then saw a mix of percent increase and decrease across the maps for the subsequent two time periods. Many areas also continued to see a rise in the Hispanic population alongside the White population after 2000, while some places saw a decrease in one group and increase in another. Median gross rent saw many decreases in essentially all census tracts from 1990-2000, then after 2000 the median rents consistently rose throughout the time periods thereafter, which can be attributed to the increased investment by real estate developers into branding of the NoHo Arts District. This seems to almost mirror household income, with the 1990-2000 showing dramatic decreases, then rising in most areas after 2000 especially in the NoHo Arts District for both of these indicators. Percent change in persons 25 and older with a bachelor’s degree also consistently increased. Education is a key indicator for gentrification in places such as North Hollywood & the NoHo Arts District where there exists racial diversity, but education can point to the centrality of whiteness, as described by Alfonso Huante (2019), coupled with the increase of residents of color with bachelor’s degree moving into an area. Specifically, Huante’s work highlighted the new race and class

formations, specifically the “honorary whites” Latinos who retain power in a majority-minority context. Although the data collected does not go into detail what percent of Latinos in North Hollywood / NoHo Arts District, the percent increases in persons 25 and over with a bachelor’s degree and Hispanic, populations as described by the Census, suggest that this could be the case in this neighborhood. It can be observed that the investments in branding of the NoHo Arts District and after the formalization of the district through the NoHo Commercial Artcraft District really started to take shape in the 2000s onward in influencing who would move into this area and may have influenced all of North Hollywood as a whole. Overall, these findings were important for painting a broader picture of the demographic changes that have occurred in North Hollywood and the NoHo Arts District. The next chapter delves deeper into the commercial changes that took place after the 1990s until the present.

CHAPTER 6: MEASURING COMMERCIAL CHANGES IN THE NOHO ARTS DISTRICT

Chappel et. al 2017 use commercial gentrification as a way to describe the influx of capital that changes the neighborhood through brick-and-mortar commercial establishments. According to Meltzer and Capperis (2019) the best way to gauge commercial changes in a district is by collecting various datapoints, using discrete census tracts as the units of analysis. This analysis is also mixed methods in that I collected data from the Haines Criss Cross Directories from 1990 and 1998, Google Street view data, LADBS building permit data and Yelp. Business information was gathered for the time periods 1990, 1998, 2010, 2020 and 2024. (See Appendix A for data.) Given the sources for the data, the counts are not as accurate as using real estate databases and are used as estimates, given that the Haines Directories and the other sources utilized do not give more data other than business name, and do not differentiate between vacant properties and properties that did not want to be included in the directories. It also does not give us the NAICS codes, or other information such as chain versus small business. NAICS codes were used later in the analysis of Google Street View (GSV), as Yelp classifications were matched with the NAICS codes that aligned the closest. These publicly available and accessible data points that allow us to get an idea of how storefronts have changed from the 1990s to the present. I also was able to determine the number of theatres in this area, and how it can give us insights on the theatre scene in NoHo Arts District, a core characteristic of the area.

Commercial Change: 1990-1998

In the 199 parcels analyzed for this analysis, there were 123 businesses in 1990 and 122 businesses in 1998. Based on the data, this time period marked the largest number of businesses in the area. Due to the lack of availability of data from before 1990, I could not determine how many businesses were new for 1990. However, in 1998, 63 businesses of the 120 existing businesses in 1998 were new businesses that had opened sometime between 1990 and 1998. In the same time frame, 65 businesses left and 57 stayed. The Lankershim Arts Center was the sole theatre in the study area in 1990. In 1998, the number of theatres rose to three with the openings of the Bitter Truth Theatre and the Sanford Meisner Center for the Arts.

Commercial Change: 1998-2010

In 1998, there were approximately 122 businesses in the studied census tract. By 2010, the number of businesses went down to 98. Between 1998-2010, 39 businesses stayed while 76 left. Where there were three performing arts theaters in 1998, by 2010 the number had grown to 11. These include the addition of Zombie Joe's Underground Theatre, the Secret Rose Theatre, the NoHo Arts Center, the Sherry Theatre, the Avery Schreiber Theatre, the NoHo Performing Arts Center (PAC), Deaf West Theatre, and The Hothouse Spontaneous Theatre. It is unknown if any of these theatres are publicly funded, most of these are likely private based off glancing at their websites. Lastly, there were 62 new businesses between 1998-2010.

Commercial Change: 2010-2020

From 2010 to 2020, the number of businesses decreased from 98 to 93. There were 40 businesses that stayed, 59 that left, and 51 that were new in 2010. The number of theatres fell slightly from 11 theatres in 1998 to eight in 2010. There was one new theatre, the WACO theatre, by 2010. While we do not know what replaced the Hothouse Spontaneous Theatre, The Sanford Meisner Center for the Arts and Deaf West Theatre, their venues became two new theaters. The NoHo Arts Center site, however, became a restaurant by 2010.

Commercial Change: 2020-2024

In 2020, there were 93 active businesses. By 2024, the number once again lowered to 85 businesses. In the four years, 25 left but 70 stayed and 13. The number of theatres also shrank further from eight in 2020 to six in 2024. Theatres that closed include the Secret Rose and the Acme Comedy Theatre, which had previously replaced the Sanford Meisner Center. All of these theatres are performing arts venues.

Visualizing Commercial Changes on Magnolia Boulevard Using Google Street View (2007-2024)

In addition to compiling the data of the 199 parcels located within a census tract in the heart of the NoHo Arts District, Google Street View (GSV) was utilized as a tool for visualizing the commercial changes along a portion of Magnolia Boulevard that has seen drastic changes in between 2007 and 2024. The images were cross referenced with the spreadsheet, and for businesses that were not on the spreadsheet, Yelp was used to validate the names and addresses of the businesses. I chose the years 2007 for

matters of convenience: GSV only goes as far back as 2007, and 2024 is the most recent year. For consistency, I captured and coded images in the months of June 2007 and July 2024. Figure 22 below is a map of the parcels used for this specific analysis.

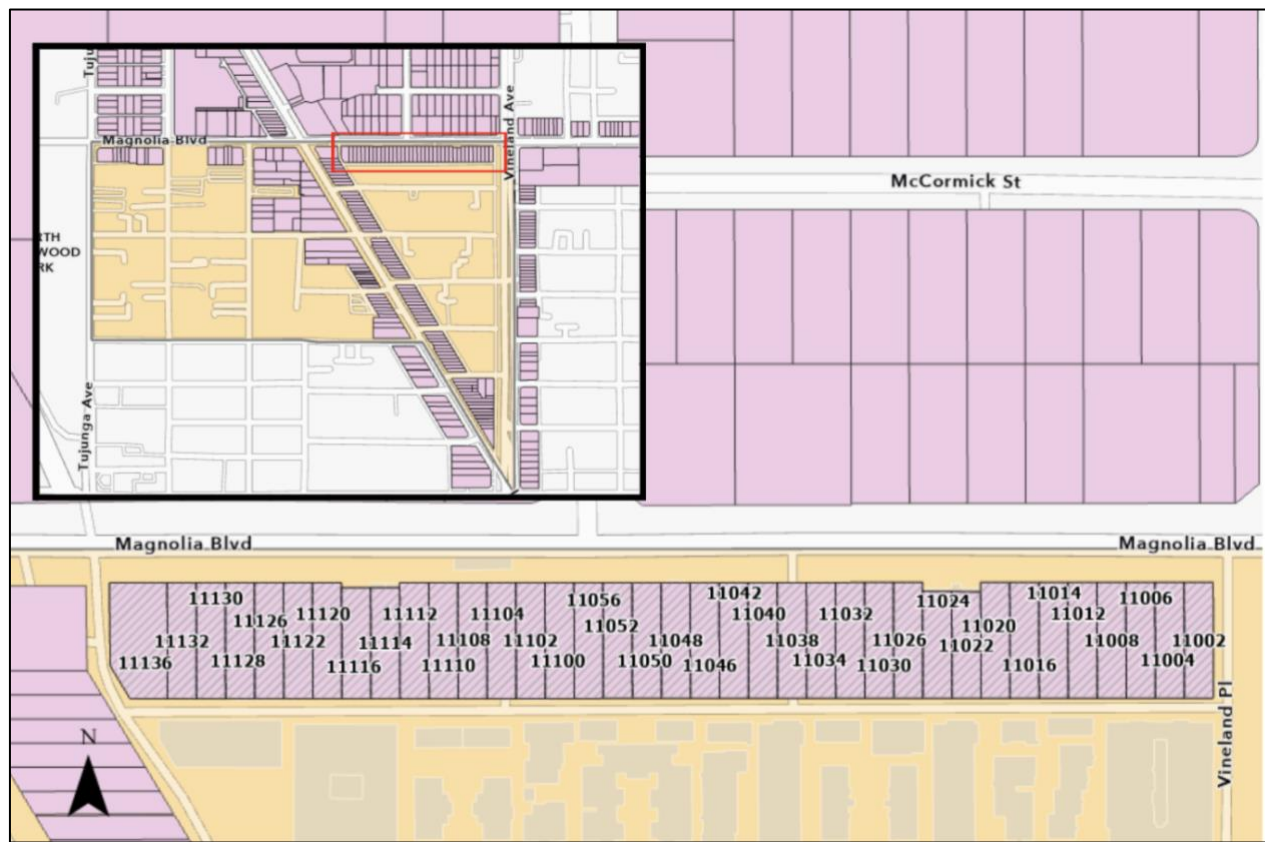


Figure 22: Commercial parcels on Magnolia Blvd.

Figures 23 and 24 are image captures of 11002-11008 W. Magnolia Boulevard for June 2007 and July 2024, right where Magnolia Boulevard joins Vineland Avenue. In Figure 23, the businesses in the image include: Western Union - City Check Cashers (11002 W Magnolia), the Whitmore Lindley Theatre Center (11006 W. Magnolia Blvd), the nail salon Mani-Kir Royale (11008 W. Magnolia Blvd), and Herb Products Co.

(11014 W Magnolia Blvd.). By 2024, only the Whitmore-Lindley remained in business, while the rest became vacant buildings as seen in Figure 24.



Figure 23: June 2007 Google Street View 11002-11014 W. Magnolia Blvd.



Figure 24: July 2024 Google Street 11002-11014 W. Magnolia Blvd.

Below, Figures 25 & 26 show the next few businesses along Magnolia Boulevard going west on Magnolia Boulevard towards Lankershim Boulevard. In Figure 25, the businesses include: the Television Service Center (11020 W. Magnolia Blvd.), Someone Else's Thrift Shop (11024 W. Magnolia Blvd.), NoHo's Royal Garden Mediterranean Restaurant (11026 W. Magnolia Blvd.) and F1 Motorsport Auto Repair (11032 W. Magnolia Blvd.). By 2024, the Television Center was a vacant building, Someone Else's became Tamashii Ramen House, NoHo's Royal Garden became Kahuna Sushi & Tiki Bar, and F1 Motorsport Repair became The Ounce Cannabis Store, as shown in Figure 26.



Figure 25: June 2007 Google Street View 11020-11032 W. Magnolia Blvd.

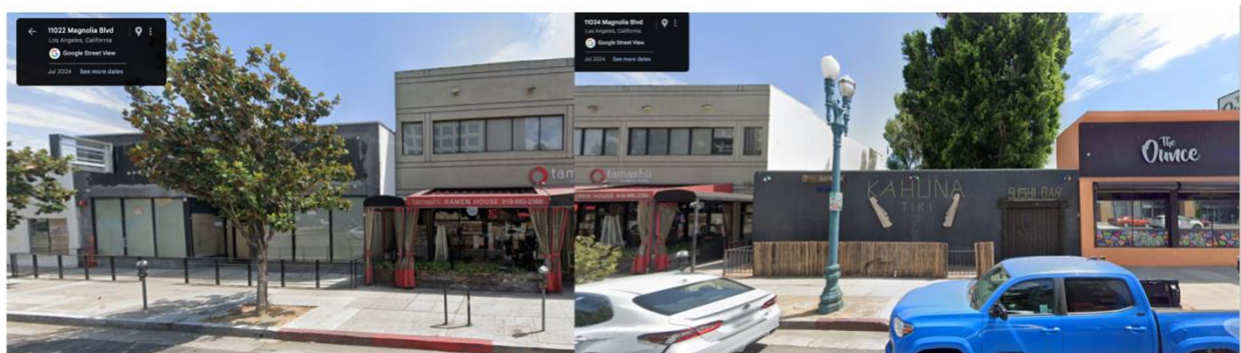


Figure 26: July 2024 Google Street View 11014-11032 W. Magnolia Blvd.

The next few businesses shown in Figure 27 (June 2007) were slightly more challenging to distinguish. Specifically, 11040 W. Magnolia Blvd. does not have any signage on the storefront, so we might assume it was vacant. In 1998, it was listed on the spreadsheet per the 1998 Haines Criss Cross Directory as housing a business called “Marcelos P&M Mtrcycl,” and it was difficult to find further information than that. In the 2007 GSV, the space appears vacant. LADBS permit data shows that in 2012 there was a change of use from retail to a restaurant. By 2024, Vui Ve Vietnamese Restaurant that ended up in this space.

Similarly, it is difficult to distinguish what is located at 11042 W. Magnolia Blvd. from simply viewing the GSV. In 1998, it is listed as Pioneer Furniture but appears in 2007 vacant given the lack of signage. From the LADBS Permit Data, it was also difficult to distinguish if there was a business active in 2007, and there was no data available for 2010. By July 2024, the 11042 W. Magnolia Blvd. parcel was split into two addresses, 11042 W. Magnolia and 11044 W. Magnolia Blvd. The former is occupied by a tattoo shop called NoHo Ink, and the latter is occupied by Archies Deli & Mini Mart. Lastly, according to the signage, F1 Motorsport Auto Repair was at 11046 W. Magnolia Blvd for the year 2007. LADBS permit data shows that in 2019, there was a change of use from autobody repair to restaurant. In 2024, the space was occupied by My Fish Shop - Mississippi Soul Food Restaurant. The 2024 businesses are shown in Figure 28 below.

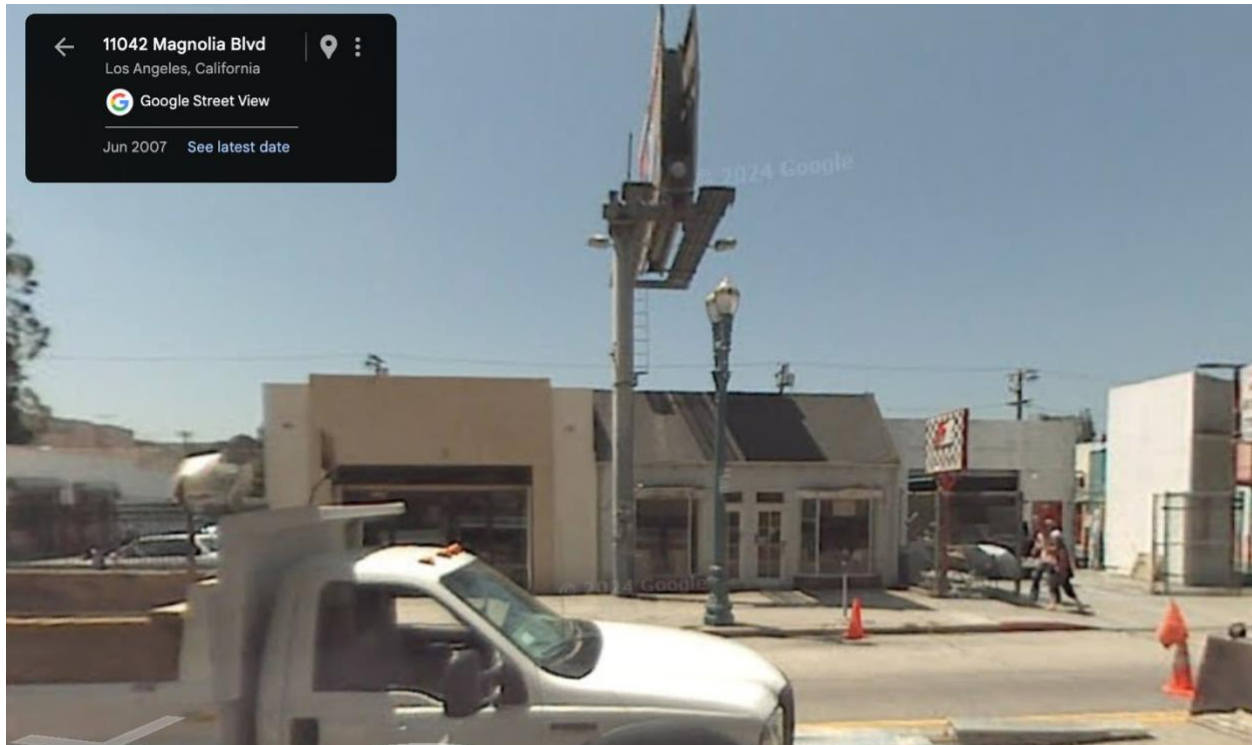


Figure 27: June 2007 Google Street View 11040-11046 W. Magnolia Blvd.

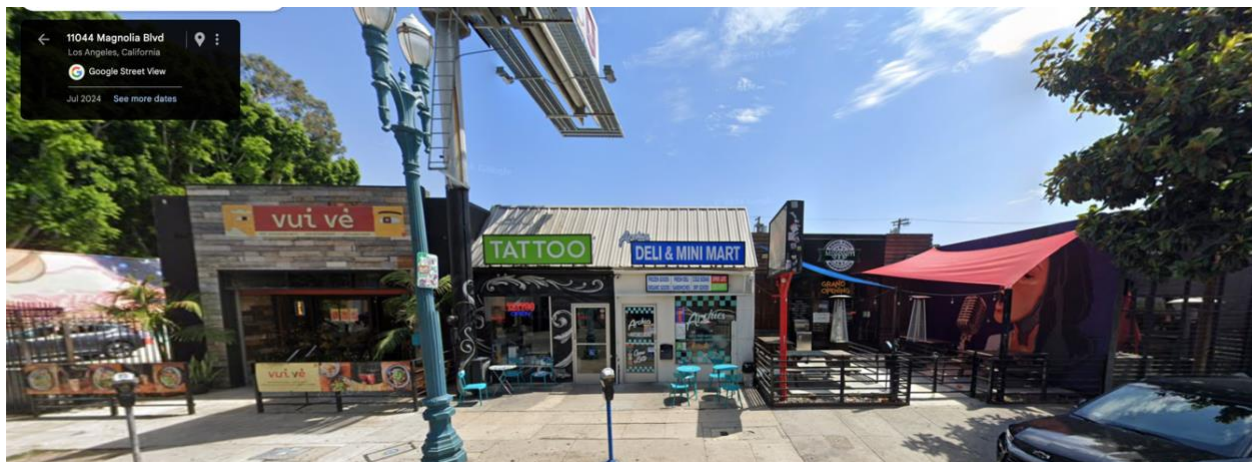


Figure 28: July 2024 Google Street View 11040-11046 W. Magnolia Blvd.

For 11050-11054 W. Magnolia Blvd, business information for July 2007 was easier to distinguish, as seen in Figure 29. 11050 W. Magnolia Blvd. was occupied by the Avery Schreiber Theatre. Next door, 11052 W. Magnolia Blvd. was and is still

occupied by the Sherry Theatre. Although it is blurred in the image, Yelp shows that 11054 W. Magnolia Blvd. this was a thrift store called the Age of Innocence in 2007. On the same parcel as 11054 W. Magnolia, 11056 W. Magnolia Blvd. is shown to be occupied by a business called NoHo Wireless. Figure 30 shows how the Avery Schreiber Theatre became a restaurant/bar called The Fat Dog, Age of Innocence became Kathy E.'s Antique Boutique, and NoHo Wireless sat empty by 2024. LADBS permit data shows that in 2019, 11056 W. Magnolia Blvd was converted to a small restaurant, although it did not seem occupied in 2024, nor in other timestamps such as 2019 and 2021 on GSV.

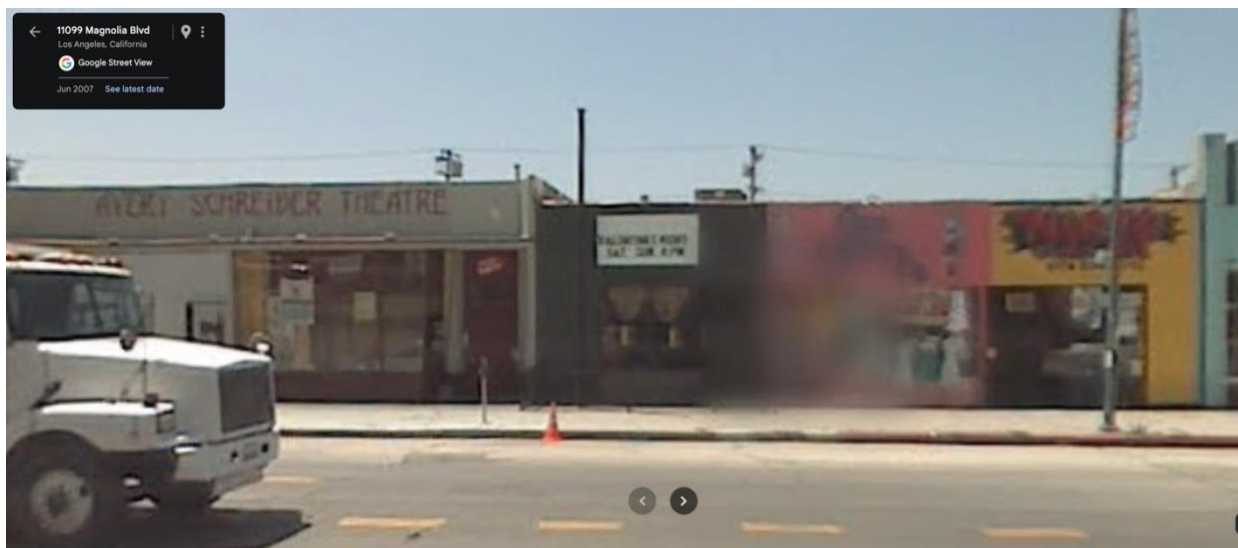


Figure 29: July 2007 Google Street View of 11050-11054 W. Magnolia Blvd.

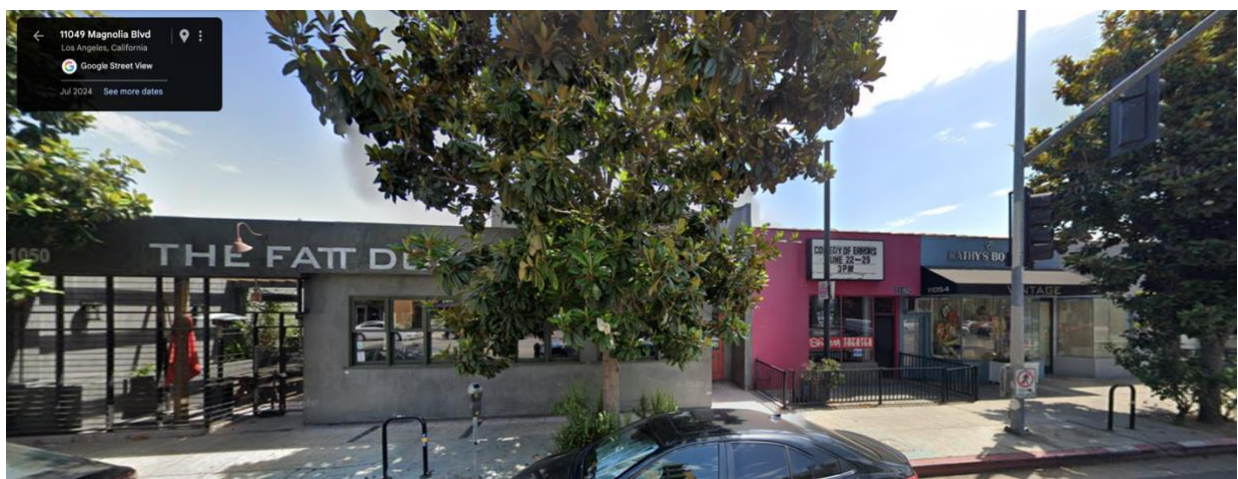


Figure 30: June 2024 Google Street View of 11050-11054 W. Magnolia Blvd

Figure 31 shows that In June 2007, 11100 W. Magnolia Blvd. was occupied by a shop called Practical Props. 11102 W. Magnolia Blvd was occupied by St. Anne's Thrift Shop, which had been in business since at least 1998 per the spreadsheet data. 11104 W. Magnolia Blvd. was and continued to be occupied by DMC Real Estate by July 2024. Similarly, 11108 W. Magnolia Blvd was and continued to be occupied by the popular brunch spot called EAT by 2024. Figure 32 shows that Practical Props was replaced by a bar called the CanTiki, and St. Anne's Thrift Shop was converted into a gastropub called St. Anne's which seemingly was an homage to the original thrift shop, as the same sign was used but with a redesigned logo. This can also be attributed to a sort of appropriation by the real estate developer.



Figure 31: June 2007 Google Street View of 11100-11108 W. Magnolia Blvd.



Figure 32: July 2024 Google Street View of 11100-11108 W. Magnolia Blvd.

Figure 33 shows that in June 2007, 11112 W. Magnolia Blvd. was occupied by Philadelphia Sandwiches, which had been at this location since at least 1990 according to the commercial change spreadsheet in Appendix A. Next door at 11114 W. Magnolia Blvd. was the original location of Kathy's Vintage Boutique, which, per above, later moved to 11056 W. Magnolia Blvd and became Kathy E.'s Boutique. The building next to the boutique was the South Style Tattoo at 11116 W. Magnolia Blvd. which did not

have much information on Yelp or other websites. Lastly, 11122 W. Magnolia Blvd. was occupied by M B S Jack Auto Body, which had been in this location since at least 1998. Figure 19 shows that Philadelphia Sandwiches was replaced by the Prevail Boxing Gym, Kathy's Vintage Boutique became a Poke shop called Poke Motto NoHo. Per LADBS permit data, 11114, 11116, & 11118 W. Magnolia Blvd. were merged into one by removing interior walls and subsequently getting a change of use from retail to take out restaurant in 2016. By 2024, it was the popular café Republic of Pie. Lastly, M B S Jack Auto Body became El Tejano, a now popular bar and Tex-Mex restaurant.



Figure 33: June 2007 Google Street View of 11112-11122 W. Magnolia Blvd.



Figure 34: July 2024 Google Street View of 11112-11122 W. Magnolia Blvd.

The last few businesses on Magnolia before Lankershim Boulevard are seen in the June 2007 GSV in Figure 35. By June 2007, 11128 W. Magnolia Blvd. was vacant and had a “For Lease” sign hanging at its exterior. In 1990 & 1998, per the spreadsheet, this building was being used as an auto repair business, until it was converted into the Art Institute of California by 2010, and by 2024 was a pet grooming shop called

Fluffology. 11130 W. Magnolia Blvd. was occupied by NoHo Billiards, which had been in business since at least 1990 according to the spreadsheet. Lastly, 11136 W. Magnolia Blvd. was occupied by the theatre known as the NoHo Arts Center, which had been in business since at least 2010 according to the spreadsheet. Figure 36 shows the July 2024 GSV of 11128-11140 W, Magnolia Blvd. According to Yelp users, NoHo Billiards closed down, and it was subsequently renovated and opened under new ownership as The Brickyard Pub by 2024. The NoHo Arts Center closed down sometime after 2010, and the space was converted to a restaurant and opened as the Renegade Restaurant which, according to Yelp, only lasted for one year before COVID forced them to close in 2021. Similar to St. Anne's Thrift Shop, the Renegade can also be interpreted as a type of appropriation, whereby the Renegade was named after the Renegade Theatre, which was the former name of the NoHo Arts Center. By 2024, the space was taken over by the small but popular LA chain restaurant Granville.



Figure 35: June 2007 Google Street View 11128-11140 W. Magnolia Blvd.



Figure 36: July 2024 Google Street View 11128-11136 W. Magnolia Blvd.

The tables below summarize the changes that occurred on Magnolia Blvd. Specifically, each business was labeled with its corresponding NAICS using categories on Yelp that best match the NAICS category. The businesses were identified as being either infrequent or frequent, necessity or discretionary per Meltzer & Capperis' classifications in their 2016 article. The arts businesses were also labeled as being commercial or fine arts based off of NAICS categories listed in Grodach et al. (2014), as

previously shown in Table 1 of Chapter 2. The tables show that there was a dramatic rise in the “frequent” category, namely limited and full services restaurants. In 2007, there were two full-service restaurants, while in 2024 the number rose to six. There was also only one limited-service restaurant (i.e. fast food, no servers and waiters) and in 2024, there were five. Another significant change was the loss of all automotive repair businesses in 2024. There were originally two. There was also a loss of performing arts theatres. There were four in 2007 and two by 2024. Meltzer and Capperis defined chains as businesses that are linked to a separate branch or headquarters, with no minimum number of establishments that constitute a chain. The tables show that there was also a major rise in chain activity, with from two in 2007 to nine in 2024, most of which were either limited or full-service restaurants. It can be observed that there may have been changes in income in this area, with Meltzer and Capperis’ research supporting the idea that the presence of very affluent household within a neighborhood (census tract) invites chain openings. Meltzer and Capperis’ 2016 research showed food establishments as being a more stabilizing presence in neighborhoods over time, and that businesses that provide more frequently consumed necessity goods and services are more likely to stay in place. Magnolia Blvd. has seen a rise in more frequently consumed businesses. However, none of these frequently consumed goods and services are necessity; they are classified as discretionary, and not basic everyday goods. In fact, none of the businesses in 2024 are considered necessity per Meltzer and Capperis’ classifications.

Table 3: Summary of Commercial Businesses on Magnolia Blvd. 2007

2007 Businesses on Magnolia Blvd.						
Name	NAICS	Infrequent	Frequent	Necessity	Discretionary	Commercial or Fine Arts
Western Union - City Check Cashers **	52213 – Credit Unions		X	X		
Whitmore-Lindley Theatre Center*	711100 - Performing Arts Companies					Fine Arts
Mani-Kir Royale Beauty	812113 – Nail Salon		X		X	
Herb Products Co.	446191 – Food (Health Supplement Store)		X		X	
Television Service Center	44311 – Appliance, Television, and other Electronic	X		X		
Someone Else's Thrift Store	4533 – Used Merchandise Store	X			X	
NoHo's Royal Garden Restaurant	7221 – Full-Service Restaurant		X		X	
F1 Motorsports*	811111 -General Automotive Repair					
Avery Schreiber Theatre*	711100 - Performing Arts Companies					Fine Arts
Sherry Theatre*	711100 - Performing Arts Companies					Fine Arts
Age of Innocence Vintage Shop	4533 – Used Merchandise Store	X		X		
NoHo Wireless	44311 – Appliance, Television, and other Electronic	X		X		
Practical Props*	335121 Residential Electric Lighting Fixture					
St. Anne's Thrift Shop	4533 – Used Merchandise Store	X			X	
DMC Real Estate***	531120 -Lessors of Nonresidential Buildings / 531110 - Lessors of Residential Buildings					
EAT Restaurant	7221 – Full-Service Restaurant		X		X	
Philadelphia Sandwich	7222 – Limited-Service Restaurant		X		X	
Kathy's E Boutique - Vintage	4533 – Used Merchandise Store	X			X	
South Style Tattoo	812199 – Other Personal Care Services		X		X	
M B S Jack Auto Body*	811111 -General Automotive Repair					
NoHo Billiards*	713990 All Other Amusement and Recreation Industries					
NoHo Arts Center*	711100 - Performing Arts Companies					Fine Arts
*= NAICS code not classified as frequent, infrequent, necessity or discretionary in Meltzer & Capperis (2016) **=Chain establishment ***=chain establishment with NAICS code that is not classified in Meltzer & Capperis (2016)						

Table 4: Summary of Commercial Businesses on Magnolia Blvd. 2024

2024 Businesses on Magnolia Blvd.						
Name	NAICS	Infrequent	Frequent	Necessity	Discretionary	Commercial or Fine Arts
Whitmore-Lindley Theatre Center*	711100 - Performing Arts Companies					Fine Arts
Tamashii Ramen House	7221 – Full-Service Restaurant		X		X	
Kahuna Tiki Restaurant**	7221 – Full-Service Restaurant		X		X	
The Ounce*	459991 -Marijuana stores, medical or recreational					
Vui Ve**	7222 – Limited-Service Restaurant		X		X	
Archies Deli & Mini Mart	7222 – Limited-Service Restaurant / 44529 – Other Specialty Foods Store		X		X	
NoHo Ink Tattoo Shop	812199 – Other Personal Care Services		X		X	
My Fish Shop - Mississippi Soul Food**	7222 – Limited-Service Restaurant		X		X	
The Fat Dog Restaurant	7221 – Full-Service Restaurant		X		X	
Sherry Theatre	711100 - Performing Arts Companies					Fine Arts
Kathy's E Antique Shop	4533 – Used Merchandise Store	X			X	
The CanTiki Bar	722410 Drinking Places (Alcoholic Beverages)		X		X	
St. Anne's Restaurant & Bar	7221 – Full-Service Restaurant		X		X	
DMC Real Estate***	531120 -Lessors of Nonresidential Buildings / 531110 - Lessors of Residential Buildings					
EAT Restaurant	7221 – Full-Service Restaurant		X		X	
Prevail Boxing Studio***	713940 - Fitness and Recreational Sports Center.					
Poke Motto NoHo	7222 – Limited-Service Restaurant		X		X	
Republic of Pie**	7222 – Limited-Service Restaurant		X		X	
El Tejano Bar**	722410 Drinking Places (Alcoholic Beverages)		X		X	
Fluffology	812910 - Pet Care (except Veterinary) Services	X			X	
The Brickyard Pub North Hollywood**	722410 Drinking Places (Alcoholic Beverages)		X		X	
GRANVILLE Restaurant**	7221 – Full-Service Restaurant		X		X	
*= NAICS code not classified as frequent, infrequent, necessity or discretionary in Meltzer & Capperis (2016) **=Chain establishment ***=chain establishment with NAICS code that is not classified in Meltzer & Capperis (2016)						

The changes in the commercial fabric of the heart of the NoHo Arts District can be observed in the stay, left, new businesses list for 1990-1998, 1998-2010, and 2010-2024. These observations show that the amount of businesses declined slightly throughout the years, with the most notable changes occurring with the rise and decline of performing arts venues from 1990 to 2024. In 1990, there was only one venue in the census tract. By 1998, the number rose to three, and by 2010 the number of theatres rose to 11 in just this one census tract. However, by 2024 there were only six left. The GSV images of 2007 & 2024 offer more granular data, cross referencing with online sources most notably Yelp to match with NAICS codes classified in Meltzer & Capperis (2017) as frequent, infrequent, necessity or discretionary, and use these classifications as a way to indicate the observation of commercial gentrification in this area. Additionally, the changes from 2007 to 2024 show clear sidewalk improvements, including the planting of palm trees. The September 2007 *North Hollywood Redevelopment Plan Urban Design Guidelines* outline the extensive urban design guidelines of the area overall as well as specifically highlighting streetscape improvements, including installation of street trees and street lighting for Magnolia Blvd. using CRA/LA funds. The guidelines seek to reinforce Lankershim Blvd. and Magnolia Blvd. as “NoHo’s retail, cultural, and pedestrian activity spines”. These improvements evidently have helped spur the increase commercial real estate investment in this area.

CONCLUSION

This mixed methods study on the NoHo Arts District sought to understand the creation of a NoHo Arts District and the evolution of redevelopment since the initial North Hollywood Redevelopment Plan of 1979 until the present. This study was observational in nature and sought to address two specific research questions:

- What are the impacts of the North Hollywood redevelopment plan and rebranding to an Arts District on the residents and business owners within the boundaries of the NoHo Arts District?
- Do we observe residential, commercial, or both types of gentrifications from 1992 to 2024?

The wealth of archival resources accessed through the online archives of the *Los Angeles Times* and the *Valley Times* newspapers offered a window to the perspectives of residents and business owners from the 1970s to the early 2000s. The perspectives of the present residents and business owners were reflected in the interviews with the two residents and one local theatre manager. Evidence shows that the redevelopment plan was at many points quite contentious and propelled by the business community and the associated local Chamber of Commerce to bring an economic revitalization to the area. The use of arts branding was set forth to attract artists from both the commercial and performing arts sector, which has a unique relationship in the Los Angeles area given Los Angeles' reputation as an international motion picture industry and music industry hub. The branding of the North Hollywood area in the early 20th century represented the hopes of being able to profit from the culture and capital being produced in nearby Hollywood. The branding of the NoHo Arts District was a tool that

propelled this notion even further, with many performing arts and musicians also seeking a chance to refine their arts whilst hoping for their big break. The effort to brand the Arts District was seen throughout the 1990s. As noted throughout the archives, there is also a group of people who are seeking to simply express themselves without necessarily wanting to break into the commercial arts and can be seen through glimpses of the past such as the story on the Iguana Café. However, current residents describe the positives of living and being a part of an arts community but note the biggest challenges with housing affordability and the closing down of arts businesses that are pushing away the artistic community.

The demographic changes observed through census data also allows us to see if gentrification can be observed in this area using variables associated with gentrification. Key findings from this section align with the *Los Angeles Times* article of 1992 describing the “Latinization of North Hollywood”, in which the dramatic rise of the Hispanic population was noted and is reflected in the percent changes of the Hispanic population from 1990-2000. Hispanic and Non-Hispanic White population percent change increases, however, seemed to occur concurrently in different census tracts throughout North Hollywood and the NoHo Arts District area. This, coupled with consistent increases in percent changes in persons 25 and over with a bachelor’s in almost all census tracts for 2000-2010 and 2010-2023 are indicators of gentrification, and tie in with Huante’s new race and class formations, specifically the “honorary whites” and centrality to whiteness even in racially diverse areas. Lastly, median gross rent persistently increased in 2000-2010 and 2010-2023 in all census tracts in North Hollywood and NoHo Arts District, as well as increasing amount of census tracts with

percent change increases in median household rent also relate to the increase flow of people with economic capital to these areas, and can be tied to the increased investment by government and private influences in the NoHo Arts District, especially after its formalization in 1995. It likely took a few years to truly see its effects, which is why these demographic changes are most notable for the 2000-2010 and the 2010-2023 time periods.

Lastly, compiling commercial data on hundreds of parcels in the NoHo Arts District from 1990-2023 offered observations of commercial gentrification as well. The most detailed information was compiled for 2007-2024 for Magnolia Blvd, a major commercial avenue for NoHo Arts District, with data compiled using Yelp, Google Street View, and building permit data to be able to use Meltzer and Capperis's 2016 NAICS categories and classifications for frequent, infrequent, discretionary and necessity goods and services point to whether or not gentrification is occurring, as well as Grodach et. al's classifications of commercial and fine arts. The increase in frequent but discretionary establishments compiled with the rise of chains and increased investment on a visual perspective (investment in streetscape and trees) show signs of commercial gentrification, as Meltzer and Capperis note that frequent necessity goods and services are less likely to be associated with commercial gentrification. Additionally, Grodach et. al's 2014 study associate the commercial arts with gentrification and not the fine arts. Although there were no commercial arts establishments present, the number of fine arts establishments decreased during the time period.

This mixed methods study drew from a wealth of rich resources to inform the research questions. However, there were some limitations. First, it was difficult to obtain

information from the actual CRA/LA regarding and reports or initial drafts of the North Hollywood Redevelopment Plan and thus City Planning Community Plan documents contemporaneous with the Redevelopment Plan process were analyzed, since they were produced in tandem and the CRA/LA worked closely to incorporate the redevelopment plan within the Community Plan. Further research could include seeking information from these sources directly through a Public Records Request. For commercial gentrification, researchers Meltzer and Capperis (2016) relied on data from the National Establishment Time-Series (NETS) Database, which was accessed for this study. This database contains more granular information such as number of employees and may contain more complete information for businesses in operation before the 2000s, which was difficult to obtain using the sources in this study (Yelp, GSV, Haines Directories, and building permit data). Further research could include this data source to provide more robust information where there may have been gaps. Lastly, a key element of mixed methods research can include interviews and surveys. The stakeholders interviewed offered in this study provided very valuable perspectives. However, they did not include perspectives of people who have lived in the area for longer, nor the perspectives of people who are not involved in the arts scene. Specifically, owners of businesses that are not arts-related could provide valuable insights regarding commercial gentrification. Survey data could potentially allow for more perspectives to be included through the distribution of a neighborhood wide survey. It is also notable to point out that the archival and interview data have, for the most part, an absence of Latino/Hispanic voices and perspectives. Although the demographic changes have been clear since the 1980s that this community has grown

and become an integral part of their community, I was unable to find many sources that directly speak on the experiences of this population in the NoHo Arts District specifically. In further research I would recommend asking questions that relate specifically to the Latino/Hispanic experience in North Hollywood and the NoHo Arts Districts.

Overall, the case of the NoHo Arts District is another example of many in which artists become displaced after being used as central tools for redevelopment initiatives. Arts-led gentrification is not necessarily a market-driven phenomenon, but something planned and implemented by the state, and the state can be held accountable for the loss of affordable housing. The state has made it easier for private interests to take advantage by drive up commercial and residential rents and displacing long time residents and business owners. Now, it is up to planners to make more intentional decisions on making the community a place that is affordable and accessible to all and to create an environment where small businesses can flourish, as opposed to chains. In Los Angeles, Community Land Trusts have become an increasingly popular housing model that seeks to preserve affordability by letting tenants cooperatively own the land, moving the land from the hands of the private real estate entities to the hands of the community (Matthew, 2023). As reported by KCRW, LA County funded a \$14 million pilot program to help five local community land trusts acquire eight residential properties across LA. This offers a hopeful example of how we can empower community members and prevent displacement.

REFERENCES

- Abram, Susan. (2014, October 13). Guy Weddington McCreary, descendant of one of San Fernando Valley's first families, dies at 77. *Daily News*.
<https://www.dailynews.com/obituaries/20141013/guy-weddington-mccreary-descendant-of-one-of-san-fernando-valleys-first-families-dies-at-77/>
- Arts District Community Council LA. (2025). *Our Community – ADCCLA*.
<https://www.adccla.org/our-community/>
- Artuso, K. (2025). Can the historic North Hollywood Arts District make a comeback? *Daily News*. <https://www.dailynews.com/2025/03/27/can-the-historic-north-hollywood-arts-district-make-a-comeback/>
- Baker, Michael. (1998). Festival Turns Spotlight on Progress of Noho Arts District. *Los Angeles Times*. <https://www.newspapers.com/image/159084586/>
- Bettner, Jill. (1994). Starring Role for NoHo: Burgeoning Arts District Spotligthted in Festival. *Los Angeles Times*. <https://www.latimes.com/archives/la-xpm-1994-06-05-me-730-story.html>
- Brown–Saracino, J. (2016). An Agenda for the Next Decade of Gentrification Scholarship. *City & Community*, 15(3), 220–225.
<https://doi.org/10.1111/cico.12187>
- Brown-Saracino, J. (2009). *A neighborhood that never changes: Gentrification, social preservation, and the search for authenticity*. University of Chicago Press.
- Burleigh, Irv. (1970, May 26). Renewal Aid Refused for North Hollywood. *Los Angeles Times*. <https://www.newspapers.com/newspage/165682884/>

- California Housing Partnership. (2024). *Los Angeles County 2024 affordable housing needs report*. https://chpc.net/wp-content/uploads/2024/05/Los-Angeles_Housing_Report.pdf
- Chapple, K., & Thomas, T., and Zuk, M. (2021). Urban Displacement Project website. Berkeley, CA: Urban Displacement Project.
<https://www.urbandisplacement.org/maps/los-angeles-gentrification-and-displacement/>
- Chapple, K., & Zuk, M. (2016). Forewarned: The Use of Neighborhood Early Warning Systems for Gentrification and Displacement. *Cityscape*, 18(3), 109–130.
<https://www.huduser.gov/portal/periodicals/cityscape/vol18num3/ch5.pdf>
- Chapple, K., A. Loukaitou-Sideris, González S., Kadin D., Poirier J. (2017). Transit Oriented Development & Commercial Gentrification: Exploring the Linkages Final Report. UC Berkeley Center for Community Innovation & UCLA Center for Neighborhood Knowledge. https://www.urbandisplacement.org/wp-content/uploads/2021/08/tod_commercial_gentrification.pdf
- Chavez, Stephanie & Curtiss, Aaron. (1990, March 15). Outsiders Blamed for Brawl. *Los Angeles Times*. <https://www.newspapers.com/image/175464909>
- City of Los Angeles. (n.d.). *LA City Parcels*. Los Angeles GeoHub.
https://geohub.lacity.org/datasets/3b9f7696cd444b168ca6cf1726ae8420_5/about
- City of Los Angeles. (1995). *NoHo Commercial and Artcraft District Overlay Ordinance* (Ordinance No. 170,549). Los Angeles City Planning.
<https://planning.lacity.gov/odocument/a036d33a-0b30-4390-b47b-ccd10a2044dc/NOHOART.PDF>

Collins, B. & Loukaitou-Sideris, A. (2016) Skid Row, Gallery Row and the space in between: cultural revitalisation and its impacts on two Los Angeles neighbourhoods. *Town planning review*, 87 (4), 401-427.

<https://doi.org/10.3828/tpr.2016.27>

Cohen, M., & Pettit, K. L. S. (2019). *Guide to Measuring Neighborhood Change to Understand and Prevent Displacement*. Urban Institute.

<https://www.urban.org/research/publication/guide-measuring-neighborhood-change-understand-and-prevent-displacement>

Corbin, J. M., & Strauss, A. L. (2015). *Basics of qualitative research: Techniques and procedures for developing grounded theory* (Fourth edition). SAGE.

Correa, A. B. (2019). *Mixed-Methods Examination of the Impacts of Revitalization in La Cuarto* [California Polytechnic State University, Pomona]. ScholarWorks.

<https://scholarworks.calstate.edu/concern/theses/fj236423b>

The Community Redevelopment Agency of the City of Los Angeles California (CRA/LA). (1983). *Amended Redevelopment Plan for the North Hollywood Redevelopment Project*.

The Community Redevelopment Agency of the City of Los Angeles California (CRA/LA). (1997). *Amended Redevelopment Plan for the North Hollywood Redevelopment Project*. <https://planning.lacity.gov/odocument/98b92e09-d49c-4998-97df-a4962c2b02ed/nhamend1997.pdf>

Clawson, H. J., & Coolbaugh, K. (2001). *The YouthARTS Development Project*. U.S. Department of Justice, Office of Juvenile Justice and Delinquency Prevention. <https://www.ojp.gov/pdffiles1/ojjdp/186668.pdf>

- Ehrman, Mark. (1994). An Evening in Iguanaland. *Los Angeles Times*.
<https://www.newspapers.com/image/158977979/>
- Florida, Richard. (2005). *Cities and the creative class*. Routledge.
- Glass, R. (1964). *London: Aspects of Change*. MacGibbon & Kee.
- Grodach, C., Foster, N., & Murdoch, J. (2014). Gentrification and the Artistic Dividend: The Role of the Arts in Neighborhood Change. *Journal of the American Planning Association*, 80(1), 21–35. <https://doi.org/10.1080/01944363.2014.928584>
- Goldberg-Miller, S. B. D., & Heimlich, J. E. (2017). Creatives' expectations: The role of supercreatives in cultural district development. *Cities*, 62, 120–130.
<https://doi.org/10.1016/j.cities.2016.12.011>
- Grigoryants, Olga. (2018). *As developments rise in the NoHo Arts District, artists are being forced out by high rents – Daily News*.
<https://www.dailynews.com/2018/03/01/as-developments-rise-in-the-noho-arts-district-artists-are-being-forced-out-by-high-rents/>
- Hwangbo, Kay. (1995, June 1). NORTH HOLLYWOOD : L.A. OKs Zoning for 'NoHo' Arts District. *Los Angeles Times*. <https://www.latimes.com/archives/la-xpm-1995-06-01-me-8342-story.html>
- Huante, A. (2021). A lighter shade of brown? Racial formation and gentrification in Latino Los Angeles. *Social Problems*, 68(1), 63–79.
<https://doi.org/10.1093/socpro/spz047>
- Jacobs, Julie. (1977, November 15). Redevelopment plan for N. Hollywood ok'ed. *Valley News*. <https://www.newspapers.com/image/30391441/>

- Kapitanoff, N. (1992, November 6). COVER STORY: NoHo: With theaters, cafes and a hip atmosphere, North Hollywood may become the “Melrose of the Valley.” *Los Angeles Times*. Retrieved from <https://www.latimes.com/archives/la-xpm-1992-11-06-va-1302-story.html>
- Koehler, Robert. (1994). Theatre Group Makes Plans to Repair El Portal. *Los Angeles Times*. <https://www.newspapers.com/image/158435655/>
- Light, I. (2007). *How Los Angeles Deflected Mexican Immigrants to the American Heartland*. Migration Policy Institute. <https://www.migrationpolicy.org/article/how-los-angeles-deflected-mexican-immigrants-american-heartland>
- Loukaitou-Sideris, A., Gonzalez, S., & Ong, P. (2019). Triangulating Neighborhood Knowledge to Understand Neighborhood Change: Methods to Study Gentrification. *Journal of Planning Education and Research*, 39(2), 227–242. <https://doi.org/10.1177/0739456X17730890>
- Los Angeles Department of City Planning. (n.d.). *North Hollywood–Valley Village community plan*. https://planning.lacity.gov/odocument/e700390a-5998-4702-8b0b-d8095b864b9b/North_Hollywood-Valley_Village_Community_Plan.pdf
- Los Angeles City Planning. (2024). *Fact sheet: Citywide adaptive reuse ordinance*. https://planning.lacity.gov/odocument/6725f347-7fdb-42fa-aa6e-44c37f8fa999/Fact_Sheet_-_Adaptive_Reuse_Ordinance.pdf
- Logan, J.R. & Moloch, H. (1987). *Urban fortunes: The political economy of place*. University of California Press.
- Logan, J. R., Stults, B. D., & Xu, Z. (2016). Validating Population Estimates for Harmonized Census Tract Data, 2000-2010. *Annals of the American Association*

of Geographers, 106(5), 1013–1029.

<https://doi.org/10.1080/24694452.2016.1187060>

Lopez, Juan. (n.d.). Access to Public Transit – USC Neighborhood Data for Social Change. *USC Neighborhood Data for Social Change*. Retrieved May 12, 2025, from <https://la.myneighborhooddata.org/2019/02/access-to-public-transit/>

Marks, M. A. (2004). Shifting Ground: The Rise and Fall of the Los Angeles Community Redevelopment Agency. *Southern California Quarterly*, 86(3), 241–290. <https://doi.org/10.2307/41172224>.

Markusen, A., & Gadwa, A. (2010). Arts and Culture in Urban or Regional Planning: A Review and Research Agenda. *Journal of Planning Education and Research*, 29(3), 379–391. <https://doi.org/10.1177/0739456X09354380>

Matthew, Zoie. (2023). *Community land trusts turn LA tenants into owners* | Greater LA. KCRW. <https://www.kcrw.com/news/shows/greater-la/housing-owners-mental-health-hotline-literacy/community-land-trusts>

McGreevy, Patrick and Miller, Christian T. (2000). Heady Plans, Hard Reality. *Los Angeles Times*. <https://www.newspapers.com/image/161645325/>

Miller, L. (n.d.). Isolation and authenticity in Los Angeles' arts district neighborhood [M.H.P., University of Southern California]. Retrieved October 14, 2024, from <https://www.proquest.com/docview/1559233875/abstract/64CB4A50FFB34B31PQ/1>

Meltzer, R., & Capperis, S. (2017). Neighbourhood differences in retail turnover: Evidence from New York City. *Urban Studies*, 54(13), 3022–3057

NoHo Arts District. (n.d.). *Where is NoHo? North Hollywood map.*

<https://nohoartsdistrict.com/where-is-noho-north-hollywood-map/>

North Hollywood Business Improvement District. (n.d.). Home.

<https://www.nohobid.com/>

O'Callaghan, C. (2010). Let's Audit Bohemia: A Review of Richard Florida's 'Creative Class' Thesis and Its Impact on Urban Policy. *Geography Compass*, 4(11), 1606–1617. <https://doi.org/10.1111/j.1749-8198.2010.00397.x>

Online Archive of California. (n.d.). *Los Angeles City Planning Commission Collection.*

<https://oac.cdlib.org/findaid/ark:/13030/c8348r2v/>

Quinn, J. (1992, June 14). Most profound changes sweep N. Hollywood. *Los Angeles Times* (Pre-1997 Fulltext) Retrieved from

<http://proxy.library.cpp.edu/login?url=https://www.proquest.com/newspapers/most-profound-changes-sweep-n-hollywood/docview/281654367/se-2>

Ravuri, E. D., & Hollstein, L. (2025). An investigation of the use of Google Street View for identifying gentrification across diverse United States morphological city types. *Urban Geography*, 46(4), 770–793.

<https://doi.org/10.1080/02723638.2024.2435219>

Roderick, Kevin. (1978, April 16). *Wachs Promises Only 10 Houses Will Be Sacrificed for North Hollywood.* <https://www.newspapers.com/image/384373197/>

Roderick, Kevin. (1979, January 28). *\$96 Million Project May Move Valley Into Big City.*

<https://www.newspapers.com/image/384976208/>

- Satzman, Darrell. (1997). North Hollywood Redevelopment Plan Extended. *Los Angeles Times*. <https://www.latimes.com/archives/la-xpm-1997-sep-24-me-35695-story.html>
- Schnauffer, Jeff. (1994). Earthquake Deals Setback to Arts District. *Los Angeles Times*. <https://www.newspapers.com/image/158402079/>
- Scott, A., & Hollenhorst, M. (2024). *What's in a name? How neighborhood rebrands can grease the wheels of gentrification*. <https://www.marketplace.org/story/2024/06/12/neighborhood-rebrands-gentrification-rino-mora-soho-rebrands>
- Shannon, B., Soane, D. C., & Bray, A. (2023). Conclusion: Co-Creative Art and the Just City. In *Co-Creative Placekeeping in Los Angeles*. Routledge.
- Small, Mario Luis. “‘How Many Cases Do I Need?’ On Science and the Logic of Case Selection in Field-Based Research.” *Ethnography* 10, no. 1 (2009): 5–38. <https://doi.org/10.1177/1466138108099586>.
- Stewart, Jocelyn Y. (1992). Committee May Have Won Hollow Victory. *Los Angeles Times*. <https://www.newspapers.com/image/177364945/>
- Tran, L. D., Rice, T. H., Ong, P. M., Banerjee, S., Liou, J., & Ponce, N. A. (2020). Impact of gentrification on adult mental health. *Health Services Research*, 55(3), 432–444. <https://doi.org/10.1111/1475-6773.13264>
- Welch, Rosanne. (1995). *That Mangy-Looking Joint May Have Great Personality: The Iguana Cafe wasn't trendy, but it was a refuge for many looking for good company and free coffee, as well as those seeking an audience for their music or*

writing. <https://www.latimes.com/archives/la-xpm-1995-08-20-me-37114-story.html>

Zukin, S. (1982). Loft living: Culture and capital in urban. John Hopkins University Press.

APPENDIX A

LA City Parcel PIN	Address	active business(es) 1990	business name 1990	active business(es) 1998	business name 1998	theatre 1990	theatre 1998	# new businesses 1998	# 1990-1998 Stay	# 1990-1998 left
171B173 630	11248 W MAGNOLIA BLVD	1	sax shop and band center	2	sax shop / pabulum production				1	1
171B173 629	11246 W MAGNOLIA BLVD	-	-	-	-					
171B173 628	Site Address 11136 W MAGNOLIA BLVD	2	(11136) Bills place hrsl. (11140) A A A Camera Srv Ct	-	-					2
171B173 627	Site Address 11140 W MAGNOLIA BLVD	1	North Hollywood Bldrs / Tri Investments Inc	1	North Hollywood Bldrs / Tri Investments Inc				1	
171B173 626	11130 W MAGNOLIA BLVD	1	North Hollywood Bldrs / Tri Investments Inc	1	North Hollywood Bldrs / Tri Investments Inc					
171B173 625	11128 W MAGNOLIA BLVD	1	GM Auto Body	1	A M S Automotive Ct.				1	1
171B173 624	11126 W MAGNOLIA BLVD	1	GM Auto Body	1	A M S Automotive Ct.					
171B173 623	11122 W MAGNOLIA BLVD	-	-	1	M B S Jack Auto Bdy				1	
171B173 622	11120 W MAGNOLIA BLVD	-	-	1	M B S Jack Auto Bdy					
171B173 621	Site Address 11116 W MAGNOLIA BLVD	2	Kath's E Boutique / Razzmatazz Vintage	1	Tavormade production Catering				1	2
171B173 620	Site Address 11118 W MAGNOLIA BLVD	1	vacant	1	Kath's E Boutique / Vintage				1	
171B173 619	11112 W MAGNOLIA BLVD	2	Philadelphia Sandwich / G D Gifts	2	Philadelphia Sandwich / Hollywood Head & Nails				1	1
171B173 618	11110 W MAGNOLIA BLVD	1	Dubmaster	1	Acme Music Works				1	1
171B173 616	11104 W MAGNOLIA BLVD	-	-	-	-					
171B173 615	11102 W MAGNOLIA BLVD	1	Tiffany Designs	1	St Anne's Thrift Shop				1	1
171B173 614	11100 W MAGNOLIA BLVD	1	vacant	1	Practical Props				1	
171B173 613	11056 W MAGNOLIA BLVD	-	-	-	-					
171B173 612	11052 W MAGNOLIA BLVD	1	st anne's thrift shop	1	Expert Auto Repair				1	1
171B173 611	11050 W MAGNOLIA BLVD	1	northwood auto parts	1	Bitter Truth Theatre / Theatre Hope / Abused Womm		1		1	1
171B173 610	11048 W MAGNOLIA BLVD	-	-	-	-					
171B173 609	11046 W MAGNOLIA BLVD	1	O K Body Shop	1	O K Body Shop					1
171B173 608	Site Address 11044 W MAGNOLIA BLVD	2	(11044) Pioneer Furniture (11042) Villa Sorrento	1	Pioneer Furniture				1	1
171B173 607	Site Address 11042 W MAGNOLIA BLVD	1	Marcelos P&M Mtrcyl	1	Marcelos P&M Mtrcyl				1	
171B173 606	11040 W MAGNOLIA BLVD	-	-	-	-					
171B173 605	11038 W MAGNOLIA BLVD	-	-	-	-					
171B173 604	11034 W MAGNOLIA BLVD	1	Customline Products	1	Customline Products					1
171B173 603	11032 W MAGNOLIA BLVD	-	-	-	-					
171B173 602	11030 W MAGNOLIA BLVD	1	kayvon driving school	-	-					1
171B173 601	11026 W MAGNOLIA BLVD	-	-	-	AT&T WIRELESS TELECOMMUNICATIONS FACILTY					
171B173 600	11278 W MAGNOLIA BLVD	-	-	-	-					
171B173 599	None	1	TV Service center	1	TV Service center				1	
171B173 598	11020 W MAGNOLIA BLVD	1	Nabi's Uncool Service Center	-	-					1
171B173 597	5166 N LANKERSHIM BLVD	1	TV Service center	1	TV Service center					
171B173 596	11016 W MAGNOLIA BLVD	1	herb products co	1	herb products co				1	
171B173 595	11012 W MAGNOLIA BLVD	1	herb products co	1	herb products co					
171B173 594	11008 W MAGNOLIA BLVD	1	horizon surveys	1	horizon surveys				1	
171B173 667	11006 W MAGNOLIA BLVD	1	lafayette & sons	1	Classic Woods / Lafayette & Sons				1	
171B173 666	11004 W MAGNOLIA BLVD	-	-	-	-					
171B173 665	11002 1-3 W MAGNOLIA BLVD	3	Amer Stero / Family Farm / Flowers by Orville	3	Bob The Printer / Print Marv / universal stereo systems				3	3
171B173 664	11272 W MAGNOLIA BLVD	-	-	3	Office Building / Gemini Plumbing / Henri's Art and Dance				3	
171B173 663	11270 W MAGNOLIA BLVD	-	-	3	Studio / Toaster Marmalade					1
171B173 662	Site Address 11256 W MAGNOLIA BLVD	1	abe's place	-	-					1
171B173 661	Site Address 11258 W MAGNOLIA BLVD	-	-	-	-					
171B173 660	Site Address 11250 W MAGNOLIA BLVD	-	-	-	-					
171B173 659	Site Address 11252 W MAGNOLIA BLVD	1	graphic rubber stamps	2	graphic rubber stamps / valley furniture shop				1	1
171B173 658	Site Address 11254 W MAGNOLIA BLVD	1	office building	1	Office Building					1
171B173 657	11240 W MAGNOLIA BLVD	-	-	-	-					
171B173 656	Site Address 11226 W MAGNOLIA BLVD	-	-	-	-					
171B173 655	Site Address 11230 W MAGNOLIA BLVD	-	same as 5161 Lankershim Blvd	-	same as 5161 Lankershim Blvd					
171B173 654	ite Address 11220 W MAGNOLIA BLVD	-	-	-	-					
171B173 653	Site Address 11216 W MAGNOLIA BLVD	-	same as 5161 Lankershim Blvd	-	same as 5161 Lankershim Blvd					

171B173	678	Site Address 11212 W MAGNOLIA BLVD Site Address 11214 W MAGNOLIA BLVD	same as 5161 Lankershim Blvd	same as 5161 Lankershim Blvd			
171B173	669	11024 W MAGNOLIA BLVD	3 brainin r catering / advertising office / t&L Mini market	1 Someone Else's Thrift store	1		3
171B173	673	11022 W MAGNOLIA BLVD	merge w 11024	merge w 11024			
171B173	682	5158 N LANKERSHIM BLVD	merge w 5156 lankershim	merge w 5156 lankershim			
171B173	686	None	same as 5161 Lankershim Blvd	same as 5161 Lankershim Blvd			
171B173	688	Site Address 5155 N LANKERSHIM BLVD Site Address 5153 N LANKERSHIM BLVD Site Address 5157 N LANKERSHIM BLVD	merge w 5156 lankershim	merge w 5156 lankershim			
171B173	689	5156 N LANKERSHIM BLVD	1 Sidgus Co	1 Eclectic Cafe Gallery	1		1
171B173	715	5152 N LANKERSHIM BLVD. 5150 N LANKERSHIM BLVD	-	1 Model Printing Service	1		
171B173	716	5148 N LANKERSHIM BLVD	merge w previous	merge w previous			
171B173	721	None	5161 Lankershim Boulevard	5161 Lankershim Boulevard			
171B173	725	5144 N LANKERSHIM BLVD	1 luggage 4 less	1 luggage 4 less		1	
171B173	727	Site Address 5151 N LANKERSHIM BLVD Site Address 5147 N LANKERSHIM BLVD Site Address 5149 N LANKERSHIM BLVD Site Address 5145 N LANKERSHIM BLVD	5161 Lankershim Boulevard	5161 Lankershim Boulevard			
171B173	730	5142 N LANKERSHIM BLVD	(already counted) luggage 4 less	luggage 4 less			
171B173	734	5140 N LANKERSHIM BLVD	1 Encore Mobile Electronic	1 Reel Sets & Woodworking Co Inc.	1		1
171B173	737	5138 N KLUMP AVE	5161 Lankershim Boulevard	5161 Lankershim Boulevard			
171B173	736	none	5161 Lankershim Boulevard	5161 Lankershim Boulevard			
171B173	741	Site Address 5143 N LANKERSHIM BLVD Site Address 5141 N LANKERSHIM BLVD Site Address 5139 N LANKERSHIM BLVD	5161 Lankershim Boulevard	5161 Lankershim Boulevard			
171B173	743	5136 N LANKERSHIM BLVD	-	-			
171B173	745	none	-	-			
171B173	770	Site Address 5137 N LANKERSHIM BLVD Site Address 5135 N LANKERSHIM BLVD Site Address 5133 N LANKERSHIM BLVD	5161 lankershim	5161 lankershim			
171B173	792	5130 N LANKERSHIM BLVD	1 north hollywood gym / hlth clb	1 north hollywood gym / hlth clb		1	
171B173	795	none	-	-			
171B173	797	5128 N LANKERSHIM BLVD	(already counted)north hollywood gym / hlth clb	north hollywood gym / hlth clb			
171B173	800	5125 N LANKERSHIM BLVD	-	-			
171B173	803	5120 N KLUMP AVE	apartments	apartments			
171B173	802	None	-	-			
171B173	807	5124 N LANKERSHIM BLVD	1 Sunset Paint and Wallpaper	1 The Sanford Meisner Center for the Arts	1	1	1
171B173	811	5122 N LANKERSHIM BLVD	1 Laurel Photo Lab	1 Laurel Photo Lab		1	
171B173	812	Site Address 5118 N KLUMP AVE Site Address 5118 1/2 N KLUMP AVE	apartments	apartments			
171B173	814	5120 N LANKERSHIM BLVD	1 Hopkins Jewelers	1 Hopkins Jewelers		1	
171B173	817	5118 N LANKERSHIM BLVD / 5116 N LANKE	2 Hoagies Corners / Chris Vintage Guitars	2 Noosh Pizza & Submarines / Chris Vintage Guitars	1	1	1
171B173	818	Site Address 5115 N LANKERSHIM BLVD Site Address 5113 N LANKERSHIM BLVD Site Address 5111 N LANKERSHIM BLVD	Automtd Name Index / Farmer Ron INvetrn / West Coast 4 Detectives / Security Limo	Automtd Name Index / Farmer Ron INvetrn / West Coast 5 Detectives / Security Limo / Diva Intertainment	1		4
171B173	845	None	-	-			
171B173	836	Site Address 11201 401-425 W OTSEGO ST Site Address 11201 301-325 W OTSEGO ST Site Address 11201 201-225 W OTSEGO ST Site Address 11201 101-125 W OTSEGO ST	-	-			
171B173	860	5114 N LANKERSHIM BLVD	-	1 Morris Tait Associates	1		

171B173	864	5112 N LANKERSHIM BLVD	vacant	1 Making Music	1		
171B173	867	11231 1-44 W OTSEGO ST	las casitas apartments	las casitas apartments			
171B173	866	None	-	-			
171B173	870	5108 N LANKERSHIM BLVD	1 Lankershim Arts Center	1 Lankershim Arts Center	1	1	
		Site Address 5101 N LANKERSHIM BLVD Site Address 5101 1/2 N LANKERSHIM BLVD		Classic Recycle Clothing Outlet / North Hollywood Transmissions / Southern CA Window Tinting / JM			
171B173	871	Site Address 5107 N LANKERSHIM BLVD	1 Hollywood Motoring / Sound Labs (5101)	4 Performance Auto	4		1
171B173	877	5106 N LANKERSHIM BLVD	-	-			
171B173	879	5102 N LANKERSHIM BLVD5104 N LANKERSHIM BLVD	-	-			
171B173	881	5100 N LANKERSHIM BLVD	1 American Music Service	2 N R G Case Co / Rack N Roll Music	2		2
171B173	922	5072 N LANKERSHIM BLVD	1 Picasso	1 Tummy's of North Hollywood	1		1
171B173	924	11130 1-156 W OTSEGO ST	5077 1-156 N LANKERSHIM BLVD	5077 1-156 N LANKERSHIM BLVD			
171B173	939	5066 N LANKERSHIM BLVD	-	-			
171B173	942	5064 N LANKERSHIM BLVD	-	-			
			Multi use building (Arlyns Answering SV, Child Care Rsrs Ctr, Citicorp savings, dial your girl faye, thim real corp, hampton trading svcs, la co mynl health svbs, market facts inc. penny's hot line, toth judy, universal city answering, world class mrtg, your girl sv	Multi use building (Arlyns Answering SV, Child Care Rsrs Ctr, Citicorp savings, dial your girl faye, toth judy, universal city answering, helena investment consulting, M B 8 Associates, your girl answering sv	2	7	5
171B173	943	5077 1-156 N LANKERSHIM BLVD 5062 N LANKERSHIM BLVD	12				
171B173	951	5060 N LANKERSHIM BLVD	1 Courtney NRS Registry	1 Pizza Man	1		1
171B173	957	5058 N LANKERSHIM BLVD5056 N LANKER	1 Lankershim Lock & Key	1 Lankershim Lock & Key		1	
171B173	983	None	-	-			
171B173	998	5054 N LANKERSHIM BLVD	vacant	-			
171B173	1001	5052 N LANKERSHIM BLVD	2 Hewett Packard SLS / Neely N Hollywd SLS / Neely Sales Reg	2 M C A Recording / Westcon Inc.	2		2
171B173	1009	5057 N LANKERSHIM BLVD		1 Music & Memories: The Vinyl Resting Place adler homa dmd; kaplan sanford dds; north hollywood dental; turkaman haleh dds	1		
171B173	1014	5050 N LANKERSHIM BLVD	1	1 dental; turkaman haleh dds		1	
171B173	1019	5055 N LANKERSHIM BLVD	-	1 V H MS Jewelry	1		
171B173	1020	11121 W HESBY ST	-	-			
171B173	1021	5046 N LANKERSHIM BLVD 5048 N LANKERSHIM BLVD	1 Dream Nails	1 Dream Nails		1	
171B173	1025	none	-	-			
171B173	1031	5044 N LANKERSHIM BLVD	1 Jungle Bakery and Cafe	-			1
		Site Address 5053 N LANKERSHIM BLVD Site Address 5051 N LANKERSHIM BLVD	1 China Chef Wang Restaurant	1 China Chef Wang Restaurant		1	
171B173	1058	5049 N LANKERSHIM BLVD	China Chef Wang Restaurant	China Chef Wang Restaurant			
171B173	1059	5042 N LANKERSHIM BLVD	-	-			
171B173	1061	5047 N LANKERSHIM BLVD	vacant	-			
171B173	1069	none	same as 5051	same as 5052			
		Site Address 5045 N LANKERSHIM BLVD Site Address 5043 N LANKERSHIM BLVD Site Address 5045 1/2 N LANKERSHIM BLVD	House of Elegance (5045); I Do / Immigration GNLGCL 2 *(5043)	1 House of Elegance		1	1
171B173	1071	None	-	-			
171B173	1072	None	-	-			
171B173	1074	5041 N LANKERSHIM BLVD	1 Screaming Rags	1 Sally's Florist Ceramics Dental Service / Community Enrichment Legal Service / Heavy Dosage Recording Studio / Succeed For	1		1
			Arrow Speed lec; Corntrn Security Sys; Hones Weiss Intl;	4 Higher Education /	4		5
171B173	1090	5032 N LANKERSHIM BLVD	5 Kenwon Music; Microacademy	1 Oak Furniture Center	1		
171B173	1093	5030 N LANKERSHIM BLVD 5026 N LANKERSHIM BLVD 5028 1/2 N LANKERSHIM BLVD	1 RE Graphic Services	1 New Wave Communications	1		1
171B173	1099	5033 N LANKERSHIM BLVD	same as 5041	same as 5041			
171B173	1110	5024 N LANKERSHIM BLVD	-	1 Diamond Products	1		
171B173	1111	5031 N LANKERSHIM BLVD	1 bank of america	1 bank of america		1	
171B173	1114	5020 N LANKERSHIM BLVD	1 Kahn JS sewing machines	1 Kahn JS sewing machines		1	
171B173	1141	5029 N LANKERSHIM BLVD	bank of america (already counted)	bank of america			
171B173	1144	5018 N LANKERSHIM BLVD	Kahn JS (already counted)	Kahn JS sewing machines			
171B173	1148	5025 N LANKERSHIM BLVD	bank of america (already counted)	bank of america			
171B173	1157	5016 N LANKERSHIM BLVD	1 Juan 14 6	1 Simply Discount Futttons	1		1
171B173	1162	5023 N LANKERSHIM BLVD	bank of america	bank of america			
171B173	1163	5014 N LANKERSHIM BLVD	1 North Hollywood Tape	1 North Hollywood Tape		1	
171B173	1166	5021 N LANKERSHIM BLVD	bank of america	bank of america			
		5008 N LANKERSHIM BLVD 5010 N LANKERSHIM BLVD	1 Hola Amigos	1 Ha Ha Cafe / Hola Amigos (name change same owner)		1	

171B173 1175	5019 N LANKERSHIM BLVD	1 North Hollywood / Universal City Chamber of Commerce	North Hollywood / Universal City Chamber of Commerce /	1	1
171B173 1176	5006 N LANKERSHIM BLVD	Hola Amigos (already counted)	2 PAC Publising San Fernando Vally CNVNTN		
171B173 1206	5017 N LANKERSHIM BLVD	1 Nudie's Rodeo Tailors	-		1
171B173 1228	5015 N LANKERSHIM BLVD	1 Braunger Gwenn	-		1
171B173 1229	5004 N LANKERSHIM BLVD	Braunger Gwenn - already counted	-		
171B173 1230	5000 N LANKERSHIM BLVD		-		
	5011 N LANKERSHIM BLVD		-		
	5013 N LANKERSHIM BLVD	-	-		
	Site Address 5009 N LANKERSHIM BLVD				
	Site Address 5007 N LANKERSHIM BLVD				
	Site Address 5005 N LANKERSHIM BLVD				
	Site Address 5003 N LANKERSHIM BLVD				
	Site Address 5001 N LANKERSHIM BLVD				
	Site Address 11123 W MORRISON ST				
	Site Address 11117 W MORRISON ST				
	Site Address 11121 W MORRISON ST				
	Site Address 11119 W MORRISON ST				
	Site Address 11115 W MORRISON ST				
171B173 1233	Site Address 11107 W MORRISON ST	Simply Discount Furniture Store (5001); Silva Maintenance			
	Site Address 11113 W MORRISON ST	2 Survice (5007)	-		2
	Site Address 4936 N LANKERSHIM BLVD				
168B173 7	Site Address 4934 N LANKERSHIM BLVD	-	1 Al Anon Grps Info Alanon Family Grps	1	
171B173 617	11108 W MAGNOLIA BLVD	-	-		
171B173 677	5161 N LANKERSHIM BLVD	(already counted)Hewett Packard SLS / Neely N Hollywd SLS / Neely Sales Regio	M C A Recording / Westcon Inc.		
171B173 685	5148 N KLUMP AVE	same as 5161 lankershim	same as 5161 lankershim		
171B173 687	none	same as 5161 lankershim	same as 5161 lankershim		
171B173 728	none	same as 5161 lankershim	same as 5161 lankershim		
171B173 733	none	5140 N LANKERSHIM BLVD	5141 N LANKERSHIM BLVD		
171B173 742	none	same as 5161 lankershim	same as 5161 lankershim		
171B173 746	5130 N KLUMP AVE	1 L T Products Inc / Premore Inc	-		1
171B173 744	none	same as 5161 lankershim	same as 5161 lankershim		
171B173 796	none	same as 5161 lankershim	same as 5161 lankershim		
171B173 799	none	same as 5161 lankershim	same as 5161 lankershim		
171B173 801	none	alley	alley		
171B173 936	5070 N LANKERSHIM BLVD	-	parking lots		
171B173 982	5056 N FAIR AVE	-	-		
	4932 N LANKERSHIM BLVD				
168B173 11	4930 N LANKERSHIM BLVD	2 AA Pro Resume Co; Auerbach Normman& AS; Schirle Robt T	1 Cocaine Anonymous	1	2
168B173 12	4928 N LANKERSHIM BLVD	vacant	-		
168B173 13	4924 N LANKERSHIM BLVD	1 White Photo Studio	1 White Photo Studio		1
168B173 57	4922 N LANKERSHIM BLVD	White Photo Studio	White Photo Studio		
168B173 69	4920 (1-2) N LANKERSHIM BLVD	1 Selimos James G Inco	1 Selimos James G Inco		1
	4816 N LANKERSHIM BLVD		J&R Auto Sales / S B M Entertainment / Stibelman A		
168B173 74	4914 N LANKERSHIM BLVD	-	4 Invstmt / Technical Ecstasy	4	
168B173 76	4912 N LANKERSHIM BLVD	-	-		
	4910 N LANKERSHIM BLVD				
168B173 80	4908 N LANKERSHIM BLVD	-	1 Al's Discount Furniture / Siegel AL	1	
168B173 124	4906 N LANKERSHIM BLVD	-	Al's Discount Furniture / Siegel AL		
168B173 126	4904 N LANKERSHIM BLVD	-	Al's Discount Furniture / Siegel AL		
168B173 137	4900 N LANKERSHIM BLVD	-	Al's Discount Furniture / Siegel AL		
168B173 146	4888 N LANKERSHIM BLVD	1 star auto body	1 Presitlge Motor Import Sales	1	1
	11008 W HUSTON ST				
168B173 145	11006 W HUSTON ST	1 Colony Motel	1 Colony Inn Budget Hostel (renamed address to 4917 Vineland Pl)		1
	11002 W HUSTON ST				
168B173 144	11004 W HUSTON ST	Colony Motel	Colony Inn Budget Hostel (renamed address to 4917 Vineland Pl)		
168B173 147	4886 N LANKERSHIM BLVD	part of 4884 lankershim	part of 4884 lankershim		
168B173 148	4884 N LANKERSHIM BLVD	-	-		
168B173 1143	None	part of 4884 lankershim	part of 4884 lankershim		
168B173 196	4882 N LANKERSHIM BLVD	1 Club Twenty Two	part of 4884 lankershim		1
168B173 1144	None	part of 4884 lankershim	part of 4884 lankershim		
168B173 197	4878 N LANKERSHIM BLVD	1 Models of America	1 Coastal Protective Services	1	1
168B173 210	None	Colony Motel	Colony Motel		
168B173 212	4872 N LANKERSHIM BLVD	1 North Hollywood Auto Body	1 North Hollywood Auto Body		1
168B173 215	4870 N LANKERSHIM BLVD	1 Environmental Engineers	-		1
168B173 229	4868 N LANKERSHIM BLVD	-	-		

168B173	256	4864 N LANKERSHIM BLVD	1 Car Fidelity	1 Car Fidelity				1	
168B173	261	4860 N LANKERSHIM BLVD	Car Fidelity	Car Fidelity					
168B173	265	4856 N LANKERSHIM BLVD	1 West Coast Enterprise	1 West Coast Enterprise				1	
168B173	279	4854 N LANKERSHIM BLVD	-	-					
168B173	282	4850 N LANKERSHIM BLVD	1 Interior Decoration	1 Bavarian Auto Parts			1		1
168B173	283	4846 N LANKERSHIM BLVD							
		4848 N LANKERSHIM BLVD	1 No Problem Shoe Repair	1 No Problem Shoe Repair				1	
		4834 N LANKERSHIM BLVD							
		4836 N LANKERSHIM BLVD							
		4844 N LANKERSHIM BLVD							
		4842 N LANKERSHIM BLVD							
		4840 N LANKERSHIM BLVD	Sam's Liquor Store (4832); Span Ad Printing (4836);						
168B173	298	4838 N LANKERSHIM BLVD	Keyboard Clinician (4844); Choice Copier Co (4842); Mom's	Metropolis Tattoo (4842), Luis Chinese Food (4840), Sam's			2	1	5
		4832 N LANKERSHIM BLVD	6 Cafe (4840); Bavarian Auto Parts (4838);	3 Liquor Store (4832)					
171B173	659	11330 W MAGNOLIA BLVD	1 adaul inc, saul sheiman	1 adaul inc, saul sheiman				1	
171B173	632	11328 W MAGNOLIA BLVD	1 heathwood productions	1 transition music corps			1		1
		Site Address 11326 W MAGNOLIA BLVD							
171B173	631	Site Address 11324 W MAGNOLIA BLVD	2 Dr. office / PE Leasing	2 Dr. office / PE Leasing				2	
171B173	658	11322 W MAGNOLIA BLVD	-	-					
171B173	672	11320 W MAGNOLIA BLVD	1 Law offices	1 Law offices				1	
171B173	671	11316 W MAGNOLIA BLVD	1 Miracle Offset	1 Miracle Offset				1	
171B173	670	None	same as 11300	same as 11300					
		Site Address 11300 W MAGNOLIA BLVD							
		Site Address 11308 W MAGNOLIA BLVD							
		Site Address 11302 W MAGNOLIA BLVD							
		Site Address 11304 W MAGNOLIA BLVD							
		Site Address 11306 W MAGNOLIA BLVD							
		Site Address 11300 1/2 W MAGNOLIA BLVD							
171B173	668	Site Address 11302 1/2 W MAGNOLIA	(11300) AAA Coin Launder, Casita Taco de Carbon, 5 Magnolia Food Market, Pizza Hop, Video Stop.	(11300) AAA Coin Launder, Casita Taco de Carbon, 4 Magnolia Food Market, Pizza Hop,				4	1
		Site Address 11340 W MAGNOLIA BLVD							
171B173	681	Site Address 5166 N TUJUNGA AVE	1 Seven 11 Food	1 Seven 11 Food				1	
168B173	199	4876 N LANKERSHIM BLVD	1 Complete Auto Elec / Koko's Auto Electric	1 Max Auto Repair & Service			1		1
168B173	214	none	-	-					
168B173	255	none	-	-					
168B173	260	none	-	-					
168B173	264	none	-	-					
168B173	278	none	-	-					
171B173	1475	none	-	-					
			123	122	1	3	65	57	67

LA City Parcel PIN	Address	active business(es) 1998	business name 1998	active business 2010	business name 2010	1998-2010 Stay	1998-2010 Left	theatre 1998	theatre 2010	# new business 2010
171B173 630	11248 W MAGNOLIA BLVD	2	sax shop / pabulum production	1	Secret Rose Theatre	-	-	1	-	1
171B173 629	11246 W MAGNOLIA BLVD	-	-	-	Secret Rose Theatre	-	-	-	-	-
171B173 628	Site Address 11136 W MAGNOLIA BLVD	-	-	-	NoHo Arts Center	-	-	-	1	1
171B173 627	11132 W MAGNOLIA BLVD	1	North Hollywood Billrds / Tri Investments Inc	1	NoHo Billiards	1	-	-	-	-
171B173 626	11130 W MAGNOLIA BLVD	-	North Hollywood Billrds / Tri Investments Inc	-	NoHo Billiards	-	-	-	-	-
171B173 625	11128 W MAGNOLIA BLVD	1	A M S Automotive Ct.	1	The Art Institute of California	-	-	1	-	1
171B173 624	11126 W MAGNOLIA BLVD	-	A M S Automotive Ct.	-	The Art Institute of California	-	-	-	-	-
171B173 623	11122 W MAGNOLIA BLVD	1	M B S Jack Auto Bdy	-	vacant	-	-	1	-	-
171B173 622	11120 W MAGNOLIA BLVD	-	M B S Jack Auto Bdy	-	vacant	-	-	-	-	-
171B173 621	Site Address 11116 W MAGNOLIA BLVD	1	Taylor-made production Catering	-	vacant	-	-	1	-	-
171B173 620	11114 W MAGNOLIA BLVD	1	Kathy's E Boutique / Vintage	-	vacant	-	-	1	-	-
171B173 619	11112 W MAGNOLIA BLVD	2	Philadelphia Sandwich / Hollywood Head & Nails	1	Philadelphia Sandwich	1	-	0	-	-
171B173 618	11110 W MAGNOLIA BLVD	1	Acme Music Works	-	vacant	-	-	1	-	-
171B173 616	11104 W MAGNOLIA BLVD	-	-	1	DMC Real Estate	-	-	-	-	1
171B173 615	11102 W MAGNOLIA BLVD	1	St Anne's Thrift Shop	1	St Anne's Thrift Shop	1	-	-	-	-
171B173 614	11100 W MAGNOLIA BLVD	1	Practical Props	1	District Collective (marijuana)	-	-	1	-	1
171B173 613	11056 W MAGNOLIA BLVD	-	-	1	Kathy's E Antique Boutique Moved here (listed as 11054)	-	-	-	-	1
171B173 612	11052 W MAGNOLIA BLVD	1	Expert Auto Repair	1	Sherry Theatre	0	-	1	1	1
171B173 611	11050 W MAGNOLIA BLVD	1	Bitter Truth Theatre / Theatre Hope / Abused Womrn	0	Avery Schreiber Theatre	0	-	1	1	1
171B173 610	11048 W MAGNOLIA BLVD	-	-	-	Avery Schreiber Theatre	-	-	-	-	-
171B173 609	11046 W MAGNOLIA BLVD	1	O K Body Shop	1	Ghanbari Collision Center	0	-	1	-	1
171B173 608	Site Address 11044 W MAGNOLIA BLVD	-	-	-	-	-	-	1	-	-
171B173 607	11040 W MAGNOLIA BLVD	1	Pioneer Furniture	-	-	-	-	1	-	-
171B173 606	11038 W MAGNOLIA BLVD	-	Marcelos P&M Mtrcycl	-	-	-	-	-	-	-
171B173 605	11034 W MAGNOLIA BLVD	-	-	-	-	-	-	-	-	-
171B173 604	11032 W MAGNOLIA BLVD	1	Customline Products	1	FX Auto Design	0	-	1	-	1
171B173 603	11030 W MAGNOLIA BLVD	-	-	-	-	-	-	-	-	-
171B173 602	11026 W MAGNOLIA BLVD	-	-	1	NoHo's Royal Garden Restaurant	-	-	-	-	1
171B173 657	11278 W MAGNOLIA BLVD	-	AT&T WIRELESS TELECOMMUNICATIONS FACILITY	-	AT&T WIRELESS TELECOMMUNICATIONS FACILITY	-	-	-	-	-
171B173 656	None	-	-	-	-	-	-	-	-	-
171B173 601	11020 W MAGNOLIA BLVD	1	TV Service center	1	NoHo PAC (Performing Arts Center)	-	-	1	1	1
171B173 634	5166 N LANKERSHIM BLVD	-	-	1	Starbucks	-	-	-	-	1
171B173 600	11016 W MAGNOLIA BLVD	-	TV Service center	-	NoHo PAC (Performing Arts Center)	-	-	-	-	-
171B173 599	11014 W MAGNOLIA BLVD	1	Herb Products Co	1	Lighting Store	-	-	1	-	1
171B173 598	11012 W MAGNOLIA BLVD	-	herb products co	-	Lighting Store	-	-	-	-	-
171B173 597	11008 W MAGNOLIA BLVD	1	Horizon Surveys	1	Mani-Kir Royale Beauty	0	-	1	-	1
171B173 596	11006 W MAGNOLIA BLVD	1	Classic Woods / Lafayette & Sons	1	Whitmore-Lindley Theatre Center	0	-	-	1	-
171B173 595	11004 W MAGNOLIA BLVD	-	-	1	Western Union - City Check Cashers	-	-	-	-	1
171B173 594	11002 1-3 W MAGNOLIA BLVD	3	Bob The Printer / Print Mart / universal stereo systems baert corp / atty / cst / Gemini Plumbing / Henri's Art and Dance Studio / Toaster Marmalade	3	Western Union - City Check Cashers / check n go / design banners	-	-	3	-	3
171B173 667	11272 W MAGNOLIA BLVD	-	-	-	unknown	0	-	-	-	-
171B173 666	11270 W MAGNOLIA BLVD	-	-	-	AT&T WIRELESS TELECOMMUNICATIONS FACILITY	-	-	-	-	-
171B173 665	Site Address 11256 W MAGNOLIA BLVD	-	-	-	vacant	-	-	-	-	-
171B173 664	Site Address 11250 W MAGNOLIA BLVD	-	-	-	-	-	-	-	-	-
171B173 663	Site Address 11252 W MAGNOLIA BLVD	-	-	-	-	-	-	-	-	-
171B173 664	Site Address 11254 W MAGNOLIA BLVD	2	graphic rubber stamps / valley furniture shop	1	nigel beauty emporium	-	-	1	-	1
171B173 663	11240 W MAGNOLIA BLVD	1	office building	-	office building	1	-	-	-	-
171B173 680	Site Address 11226 W MAGNOLIA BLVD	-	-	-	-	-	-	-	-	-
171B173 679	Site Address 11230 W MAGNOLIA BLVD	-	same as 5161 Lankershim Blvd	-	same as 5161 Lankershim Blvd	-	-	-	-	-
171B173 678	ite Address 11220 W MAGNOLIA BLVD	-	same as 5161 Lankershim Blvd	-	same as 5161 Lankershim Blvd	-	-	-	-	-
171B173 678	Site Address 11216 W MAGNOLIA BLVD	-	same as 5161 Lankershim Blvd	-	same as 5161 Lankershim Blvd	-	-	-	-	-
171B173 678	Site Address 11212 W MAGNOLIA BLVD	-	same as 5161 Lankershim Blvd	-	same as 5161 Lankershim Blvd	-	-	-	-	-
171B173 669	11024 W MAGNOLIA BLVD	1	Someone Else's Thrift store	1	Someone Else's Thrift store	1	-	-	-	-
171B173 673	11022 W MAGNOLIA BLVD	-	merge w 11024	-	merge w 11027	-	-	-	-	-
171B173 682	5158 N LANKERSHIM BLVD	-	merge w 5156 lankershim	-	merge w 5156 lankershim	-	-	-	-	-
171B173 686	None	-	same as 5161 Lankershim Blvd	-	same as 5161 Lankershim Blvd	-	-	-	-	-
171B173 688	Site Address 5155 N LANKERSHIM BLVD	-	-	-	-	-	-	-	-	-
171B173 689	Site Address 5153 N LANKERSHIM BLVD	-	-	-	-	-	-	-	-	-
171B173 689	Site Address 5157 N LANKERSHIM BLVD	-	merge w 5156 lankershim	-	merge w 5156 lankershim	-	-	-	-	-
171B173 715	5156 N LANKERSHIM BLVD	1	Eclectic Cafe Gallery	-	Eclectic	1	-	-	-	-
171B173 716	5152 N LANKERSHIM BLVD	-	-	-	-	-	-	-	-	-
171B173 715	5150 N LANKERSHIM BLVD	1	Model Printing Service	1	Nappytabs urban boutique (formed by dancers)	-	-	1	-	1
171B173 716	5148 N LANKERSHIM BLVD	-	merge w previous	-	merge w previous	-	-	-	-	-
171B173 721	None	-	5161 Lankershim Boulevard	-	5161 Lankershim Boulevard	-	-	-	-	-
171B173 725	5144 N LANKERSHIM BLVD	1	luggage 4 less	1	luggage 4 less	1	-	-	-	-
171B173 727	Site Address 5151 N LANKERSHIM BLVD	-	-	-	-	-	-	-	-	-
171B173 730	Site Address 5147 N LANKERSHIM BLVD	-	-	-	-	-	-	-	-	-
171B173 734	Site Address 5149 N LANKERSHIM BLVD	-	-	-	-	-	-	-	-	-
171B173 734	5142 N LANKERSHIM BLVD	-	5161 Lankershim Boulevard	-	5161 Lankershim Boulevard	-	-	-	-	-
171B173 737	5140 N LANKERSHIM BLVD	1	luggage 4 less	1	luggage 4 less	-	-	-	-	-
171B173 737	5138 N KLUMP AVE	-	Reel Sets & Woodworking Co Inc.	1	world headquarters xma (xtreme martial arts)	-	-	1	-	1
171B173 736	none	-	5161 Lankershim Boulevard	-	5161 Lankershim Boulevard	-	-	-	-	-
171B173 736	none	-	5161 Lankershim Boulevard	-	5161 Lankershim Boulevard	-	-	-	-	-

	Site Address 5143 N LANKERSHIM BLVD								
	Site Address 5141 N LANKERSHIM BLVD								
171B173 741	Site Address 5139 N LANKERSHIM BLVD	5161 Lankershim Boulevard	5161 Lankershim Boulevard	-					
171B173 743	5136 N LANKERSHIM BLVD	-	-	-					
171B173 745	none	-	-	-					
	Site Address 5137 N LANKERSHIM BLVD								
	Site Address 5135 N LANKERSHIM BLVD								
	Site Address 5133 N LANKERSHIM BLVD								
171B173 770	5161 lankershim	5161 lankershim	5161 lankershim	-					
171B173 792	5130 N LANKERSHIM BLVD	1 north hollywood gym / hlth clb	1 north hollywood gym / hlth clb	1					
171B173 795	none	-	-	-					
171B173 797	5128 N LANKERSHIM BLVD	north hollywood gym / hlth clb	north hollywood gym / hlth clb	-					
171B173 800	5125 N LANKERSHIM BLVD	-	-	-					
171B173 803	5120 N KLUMP AVE	apartments	apartments	-					
171B173 802	None	-	-	-					
171B173 807	5124 N LANKERSHIM BLVD	1 The Sanford Meisner Center for the Arts	1 The Sanford Meisner Center for the Arts	1		1	1		
171B173 811	5122 N LANKERSHIM BLVD	1 Laurel Photo Lab	1 Laurel Photo Lab	1					
	Site Address 5118 N KLUMP AVE								
171B173 812	Site Address 5118 1/2 N KLUMP AVE	apartments	apartments	-					
171B173 814	5120 N LANKERSHIM BLVD	1 Hopkins Jewelers	1 MAC Hollywood			1			1
171B173 817	5118 N LANKERSHIM BLVD / 5116 N LANKERSH	2 Noosh Pizza & Submarines / Chris Vintage Guitars	2 noosh deli / a different vibe barber	1		1			1
	Site Address 5115 N LANKERSHIM BLVD								
	Site Address 5113 N LANKERSHIM BLVD	Automtd Name Index / Farmer Ron INveth / West Coast							
171B173 818	Site Address 5111 N LANKERSHIM BLVD	5 Detectivves / Security Limo / Diva Intertainment	1 Millenium Dance Complex			5			1
171B173 845	None	-	-	-					
	Site Address 11201 401-425 W OTSEGO ST								
	Site Address 11201 301-325 W OTSEGO ST								
	Site Address 11201 201-225 W OTSEGO ST								
	Site Address 11201 101-125 W OTSEGO ST								
171B173 836	-	-	-	-					
171B173 860	5114 N LANKERSHIM BLVD	1 Morris Tait Associates	1 deaf west theatre			1		1	
171B173 864	5112 N LANKERSHIM BLVD	1 Making Music	deaf west theatre						1
171B173 867	11231 1-44 W OTSEGO ST	las casitas apartments	las casitas apartments	-					
171B173 866	None	-	-	-					
171B173 870	5108 N LANKERSHIM BLVD	1 Lankershim Arts Center	1 Lankershim Arts Center	1			1		
	Site Address 5101 N LANKERSHIM BLVD	Classic Recycle Clothing Outlet / North Hollywood							
	Site Address 5101 1/2 N LANKERSHIM BLVD	Transmissions / Southern CA Window Tinting / JM							
171B173 871	Site Address 5107 N LANKERSHIM BLVD	4 Performance Auto	0 -	-		4			
171B173 877	5106 N LANKERSHIM BLVD	-	-	-					
171B173 879	5102 N LANKERSHIM BLVD5104 N LANKERSHIM BLVD	-	city wide printing	-					
171B173 881	5100 N LANKERSHIM BLVD	2 N R G Case Co / Rack N Roll Music	1 city wide printing			2			1
171B173 922	5072 N LANKERSHIM BLVD	1 Tummy's of North Hollywood	1 Chili Crown Burgers			1			1
171B173 924	11130 1-156 W OTSEGO ST	5077 1-156 N LANKERSHIM BLVD	5077 1-156 N LANKERSHIM BLVD	-					
171B173 939	5066 N LANKERSHIM BLVD	-	-	-					
171B173 942	5064 N LANKERSHIM BLVD	-	-	-					
		Multi use building (Arlyns Answering SV, Child Care Rsrss Ctr, Citicorp savings, dial your girl faye, toth judy, universal city answering, helena investment consulting, M B Associates, your girl answering sv	Multi use building (Arlyns Answering SV, Child Care Rsrss Ctr, Citicorp savings, dial your girl faye, toth judy, universal city answering, helena investment consulting, M B Associates, your girl answering sv			8			
171B173 943	5077 1-156 N LANKERSHIM BLVD								
171B173 951	5062 N LANKERSHIM BLVD	1 Pizza Man	1 Pizza Man			1			
	5060 N LANKERSHIM BLVD								
	5058 N LANKERSHIM BLVD								
171B173 957	5056 N LANKERSHIM BLVD	1 Lankershim Lock & Key	1 Lankershim Lock & Key			1			
171B173 983	None	-	-	-					
171B173 998	5054 N LANKERSHIM BLVD	-	-	-					
171B173 1001	5052 N LANKERSHIM BLVD	2 M C A Recording / Westcon Inc.	-			2			
171B173 1009	5057 N LANKERSHIM BLVD	1 Music & Memories: The Vinyl Resting Place	1 ALMOST CHRISTMAS PROP SHOP			2			1
		adler homa dmd; kaplan sanford dds; north hollywood							
171B173 1014	5050 N LANKERSHIM BLVD	1 dental; turkaman haleh dds (1 dental office)	1 Caring Bear Dental			1			
171B173 1019	5055 N LANKERSHIM BLVD	1 V H MS Jewelry	ALMOST CHRISTMAS PROP SHOP				1		
171B173 1020	11121 W HESBY ST	-	-	-					
	5046 N LANKERSHIM BLVD								
171B173 1021	5048 N LANKERSHIM BLVD	1 Dream Nails	1 Dream Nails			1			
171B173 1025	none	-	-	-					
171B173 1031	5044 N LANKERSHIM BLVD	-	1 Lenzini's Pizza	-					1
	Site Address 5053 N LANKERSHIM BLVD								
171B173 1033	Site Address 5051 N LANKERSHIM BLVD	1 China Chef Wang Restaurant	-			0		1	
171B173 1058	5049 N LANKERSHIM BLVD	China Chef Wang Restaurant	-	-					
171B173 1059	5042 N LANKERSHIM BLVD	-	-	-					
171B173 1061	5047 N LANKERSHIM BLVD	-	-	-					
171B173 1069	none	same as 5052	same as 5054	-					
	Site Address 5045 N LANKERSHIM BLVD								
	Site Address 5043 N LANKERSHIM BLVD								
171B173 1071	Site Address 5045 1/2 N LANKERSHIM BLVD	1 House of Elegance	1 Oriental Fashion Nails			0		1	1
171B173 1072	None	-	-	-					
171B173 1074	5041 N LANKERSHIM BLVD	1 Sally's Florist	1 Josie's Flowers			0		1	1

168B173	210	None	Colony Motel	Colony Motel	-				
168B173	212	4872 N LANKERSHIM BLVD	1 North Hollywood Auto Body	1 North Hollywood Auto Body	-	1			
168B173	215	4870 N LANKERSHIM BLVD	-	1 east west musik hip hop clothes	-				1
168B173	229	4868 N LANKERSHIM BLVD	-	1 PLATINUM MICRO computer repair	-				1
168B173	256	4864 N LANKERSHIM BLVD	1 Car Fidelity	1 Car Fidelity	-	1			
168B173	261	4860 N LANKERSHIM BLVD	Car Fidelity	Car Fidelity	-				
168B173	265	4856 N LANKERSHIM BLVD	1 West Coast Enterprise	1 NU THERAPY THAI MASSAGE	-		1		1
168B173	279	4854 N LANKERSHIM BLVD	-	1 The Electric Pen Tattoo	-				1
168B173	282	4850 N LANKERSHIM BLVD	1 Bavarian Auto Parts	1 Zombie Joe's Underground Theatre	-		1	1	1
		4846 N LANKERSHIM BLVD							
168B173	283	4848 N LANKERSHIM BLVD	1 No Problem Shoe Repair	1 H&R Block	-		1		1
		4834 N LANKERSHIM BLVD							
		4836 N LANKERSHIM BLVD							
		4844 N LANKERSHIM BLVD		Hot Wok (4840), SOUTHERN STATE INSURANCE (4836),					
		4842 N LANKERSHIM BLVD		TWO DOGS: CUSTOM PICTUREFRAMING AND					
		4840 N LANKERSHIM BLVD		GALLERY (4844), MICHAEL JOHNS					
		4838 N LANKERSHIM BLVD	Metropolis Tattoo (4842), Luis Chinese Food (4840),	WORKSHOPUNLIMITED (4838), SAM'S MINI MARKET					
168B173	298	4832 N LANKERSHIM BLVD	3 Sam's Liquor Store (4832)	6 (4832)	-	1	2		5
171B173	659	11330 W MAGNOLIA BLVD	1 adaul inc, saul sheiman	1 income tax	-	0	1		1
171B173	632	11328 W MAGNOLIA BLVD	1 transition music corps	1 Professional Builders & Remodeling Inc.	-	1	1		
		Site Address 11326 W MAGNOLIA BLVD							
171B173	631	Site Address 11324 W MAGNOLIA BLVD	2 Dr. office / PE Leasing	no data	-				
171B173	658	11322 W MAGNOLIA BLVD	-	Inventure Studios	-				
171B173	672	11320 W MAGNOLIA BLVD	1 Law offices	1 Inventure Studios	-		1		1
171B173	671	11316 W MAGNOLIA BLVD	1 Miracle Offset	-	-		1		
171B173	670	None	same as 11300	same as 11300	-				
		Site Address 11300 W MAGNOLIA BLVD							
		Site Address 11308 W MAGNOLIA BLVD							
		Site Address 11302 W MAGNOLIA BLVD							
		Site Address 11304 W MAGNOLIA BLVD							
		Site Address 11306 W MAGNOLIA BLVD							
		Site Address 11300 1/2 W MAGNOLIA BLVD	(11300) AAA Coin Laundry, Casita Taco de Carbon,	Coin Laundry, Casita Taco de Carbon, Magnolia Food Mart,					
171B173	668	Site Address 11302 1/2 W MAGNOLIA	4 Magnolia Food Market, Pizza Hop,	6 Pizza Hop, in the cut barbershop, Dentist	-	4			2
		Site Address 11340 W MAGNOLIA BLVD							
171B173	681	Site Address 5166 N TUJUNGA AVE	1 Seven 11 Food	1 7-Eleven	-	1			
168B173	199	4876 N LANKERSHIM BLVD	1 Max Auto Repair & Service	1 TOP LINE COLLISION CENTER	-		1		1
168B173	214	none	-	-	-				
168B173	255	none	-	-	-				
168B173	260	none	-	-	-				
168B173	264	none	-	-	-				
168B173	278	none	-	-	-				
171B173	1475	none	-	-	-				
			122	98		39	76	3	11
									62

LA City Parcel PIN	Address	Business Name 2010	active business 2010	Business Name 2020	active business 2020	2010-2020 Stav	2010-2020 Left	Theatre 2010	Theatre 2020	# new business 2020
171B173 630	11248 W MAGNOLIA BLVD	Secret Rose Theatre	1	Secret Rose Theatre	1	1			1	
171B173 629	11246 W MAGNOLIA BLVD	Secret Rose Theatre		Secret Rose Theatre					1	
	Site Address 11136 W MAGNOLIA BLVD									
171B173 628	Site Address 11140 W MAGNOLIA BLVD	NoHo Arts Center		The Renegade Restaurant	1		1	1		1
171B173 627	11132 W MAGNOLIA BLVD	NoHo Billiards	1	NoHo Billiards	1	1				
171B173 626	11130 W MAGNOLIA BLVD	NoHo Billiards								
171B173 625	11128 W MAGNOLIA BLVD	The Art Institute of California	1	vacant			1			
171B173 624	11126 W MAGNOLIA BLVD	The Art Institute of California		vacant						
171B173 623	11122 W MAGNOLIA BLVD	vacant		El Tejano	1					1
171B173 622	11120 W MAGNOLIA BLVD	vacant		El Tejano						
	Site Address 11116 W MAGNOLIA BLVD									
171B173 621	Site Address 11118 W MAGNOLIA BLVD	vacant		Republic of Pie	1					
171B173 620	11114 W MAGNOLIA BLVD	vacant		Poke Motto NoHo	1					1
171B173 619	11112 W MAGNOLIA BLVD	Philadelphia Sandwich	1	vacant			1			
171B173 618	11110 W MAGNOLIA BLVD	vacant				-				
171B173 616	11104 W MAGNOLIA BLVD	DMC Real Estate	1	DMC Real Estate	1	1				
171B173 615	11102 W MAGNOLIA BLVD	St Anne's Thrift Shop	1	St Anne's Restaurant / Gastropub (homage to thrift store?)	1		1			1
171B173 614	11100 W MAGNOLIA BLVD	District Collective (marijuana)	1	The 513 Bar	1		1			1
171B173 613	11056 W MAGNOLIA BLVD	Kathy's E Antique Boutique (listed as 11054)	1	Kathy's E Antique Boutique (listed as 11054)	1	1				1
171B173 612	11052 W MAGNOLIA BLVD	Sherry Theatre	1	Sherry Theatre	1	1		1	1	
171B173 611	11050 W MAGNOLIA BLVD	Avery Schreiber Theatre	1	The Fat Dog	1		1	1		
171B173 610	11048 W MAGNOLIA BLVD	Avery Schreiber Theatre		The Fat Dog		-				
171B173 609	11046 W MAGNOLIA BLVD	Ghanbari Collision Center	1	Chicago's NoHo Hot Dogs	1					
	Site Address 11044 W MAGNOLIA BLVD									
171B173 608	Site Address 11042 W MAGNOLIA BLVD	-		-		-				
171B173 607	11040 W MAGNOLIA BLVD	-		Hungry Habanero Mexican Food	1	-				1
171B173 606	11038 W MAGNOLIA BLVD	-		-		-				
171B173 605	11034 W MAGNOLIA BLVD	-		-		-				
171B173 604	11032 W MAGNOLIA BLVD	FX Auto Design	1	vacant			1			
171B173 603	11030 W MAGNOLIA BLVD	-		-		-				
171B173 602	11026 W MAGNOLIA BLVD	NoHo's Royal Garden Restaurant	1	Kahuna Tiki Sushi	1		1			1
171B173 601	11022 W MAGNOLIA BLVD	AT&T WIRELESS TELECOMMUNICATIONS FACILITY		AT&T WIRELESS TELECOMMUNICATIONS FACILITY		-				
171B173 600	11020 W MAGNOLIA BLVD	None		-		-				
171B173 599	11018 W MAGNOLIA BLVD	NoHo PAC (Performing Arts Center)	1	vacant			1	1		
171B173 598	11016 W MAGNOLIA BLVD	Starbucks	1	starbucks	1	1				
171B173 597	11014 W MAGNOLIA BLVD	NoHo PAC (Performing Arts Center)		vacant						
171B173 596	11012 W MAGNOLIA BLVD	Lighting Store	1	Lighting Store	1	1				
171B173 595	11008 W MAGNOLIA BLVD	Lighting Store		Lighting Store		-				
171B173 594	11002 1-5 W MAGNOLIA BLVD	Mani-Kir Royale Beauty	1	vacant			1			
	Site Address 11000 W MAGNOLIA BLVD	Whitmore-Lindley Theatre Center	1	Whitmore-Lindley Theatre Center	1	1		1	1	
	Site Address 11004 W MAGNOLIA BLVD	Western Union - City Check Cashers	1	Western Union - City Check Cashers	1	1				
	Site Address 11002 1-5 W MAGNOLIA BLVD	Western Union - City Check Cashers / check n go / design banners	3	Western Union - City Check Cashers	1	1	2			
171B173 667	11272 W MAGNOLIA BLVD	unknown		AT&T WIRELESS TELECOMMUNICATIONS FACILITY		-				
171B173 666	11270 W MAGNOLIA BLVD	AT&T WIRELESS TELECOMMUNICATIONS FACILITY		AT&T WIRELESS TELECOMMUNICATIONS FACILITY		-				
	Site Address 11268 W MAGNOLIA BLVD					-				
171B173 665	Site Address 11258 W MAGNOLIA BLVD	vacant		nigel beauty emporium		-				
	Site Address 11250 W MAGNOLIA BLVD									
	Site Address 11252 W MAGNOLIA BLVD									
171B173 664	Site Address 11254 W MAGNOLIA BLVD	nigel beauty emporium	1	nigel beauty emporium	1	1				
171B173 663	11240 W MAGNOLIA BLVD	office building		office building						
171B173 680	Site Address 11226 W MAGNOLIA BLVD	same as 5161 Lankershim Blvd		same as 5161 Lankershim Blvd						
	Site Address 11230 W MAGNOLIA BLVD									
171B173 679	Site Address 11220 W MAGNOLIA BLVD	same as 5161 Lankershim Blvd		same as 5161 Lankershim Blvd						
	Site Address 11216 W MAGNOLIA BLVD									
171B173 678	Site Address 11212 W MAGNOLIA BLVD	same as 5161 Lankershim Blvd		same as 5161 Lankershim Blvd						
171B173 677	Site Address 11214 W MAGNOLIA BLVD	same as 5161 Lankershim Blvd		same as 5161 Lankershim Blvd						
171B173 669	11024 W MAGNOLIA BLVD	Someone Else's Thrift store	1	Tamashi Ramen House	1		1			1
171B173 673	11022 W MAGNOLIA BLVD	merge w 11027		merge w 11028		-				
171B173 682	5158 N LANKERSHIM BLVD	merge w 5156 lankershim		merge w 5156 lankershim		-				
171B173 686	None	same as 5161 Lankershim Blvd		same as 5161 Lankershim Blvd		-				
	Site Address 5155 N LANKERSHIM BLVD									
171B173 688	Site Address 5153 N LANKERSHIM BLVD	merge w 5156 lankershim		merge w 5156 lankershim		-				
171B173 689	Site Address 5157 N LANKERSHIM BLVD	Eclectic	1	barranco taco bar	1		1			1
	5156 N LANKERSHIM BLVD									
171B173 715	5152 N LANKERSHIM BLVD	5150								
171B173 716	N LANKERSHIM BLVD	Nappytaps urban boutique (formed by dancers)	1	Fuzion Force LA	1		1			1
171B173 721	5148 N LANKERSHIM BLVD	merge w previous		merge w previous		-				
171B173 725	5144 N LANKERSHIM BLVD	5161 Lankershim Boulevard	1	5161 Lankershim Boulevard	1	-				
	Site Address 5151 N LANKERSHIM BLVD	Luqaage 4 less		WACO Theater			1		1	1
	Site Address 5147 N LANKERSHIM BLVD									
171B173 727	Site Address 5149 N LANKERSHIM BLVD	5161 Lankershim Boulevard		5161 Lankershim Boulevard		-				
171B173 730	Site Address 5145 N LANKERSHIM BLVD	Luqaage 4 less (previously counted)	1	Cloud 9 nails	1		1			1
171B173 734	5140 N LANKERSHIM BLVD	world headquarters xma (xtreme martial arts)	1	brews brothers	1		1			1
171B173 737	5138 N KLUMP AVE	5161 Lankershim Boulevard		5161 Lankershim Boulevard		-				
171B173 736	none	5161 Lankershim Boulevard		5161 Lankershim Boulevard		-				
	Site Address 5143 N LANKERSHIM BLVD									
171B173 741	Site Address 5141 N LANKERSHIM BLVD	5161 Lankershim Boulevard		5161 Lankershim Boulevard		-				
171B173 743	Site Address 5139 N LANKERSHIM BLVD	5136 N LANKERSHIM BLVD		brews brothers		-				
171B173 745	none	-		-		-				
	Site Address 5137 N LANKERSHIM BLVD									
171B173 770	Site Address 5135 N LANKERSHIM BLVD	5161 lankershim		5161 lankershim		-				
171B173 792	5130 N LANKERSHIM BLVD	north hollywood gym / hltb ctb	1	player one arcade	1		1			1
171B173 795	none					-				
171B173 797	5128 N LANKERSHIM BLVD	north hollywood gym / hltb ctb		player one arcade		-				
171B173 800	5125 N LANKERSHIM BLVD	-		Amazon Fresh	1	-				
171B173 803	5120 N KLUMP AVE	apartments		apartments		-				
171B173 802	None					-				
171B173 807	5124 N LANKERSHIM BLVD	The Sanford Meisner Center for the Arts	1	acme comedy theatre	1		1	1	1	1
171B173 811	5122 N LANKERSHIM BLVD	Laurel Photo Lab	1	acme comedy theatre (previously counted)						1

171B173 812	Site Address 5118 N KLUMPAVE	apartments	apartments	-	-	-	-	-
171B173 814	Site Address 5118 1/2 N KLUMPAVE	MAC Hollywood	1 fast signs	1			1	1
171B173 817	5120 N LANKERSHIM BLVD / 5116 N LANKERSHIM BLVD	noosh del / a different vibe barber	2 collectors paradise / animalia noho	2			2	2
171B173 818	Site Address 5115 N LANKERSHIM BLVD							
171B173 818	Site Address 5111 N LANKERSHIM BLVD	Millenium Dance Complex	1 vacant				1	
171B173 845	None	-	-					
	Site Address 11201 401-425 W OTSEGO ST							
	Site Address 11201 301-325 W OTSEGO ST							
	Site Address 11201 201-225 W OTSEGO ST							
171B173 836	Site Address 11201 101-125 W OTSEGO ST	-	-					
171B173 860	5114 N LANKERSHIM BLVD	deaf west theatre	1 theatre 68	1			1	1
171B173 864	5112 N LANKERSHIM BLVD	deaf west theatre	theatre 68					
171B173 867	11231 1-44 W OTSEGO ST	las casitas apartments	las casitas apartments					
171B173 866	None	-	-					
171B173 870	5108 N LANKERSHIM BLVD	Lankershim Arts Center	1 Lankershim Arts Center	1		1	1	1
	Site Address 5101 N LANKERSHIM BLVD							
171B173 871	Site Address 5101 1/2 N LANKERSHIM BLVD	-	0 -					
171B173 877	Site Address 5107 N LANKERSHIM BLVD	-	-					
	5106 N LANKERSHIM BLVD	-	-					
	5102 N LANKERSHIM BLVD							
171B173 879	5104 N LANKERSHIM BLVD	city wide printing	1 smoke shop	1			1	1
171B173 881	5100 N LANKERSHIM BLVD	city wide printing	1 smoke shop					
171B173 922	5072 N LANKERSHIM BLVD	Chill Crown Burgers	1 Ruby's Shake Shop	1		1		1
			The Pizza Press (5077 Lankershim Blvd A.), Hoke Poke (5077 Lankershim Blvd unit b), Firehouse Subs, Pho NoHo, Massage Envy, Club Pilates					
171B173 924	11130 1-156 W OTSEGO ST	5077 1-156 N LANKERSHIM BLVD						
171B173 939	5066 N LANKERSHIM BLVD							
171B173 942	5064 N LANKERSHIM BLVD							
		Multi use building (Arlins Answering SV, Child Care Rrsrs Ctr, Cticorp savings, dial your girl faye, toth judy, universal city answering, helena investment consulting, M B Associates, your girl answering sv	The Pizza Press (5077 Lankershim Blvd A.), Hoke Poke (5077 Lankershim Blvd unit b), Firehouse Subs, Pho NoHo, 8 Massage Envy, Club Pilates	6			8	6
171B173 943	5077 1-156 N LANKERSHIM BLVD							
171B173 951	5062 N LANKERSHIM BLVD	Pizza Man	1 Urban Skillet	1			1	1
171B173 951	5060 N LANKERSHIM BLVD							
171B173 957	5058 N LANKERSHIM BLVD	Lankershim Lock & Key	1 Lankershim Lock & Key	1		1		
171B173 983	5056 N LANKERSHIM BLVD	-	-					
171B173 998	5054 N LANKERSHIM BLVD	-	-					
171B173 1001	5052 N LANKERSHIM BLVD	-	-					
171B173 1009	5057 N LANKERSHIM BLVD	ALMOST CHRISTMAS PROP SHOP	1 -				1	
171B173 1014	5050 N LANKERSHIM BLVD	Caring Bear Dental	1 Dental	1		1		
171B173 1019	5055 N LANKERSHIM BLVD	ALMOST CHRISTMAS PROP SHOP	-					
171B173 1020	11121 W HESBY ST	-	-					
	5046 N LANKERSHIM BLVD							
171B173 1021	5048 N LANKERSHIM BLVD	Dream Nails	1 Dream Nails	1		1		
171B173 1025	none	-	-					
171B173 1031	5044 N LANKERSHIM BLVD	Lenzin's Pizza	1 Lenzin's Pizza	1		1		
171B173 1033	Site Address 5053 N LANKERSHIM BLVD	-	-					
171B173 1058	Site Address 5051 N LANKERSHIM BLVD	-	vacant					
171B173 1059	5049 N LANKERSHIM BLVD	-	vacant					
171B173 1061	5042 N LANKERSHIM BLVD	-	Jun Foot Massage	1				1
171B173 1061	5047 N LANKERSHIM BLVD	-	-					
171B173 1069	none	same as 5054	same as 5055					
	Site Address 5045 N LANKERSHIM BLVD							
171B173 1071	Site Address 5043 N LANKERSHIM BLVD	Oriental Fashion Nails	1 Artsy Nails	1			1	1
171B173 1072	Site Address 5045 1/2 N LANKERSHIM BLVD	-	-					
171B173 1074	5041 N LANKERSHIM BLVD	Josie's Flowers	1 vacant				1	
171B173 1090	5032 N LANKERSHIM BLVD	Furniture Bandits	1 NoHo Furniture Outlet	1			1	1
171B173 1093	5030 N LANKERSHIM BLVD	Furniture Bandits	1 NoHo Furniture Outlet					
	5026 N LANKERSHIM BLVD							
171B173 1099	5026 1/2 N LANKERSHIM BLVD	NoHo BID	1 NoHo BID	1		1		
171B173 1109	5033 N LANKERSHIM BLVD	same as 5041	same as 5041					
171B173 1110	5024 N LANKERSHIM BLVD	-	-					
171B173 1111	5031 N LANKERSHIM BLVD	bank of america	1 bank of america	1		-		
171B173 1114	5020 N LANKERSHIM BLVD	Larry's Lewis & Collectibles	1 Iquana Vintage	1			1	1
171B173 1141	5029 N LANKERSHIM BLVD	bank of america	bank of america					
171B173 1144	5018 N LANKERSHIM BLVD	Larry's Lewis & Collectibles	Iquana Vintage					
171B173 1148	5025 N LANKERSHIM BLVD	bank of america	bank of america					
171B173 1157	5016 N LANKERSHIM BLVD	Integrated Natural Health - massage chiropractor	1 Josie's Flowers	1			1	1
171B173 1162	5023 N LANKERSHIM BLVD	bank of america	bank of america					
171B173 1163	5014 N LANKERSHIM BLVD	Nana's Beauty Salon	1 Nana's Beauty Salon	1		1		
171B173 1166	5021 N LANKERSHIM BLVD	bank of america	bank of america					
171B173 1169	5008 N LANKERSHIM BLVD							
	5010 N LANKERSHIM BLVD	Ha Ha Cafe	1 vacant (haha moved to another place in North Hollywood)				1	
171B173 1175	5019 N LANKERSHIM BLVD	Simply Discount Furniture	1 Royal 3D Flooring	1			1	1
171B173 1176	5006 N LANKERSHIM BLVD	Ha Ha Cafe	vacant (haha moved to another place in North Hollywood)					
	5017 N LANKERSHIM BLVD.	5015	-					
171B173 1206	N LANKERSHIM BLVD	Simply Discount Furniture	vacant					
171B173 1228	5004 N LANKERSHIM BLVD	-	-					
171B173 1229	5000 N LANKERSHIM BLVD	-	-					
	5011 N LANKERSHIM BLVD		Hop Merchants Bottle Shop & Taproom					
171B173 1230	5013 N LANKERSHIM BLVD	Simply Discount Furniture		1				1

LA City Parcel PIN	Address	Business Name 2020	active business 2020	Business Name 2024	Active Businesses 2024	2020-2024 Stay	2020-2024 Left	Theatre 2020	Theatre 2024	# New Business 2024
171B173 630	11248 W MAGNOLIA BLVD	Secret Rose Theatre	1 vacant							
171B173 629	11246 W MAGNOLIA BLVD	Secret Rose Theatre	vacant			-		1	1	
171B173 628	Site Address 11136 W MAGNOLIA BLVD									
171B173 627	Site Address 11140 W MAGNOLIA BLVD	The Renegade Restaurant	1 Granville Restaurant		1			1		1
171B173 626	11132 W MAGNOLIA BLVD	The Brickyard Pub	1 The Brickyard Pub		1		1			
171B173 625	11130 W MAGNOLIA BLVD	NoHo Billiards	-							
171B173 624	11128 W MAGNOLIA BLVD	vacant	Fluffology							1
171B173 623	11126 W MAGNOLIA BLVD	vacant	Fluffology							
171B173 622	11122 W MAGNOLIA BLVD	El Tejano	1 El Tejano		1		1			
171B173 621	11120 W MAGNOLIA BLVD	El Tejano	-							
171B173 620	Site Address 11116 W MAGNOLIA BLVD									
171B173 619	Site Address 11118 W MAGNOLIA BLVD	Republic of Pie	1 Republic of Pie		1		1			
171B173 618	11114 W MAGNOLIA BLVD	Poke Motto NoHo	1 Poke Motto NoHo		1					
171B173 617	11112 W MAGNOLIA BLVD	vacant	Prevail Boxing		1					1
171B173 616	11110 W MAGNOLIA BLVD	-	-							
171B173 615	11104 W MAGNOLIA BLVD	DMC Real Estate	1 DMC Real Estate		1		1			
171B173 614	11102 W MAGNOLIA BLVD	St. Anne's Restaurant / Gastropub (homage to thrift store?)	1 vacant					1		
171B173 613	11100 W MAGNOLIA BLVD	The 513 Bar	1 Can Tiki Bar		1					1
171B173 612	11056 W MAGNOLIA BLVD	Kathy's E Antique Boutique (listed as 11054)	1 Kathy's E Antique Boutique (listed as 11054)				1			
171B173 611	11052 W MAGNOLIA BLVD	Sherry Theatre	1 Sherry Theatre		1		1		1	1
171B173 610	11050 W MAGNOLIA BLVD	The Fat Dog	1 The Fat Dog		1		1			
171B173 609	11048 W MAGNOLIA BLVD	The Fat Dog	-							
171B173 608	11046 W MAGNOLIA BLVD	Chicago's NoHo Hot Dogs	1 My Fish Shop - Mississippi Soul Food		1			1		1
171B173 607	Site Address 11044 W MAGNOLIA BLVD									
171B173 606	Site Address 11042 W MAGNOLIA BLVD	-	Archies Deli & Mini Mart (11044), NoHo Ink (11042)		2					2
171B173 605	11040 W MAGNOLIA BLVD	Hungry Habanero Mexican Food	1 vui ve vietnamese food		1			1		1
171B173 604	11038 W MAGNOLIA BLVD	-	-							
171B173 603	11036 W MAGNOLIA BLVD	-	-							
171B173 602	11032 W MAGNOLIA BLVD	vacant	The Ounce Dispensary		1					1
171B173 601	11030 W MAGNOLIA BLVD	-	-							
171B173 600	11026 W MAGNOLIA BLVD	Kahuna Tiki Sushi	1 Kahuna Tiki Sushi		1		1			
171B173 599	11278 W MAGNOLIA BLVD	AT&T WIRELESS TELECOMMUNICATIONS FACILITY	AT&T WIRELESS TELECOMMUNICATIONS FACILITY		-					
171B173 598	None	-	-							
171B173 597	11020 W MAGNOLIA BLVD	vacant	vacant							
171B173 596	5166 N LANKERSHIM BLVD	starbucks	1 starbucks		1		1			
171B173 595	11016 W MAGNOLIA BLVD	vacant	vacant				0			
171B173 594	11014 W MAGNOLIA BLVD	Lighting Store	1 vacant		-			1		
171B173 593	11012 W MAGNOLIA BLVD	Lighting Store	vacant		-					
171B173 592	11008 W MAGNOLIA BLVD	vacant	vacant		-					
171B173 591	11006 W MAGNOLIA BLVD	Whitmore-Lindley Theatre Center	1 Whitmore-Lindley Theatre Center		1		1		1	1
171B173 590	11004 W MAGNOLIA BLVD	Western Union - City Check Cashers	vacant				1			
171B173 589	11002 1-3 W MAGNOLIA BLVD	Western Union - City Check Cashers	1 vacant					1		
171B173 667	11272 W MAGNOLIA BLVD	AT&T WIRELESS TELECOMMUNICATIONS FACILITY	-							
171B173 666	11270 W MAGNOLIA BLVD	AT&T WIRELESS TELECOMMUNICATIONS FACILITY	-							
171B173 665	Site Address 11258 W MAGNOLIA BLVD									
171B173 664	Site Address 11256 W MAGNOLIA BLVD	nigel beauty emporium	1 nigel beauty emporium				1			
171B173 663	Site Address 11254 W MAGNOLIA BLVD									
171B173 662	Site Address 11252 W MAGNOLIA BLVD	nigel beauty emporium	nigel beauty emporium		-					
171B173 661	11240 W MAGNOLIA BLVD	office building	office building							
171B173 660	Site Address 11226 W MAGNOLIA BLVD									
171B173 659	Site Address 11230 W MAGNOLIA BLVD	same as 5161 Lankershim Blvd	same as 5161 Lankershim Blvd		-					
171B173 658	ite Address 11220 W MAGNOLIA BLVD									
171B173 657	Site Address 11216 W MAGNOLIA BLVD	same as 5161 Lankershim Blvd	same as 5161 Lankershim Blvd		-					
171B173 656	Site Address 11212 W MAGNOLIA BLVD									
171B173 655	Site Address 11214 W MAGNOLIA BLVD	same as 5161 Lankershim Blvd	same as 5161 Lankershim Blvd		-					
171B173 654	11024 W MAGNOLIA BLVD	Tamashii Ramen House	1 Tamashii Ramen House		1		1			
171B173 653	11022 W MAGNOLIA BLVD	merge w 11028	merge w 11029		-					
171B173 652	5158 N LANKERSHIM BLVD	merge w 5156 lankershim	merge w 5156 lankershim		-					
171B173 651	None	same as 5161 Lankershim Blvd	same as 5161 Lankershim Blvd		-					
171B173 650	Site Address 5155 N LANKERSHIM BLVD									
171B173 649	Site Address 5153 N LANKERSHIM BLVD									
171B173 648	Site Address 5157 N LANKERSHIM BLVD	merge w 5156 lankershim	merge w 5156 lankershim		-					
171B173 647	5156 N LANKERSHIM BLVD	barranco taco bar	1 jungla noho		1			1		1
171B173 646	5152 N LANKERSHIM BLVD									
171B173 645	5150 N LANKERSHIM BLVD	Fuzion Force LA	1 Fuzion Force LA (dance)		1		1			
171B173 644	5148 N LANKERSHIM BLVD	merge w previous	merge w previous		-					
171B173 643	None	5161 Lankershim Boulevard	5161 Lankershim Boulevard		-					
171B173 642	5144 N LANKERSHIM BLVD	WACO Theater	1 WACO Theater		1		1		1	1
171B173 641	Site Address 5151 N LANKERSHIM BLVD									
171B173 640	Site Address 5147 N LANKERSHIM BLVD									
171B173 639	Site Address 5149 N LANKERSHIM BLVD									
171B173 638	Site Address 5145 N LANKERSHIM BLVD	5161 Lankershim Boulevard	5161 Lankershim Boulevard		-					
171B173 637	5142 N LANKERSHIM BLVD	Cloud 9 nails	1 cloud 9 nails		1		1			
171B173 636	5140 N LANKERSHIM BLVD	brews brothers	1 brews brothers		1		1			
171B173 635	5138 N KLUMP AVE	5161 Lankershim Boulevard	5161 Lankershim Boulevard		-					
171B173 634	none	5161 Lankershim Boulevard	5161 Lankershim Boulevard		-					
171B173 633	Site Address 5143 N LANKERSHIM BLVD									
171B173 632	Site Address 5141 N LANKERSHIM BLVD									
171B173 631	Site Address 5139 N LANKERSHIM BLVD	5161 Lankershim Boulevard	5161 Lankershim Boulevard		-					
171B173 630	5136 N LANKERSHIM BLVD	brews brothers	brews brothers		-					

171B173	745	none	-	-					
		Site Address 5137 N LANKERSHIM BLVD							
		Site Address 5135 N LANKERSHIM BLVD							
171B173	770	Site Address 5133 N LANKERSHIM BLVD	5161 lankershim	5161 lankershim	-				
171B173	792	5130 N LANKERSHIM BLVD	player one arcade	1 player one arcade	1		1		
171B173	795	none	-	-					
171B173	797	5128 N LANKERSHIM BLVD	player one arcade	player one arcade	-				
171B173	800	5125 N LANKERSHIM BLVD	Amazon Fresh	1 Amazon Fresh	1		1		
171B173	803	5120 N KLUMP AVE	apartments	apartments	-				
171B173	802	None	-	-					
171B173	807	5124 N LANKERSHIM BLVD	acme comedy theatre	1 haley's wines	1		1	1	1
171B173	811	5122 N LANKERSHIM BLVD	acme comedy theatre (previously counted)	get yok'd	1				1
		Site Address 5118 N KLUMP AVE							
171B173	812	Site Address 5118 1/2 N KLUMP AVE	apartments		-				
171B173	814	5120 N LANKERSHIM BLVD	fast signs	1 fast signs	1		1		
171B173	817	5118 N LANKERSHIM BLVD / 5116 N LANKERSHIM BLVD	collectors paradise / animalia noho	2 collectors paradise	1		1	1	
		Site Address 5115 N LANKERSHIM BLVD							
		Site Address 5113 N LANKERSHIM BLVD							
171B173	818	Site Address 5111 N LANKERSHIM BLVD	vacant	Amazon Fresh (previously counted)	-				
171B173	845	None	-	-					
		Site Address 11201 401-425 W OTSEGO ST							
		Site Address 11201 301-325 W OTSEGO ST							
		Site Address 11201 201-225 W OTSEGO ST							
171B173	836	Site Address 11201 101-125 W OTSEGO ST	-	-					
171B173	860	5114 N LANKERSHIM BLVD	theatre 68	1 theatre 68	1		1	1	1
171B173	864	5112 N LANKERSHIM BLVD	theatre 68	-					
171B173	867	11231 1-44 W OTSEGO ST	las casitas apartments	las casitas apartments	-				
171B173	866	None	-	-					
171B173	870	5108 N LANKERSHIM BLVD	Lankershim Arts Center	1 Lankershim Arts Center	1		1	1	1
		Site Address 5101 N LANKERSHIM BLVD							
		Site Address 5101 1/2 N LANKERSHIM BLVD							
171B173	871	Site Address 5107 N LANKERSHIM BLVD	-	Amazon Fresh (previously counted)	-				
171B173	877	5106 N LANKERSHIM BLVD	-	-					
		5102 N LANKERSHIM BLVD							
171B173	879	5104 N LANKERSHIM BLVD	smoke shop	1 vacant			1		
171B173	881	5100 N LANKERSHIM BLVD	smoke shop	vacant	-				
171B173	922	5072 N LANKERSHIM BLVD	Ruby's Shake Shop	1 Vacant	-		1		
		The Pizza Press (5077 Lankershim Blvd A.), Hoke Poke		The Pizza Press (5077 Lankershim Blvd A.), Maki NoHo					
		(5077 Lankershim Blvd unit b), Firehouse Subs, Pho NoHo,		(5077 Lankershim Blvd unit b), Firehouse Subs, Pho NoHo,					
		Massage Envy, Club Pilates		Massage Envy, Club Pilates					
171B173	924	11130 1-156 W OTSEGO ST	-	Portola Paints	1	-			1
171B173	939	5066 N LANKERSHIM BLVD	-	Portola Paints					
171B173	942	5064 N LANKERSHIM BLVD	-	-					
		The Pizza Press (5077 Lankershim Blvd A.), Hoke Poke		The Pizza Press (5077 Lankershim Blvd A.), Maki NoHo					
		(5077 Lankershim Blvd unit b), Firehouse Subs, Pho NoHo,		(5077 Lankershim Blvd unit b), Firehouse Subs, Pho NoHo,					
		Massage Envy, Club Pilates		Massage Envy, Club Pilates	6		5	1	1
171B173	943	5077 1-156 N LANKERSHIM BLVD							
		5062 N LANKERSHIM BLVD							
171B173	951	5060 N LANKERSHIM BLVD	Urban Skillet	1 Urban Skillet	1		1		
		5058 N LANKERSHIM BLVD							
171B173	957	5056 N LANKERSHIM BLVD	Lankershim Lock & Key	1 Lankershim Lock & Key	1		1		
171B173	983	None	-	-					
171B173	998	5054 N LANKERSHIM BLVD	-	Bow and Wow Pet Grooming (5056)	1	-			1
171B173	1001	5052 N LANKERSHIM BLVD	-	-					
171B173	1009	5057 N LANKERSHIM BLVD	-	vacant	-				
171B173	1014	5050 N LANKERSHIM BLVD	Dental	1 Dental			1		
171B173	1019	5055 N LANKERSHIM BLVD	-	-					
171B173	1020	11121 W HESBY ST	-	-					
		5046 N LANKERSHIM BLVD							
171B173	1021	5048 N LANKERSHIM BLVD	Dream Nails	1 Dream Nails			1		
171B173	1025	none	-	-					
171B173	1031	5044 N LANKERSHIM BLVD	Lenzini's Pizza	1 lenzini's pizza	1		1		
		Site Address 5053 N LANKERSHIM BLVD							
171B173	1033	Site Address 5051 N LANKERSHIM BLVD	vacant	vacant	-				
171B173	1058	5049 N LANKERSHIM BLVD	vacant	vacant	-				
171B173	1059	5042 N LANKERSHIM BLVD	Jun Foot Massage	1 Jun Foot Massage	1		1		
171B173	1061	5047 N LANKERSHIM BLVD							
171B173	1069	none	same as 5055	same as 5056	-				
		Site Address 5045 N LANKERSHIM BLVD							
		Site Address 5043 N LANKERSHIM BLVD							
171B173	1071	Site Address 5045 1/2 N LANKERSHIM BLVD	Artsy Nails	1 vacant			1		
171B173	1072	None	-	-					
171B173	1074	5041 N LANKERSHIM BLVD	vacant	vacant	-				
171B173	1090	5032 N LANKERSHIM BLVD	NoHo Furniture Outlet	1 NoHo Furniture Outlet	1				
171B173	1093	5030 N LANKERSHIM BLVD	NoHo Furniture Outlet	NoHo Furniture Outlet	-				
		5026 N LANKERSHIM BLVD							
171B173	1099	5026 1/2 N LANKERSHIM BLVD	NoHo BID	1 NoHo BID			1		
171B173	1109	5033 N LANKERSHIM BLVD	same as 5041	same as 5046	-				
171B173	1110	5024 N LANKERSHIM BLVD	-	-					
171B173	1111	5031 N LANKERSHIM BLVD	bank of america	1 bank of america	1		1		
171B173	1114	5020 N LANKERSHIM BLVD	Iguana Vintage	1 Iguana Vintage	1		1		

171B173 1141	5029 N LANKERSHIM BLVD	bank of america	bank of america	-		
171B173 1144	5018 N LANKERSHIM BLVD	Iguana Vintage	Iguana Vintage		1	
171B173 1148	5025 N LANKERSHIM BLVD	bank of america	bank of america	-		
171B173 1157	5016 N LANKERSHIM BLVD	Josie's Flowers	Josie's Flowers	1	1	
171B173 1162	5023 N LANKERSHIM BLVD	bank of america	bank of america	-		
171B173 1163	5014 N LANKERSHIM BLVD	Nana's Beauty Salon	Nana's Beauty Salon	1		1
171B173 1166	5021 N LANKERSHIM BLVD	bank of america	bank of america	-		
171B173 1169	5008 N LANKERSHIM BLVD					
171B173 1175	5010 N LANKERSHIM BLVD	vacant	vacant	-		
171B173 1175	5019 N LANKERSHIM BLVD	Royal 3D Flooring	1 Vacant			1
171B173 1176	5006 N LANKERSHIM BLVD	vacant	vacant	-		
171B173 1206	5017 N LANKERSHIM BLVD					
171B173 1228	5015 N LANKERSHIM BLVD	vacant	Call K9 Los Angeles Dog Training	1		1
171B173 1228	5004 N LANKERSHIM BLVD	-	-	-		
171B173 1229	5000 N LANKERSHIM BLVD	-	-	-		
171B173 1230	5011 N LANKERSHIM BLVD	Hop Merchants Bottle Shop & Taproom	1 Hop Merchants Bottle Shop & Taproom	1	1	
	5013 N LANKERSHIM BLVD					
	Site Address 5007 N LANKERSHIM BLVD					
	Site Address 5005 N LANKERSHIM BLVD					
	Site Address 5003 N LANKERSHIM BLVD					
	Site Address 5001 N LANKERSHIM BLVD					
	Site Address 11123 W MORRISON ST					
	Site Address 11117 W MORRISON ST					
	Site Address 11121 W MORRISON ST					
	Site Address 11119 W MORRISON ST					
	Site Address 11115 W MORRISON ST					
171B173 1233	Site Address 11107 W MORRISON ST	NoHo Printing & Graphics (5009), Dragon St. Chinese Food (5001), Miyako Sushi Bar (5005), la mistingnette beauty bar (5007)	NoHo Printing & Graphics (5009), Dragon St. Chinese Food (5001), Miyako Sushi Bar (5005), Rem's Threading And Beauty (5007)	4	3	1
	Site Address 11113 W MORRISON ST					
	Site Address 4936 N LANKERSHIM BLVD					
168B173 7	Site Address 4934 N LANKERSHIM BLVD	Al Anon Grps (4936)	1 vacant			1
171B173 617	11108 W MAGNOLIA BLVD	EAT	1 EAT	1	1	
171B173 677	5161 N LANKERSHIM BLVD	WeWork, Bento Box Entertainment, Endomol Shine, Aspect, Studio City	WeWork, Bento Box Entertainment, Endomol Shine, Aspect, Studio City			
171B173 685	5148 N KLUMP AVE	same as 5161 lankershim	same as 5161 lankershim	-		
171B173 687	none	same as 5161 lankershim	same as 5161 lankershim	-		
171B173 728	none	same as 5161 lankershim	same as 5161 lankershim	-		
171B173 733	none	5144 N LANKERSHIM BLVD	5145 N LANKERSHIM BLVD	-		
171B173 742	none	same as 5161 lankershim	same as 5161 lankershim	-		
171B173 746	5130 N KLUMP AVE	parking lot for 5161	parking lot for 5161	-		
171B173 744	none	same as 5161 lankershim	same as 5161 lankershim	-		
171B173 796	none	same as 5161 lankershim	same as 5161 lankershim	-		
171B173 799	none	same as 5161 lankershim	same as 5161 lankershim	-		
171B173 801	none	alley	alley	-		
171B173 936	5070 N LANKERSHIM BLVD	parking lots	parking lots	-		
171B173 982	5056 N FAIR AVE	apartments	apartments	-		
168B173 11	4932 N LANKERSHIM BLVD	misc office building	misc office building	-		
168B173 12	4928 N LANKERSHIM BLVD	misc office building	misc office building	-		
168B173 13	4924 N LANKERSHIM BLVD	White Photo Studio	1 White Photo Studio	1	1	
168B173 57	4922 N LANKERSHIM BLVD	White Photo Studio	White Photo Studio	-		
168B173 69	4920 (1-2) N LANKERSHIM BLVD	AutoLux Sales and Leasing	1 AutoLux Sales and Leasing	1	1	
	4916 N LANKERSHIM BLVD					
168B173 74	4914 N LANKERSHIM BLVD	alley	alley	-		
168B173 76	4912 N LANKERSHIM BLVD	office building	office building	-		
168B173 80	4910 N LANKERSHIM BLVD					
168B173 124	4908 N LANKERSHIM BLVD	First Hydro	1 First Hydro	1	1	
168B173 126	4904 N LANKERSHIM BLVD	First Hydro	First Hydro	-		
168B173 137	4900 N LANKERSHIM BLVD	First Hydro	First Hydro	-		
168B173 146	4888 N LANKERSHIM BLVD	vacant	vacant	-		
168B173 145	11008 W HUSTON ST					
	11006 W HUSTON ST	Colony Inn	1 Colony Inn	1	1	
	11002 W HUSTON ST					
168B173 144	11004 W HUSTON ST	Colony Inn	Colony Inn	-		
168B173 147	4886 N LANKERSHIM BLVD	part of 4884 lankershim	part of 4884 lankershim	-		
168B173 148	4884 N LANKERSHIM BLVD	vacant	vacant	-		
168B173 1143	None	part of 4884 lankershim	part of 4884 lankershim	-		
168B173 196	4882 N LANKERSHIM BLVD	part of 4884 lankershim	part of 4884 lankershim	-		
168B173 1144	None	part of 4884 lankershim	part of 4884 lankershim	-		
168B173 197	4878 N LANKERSHIM BLVD	Starrboss Recording Studio	1 Sharp Edges Records	1	1	1
168B173 210	None	Colony Inn	Colony Inn	-		
168B173 212	4872 N LANKERSHIM BLVD	North Hollywood Auto Body	1 North Hollywood Auto Body	1	1	
168B173 215	4870 N LANKERSHIM BLVD	Amp Shop Bass Exchange	1 Amp Shop Bass Exchange	1	1	
168B173 229	4868 N LANKERSHIM BLVD	Brazilian Jiu Jitsu	1 vacant			1
168B173 256	4864 N LANKERSHIM BLVD	Car Fidelity	1 Car Fidelity	1	1	
168B173 261	4860 N LANKERSHIM BLVD	Car Fidelity	Car Fidelity	-		
168B173 265	4856 N LANKERSHIM BLVD	La Moon Massage	1 La Moon Massage	1	1	
168B173 279	4854 N LANKERSHIM BLVD	PAC Dispensary	1 PAC Dispensary	1	1	
168B173 282	4850 N LANKERSHIM BLVD	Zombie Joe's Underground Theatre	1 Zombie Joe's Underground Theatre	1	1	1
	4846 N LANKERSHIM BLVD					
168B173 283	4848 N LANKERSHIM BLVD	H&R Block	1 H&R Block	1	1	

118

Questions for businesses in NoHo Arts / North Hollywood

Interview Date: _____

Type of business: _____

Within the arts district? Y/ N

Year opened: _____

Census tract: _____

- 1. Can you tell me a little about what type of business you operate?**
- 2. How long have you been operating in the NoHo Arts District? What led you to start your business here?**
- 3. Do you feel that North Hollywood has gentrified, specifically within the NoHo Arts District? If so, what does that mean to you?**
4. Do you live in North Hollywood or the NoHo Arts District?
5. Do you know your rent per sq. ft.? How many years is your lease? Has your rent changed in recent years?
6. How would you describe the NoHo Arts District community to others? Are you proud about being a part of the NoHo Arts District? Do you feel there is a sense of community here? How do you participate in your community?
7. How has the NoHo Arts District evolved in the time you have been here in terms of the physical aesthetics as well as any changes in the type of people that live, work and shop here?
8. Do you feel that being located near a metro station impacts your business in any way?
9. What is your opinion regarding city initiatives to create an Arts District / Redevelopment?
10. The Los Angeles City Planning Department is currently in the process of updating the North Hollywood-Valley Village Community Plan. Do you have any feelings about it? What would you like to see included in this plan?
11. Do you recommend other NoHo Arts District businesses that would be open to sharing their experiences?

Interview Questions for Community Organizations / Public Agencies

Interview Date: _____

Type of organization : _____

Year established: _____

Census tracts served: _____

- 1. What role does your organization have in NoHo Arts District?**
- 2. How long have you been working within the context of the NoHo Arts District?
What led this organization to start work in this area?**
- 3. Do you feel that North Hollywood has gentrified, specifically within the NoHo Arts District? If so, what does that mean to you?**
4. Do you live in North Hollywood or the NoHo Arts District?
5. What are the most pressing issues and challenges, in your opinion, in the NoHo Arts District?
6. What is your opinion regarding city initiatives to create an Arts District / Redevelopment? Has this organization been involved in these types of initiatives?
7. How would you describe the NoHo Arts community to others? Are you proud about being a part of the NoHo Arts District? Do you feel there is a sense of community here?
8. The Los Angeles City Planning Department is currently in the process of updating the North Hollywood-Valley Village Community Plan. Do you have any feelings about it? What would you like to see included in this plan?
9. Has this organization evaluated ways to evaluate or mitigate potential negative impacts of redevelopment?
10. Do you recommend other community organizations or public agencies that would be open to sharing their experiences?

Questions for businesses in NoHo Arts / North Hollywood (Spanish)

Interview Date: _____

Type of business: _____

Within the arts district? Y/ N

Year opened: _____

Census tract: _____

1. ¿Me puedes contar un poco sobre el tipo de negocio que operas?
2. ¿Cuánto tiempo lleva operando en el Distrito de las Artes de NoHo? ¿Qué le motivó a establecer su negocio en esta área?
3. ¿Considera que North Hollywood ha experimentado gentrificación? Si es así, ¿cómo definiría este fenómeno y qué significa para usted?
4. ¿Reside en North Hollywood o en el Distrito de las Artes de NoHo?
5. ¿Conoce el costo de su alquiler por pie cuadrado? ¿Por cuánto tiempo tiene vigente su contrato de arrendamiento? ¿Ha notado cambios en su alquiler en los últimos años?
6. ¿Cómo describiría la comunidad del NoHo Arts District a alguien que no la conoce? ¿Se siente orgulloso/a de formar parte de esta comunidad? ¿Percibe un sentido de comunidad en esta área? ¿Cómo participa en dicha comunidad?
7. ¿De qué manera ha evolucionado el Distrito de las Artes de NoHo durante su tiempo aquí, tanto en términos de estética física como en los cambios demográficos de quienes viven, trabajan y compran en la zona?
8. ¿Considera que la proximidad a una estación de metro tiene algún impacto en su negocio?
9. ¿Cuál es su perspectiva sobre las iniciativas municipales para desarrollar el Distrito de las Artes e impulsar el proceso de reurbanización?
10. Actualmente, el Departamento de Planificación de la Ciudad de Los Ángeles está actualizando el Plan Comunitario de North Hollywood-Valley Village. ¿Tiene alguna opinión sobre este proceso? ¿Qué aspectos considera importantes que se incluyan en dicho plan?
11. ¿Podría recomendar otras empresas del NoHo Arts District que estarían dispuestas a compartir sus experiencias?