



Sherman Oaks Neighborhood Council (SONC)

Board Retreat: Slides and Summary Discussions

January 18, 2020

Agenda

Welcome, Call to Order, and Retreat Objectives

History and Introductions

Vision, Goals, and Plans

Stakeholder and Community Engagement

NC Administrative Issues

SONC By-Laws, Policies, Procedures, Committees, and Transparency

NC Funding and Budget

Public Comment

Adjourn





Retreat Objectives

1. Discuss the future of Sherman Oaks and how SONC influences the future
2. Review administrative procedures, by-laws, and funding/budget



HISTORY & INTRODUCTIONS



Having a Voice in Our Community

The voters of Los Angeles passed a new City Charter in 1999.

The City Charter calls for a citywide system of independent neighborhood councils, chosen by the people of the neighborhoods themselves.





Purpose

NEIGHBORHOOD COUNCILS' PURPOSE OVERALL

Promote public participation in City governance and decision-making process so that government is more responsive to local needs and requests.

Neighborhood Councils will advise the Mayor, City Council, and City Departments on the City budget and will give local residents greater say over the decisions that affect our lives.

OUR PURPOSE

Promote public participation in City governance and decision-making processes so that government is more responsive to local needs



Mission Statements

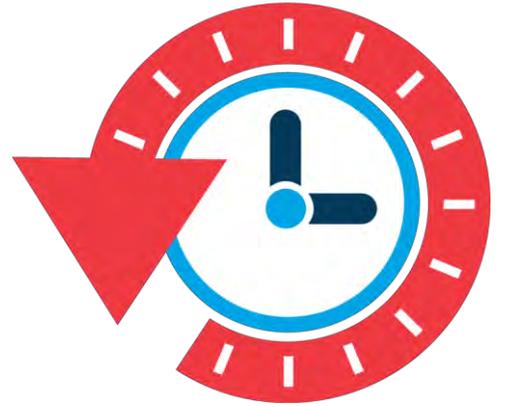
**A mission represents the fundamental reason for
the organization's existence:
what it is, what it does, and how it does it.**



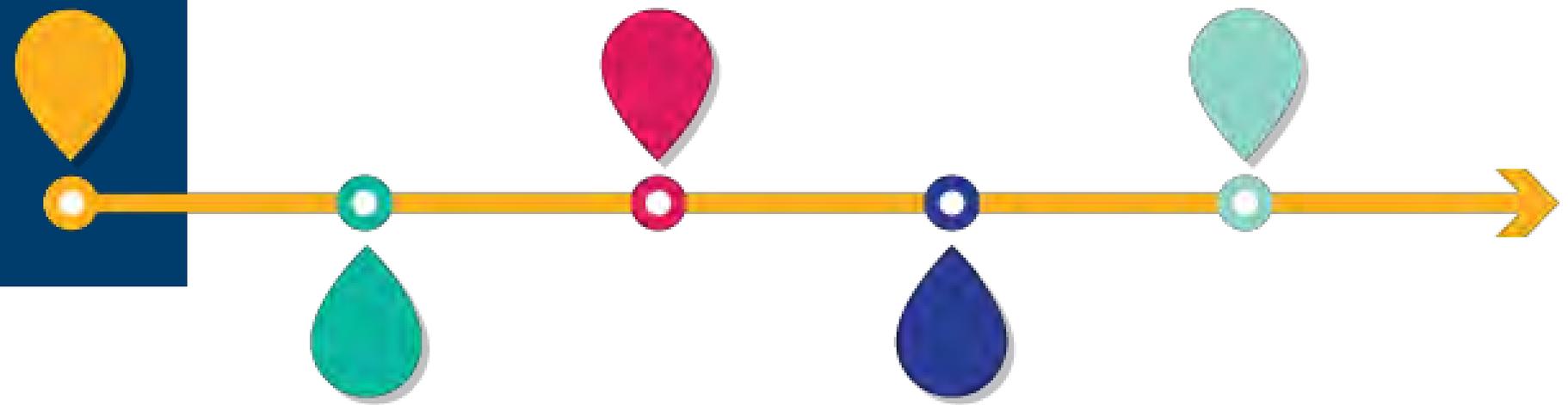
Our SONC Mission

- Bridge the gap between our stakeholders and local government
- Engage the broad spectrum of SONC stakeholders for collaboration and deliberation on matters affecting the community including events, issues and projects
- Work to achieve the objectives or projects that the SONC desires to support
- Monitor and promote the delivery of City services within Sherman Oaks
- Promote SONC stakeholder participation and advocacy in City government decision-making processes and to promote greater awareness of and achieve maximum utilization of available resources
- Be an advocate for the Sherman Oaks community to government and private agencies
- Present to the Mayor and the City Council a list of SONC priorities for the City budget as per LAAC ordinance #172728 section 1, div. 22,
- Take any other action that is, or may be, authorized for neighborhood councils of the City of Los Angeles

Intros: Human Timeline



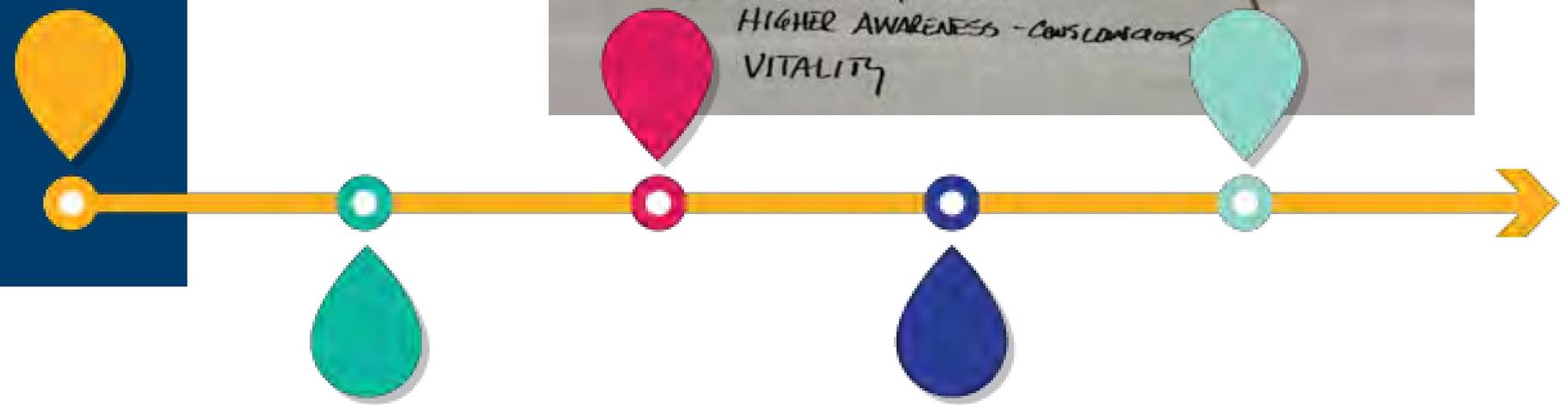
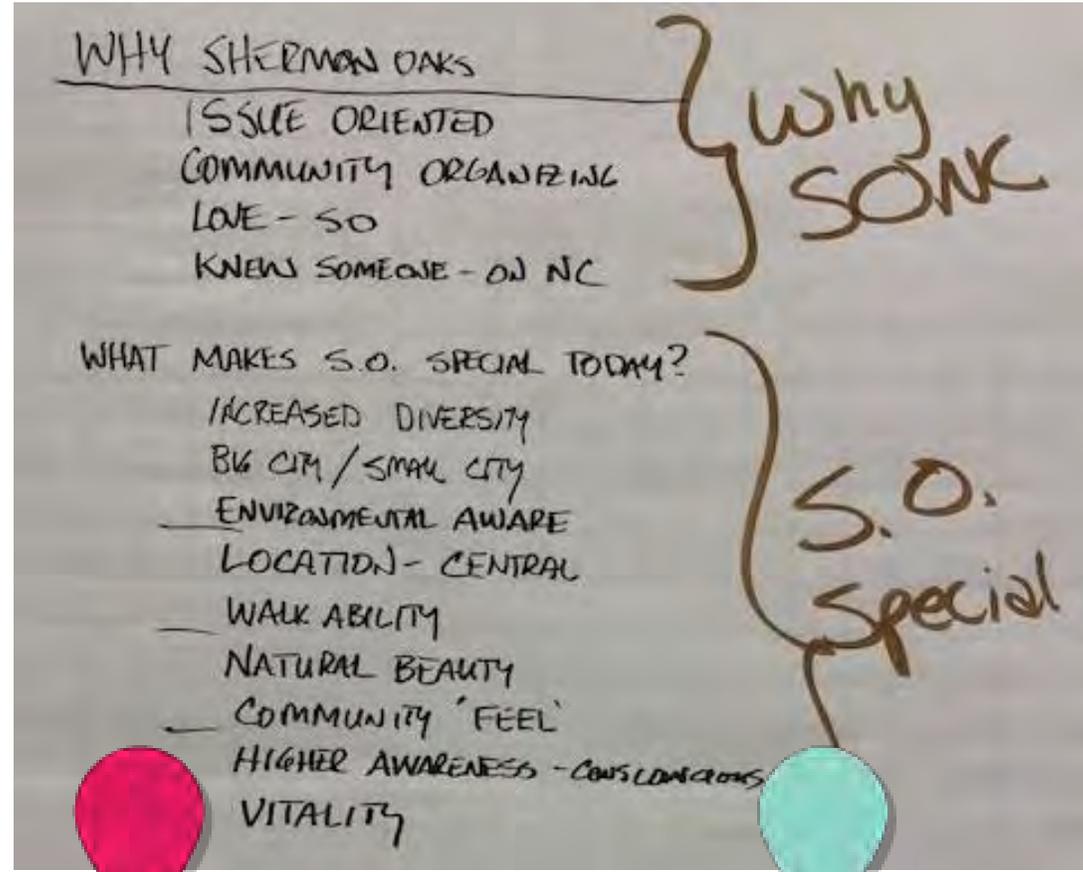
- Physically place yourselves in a human timeline around the room, according to when you first moved to Sherman Oaks
- In order from earliest to most recent:
 - Introduce yourself
 - Explain when you came on SONC and your interest with SONC
- In decade clusters, discuss the questions posed by the facilitator





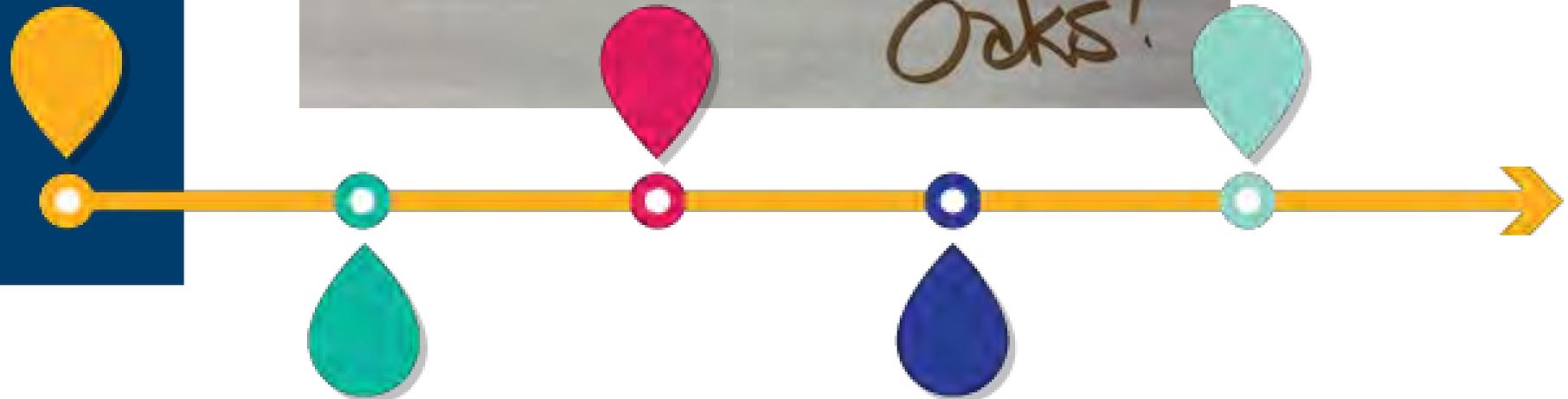
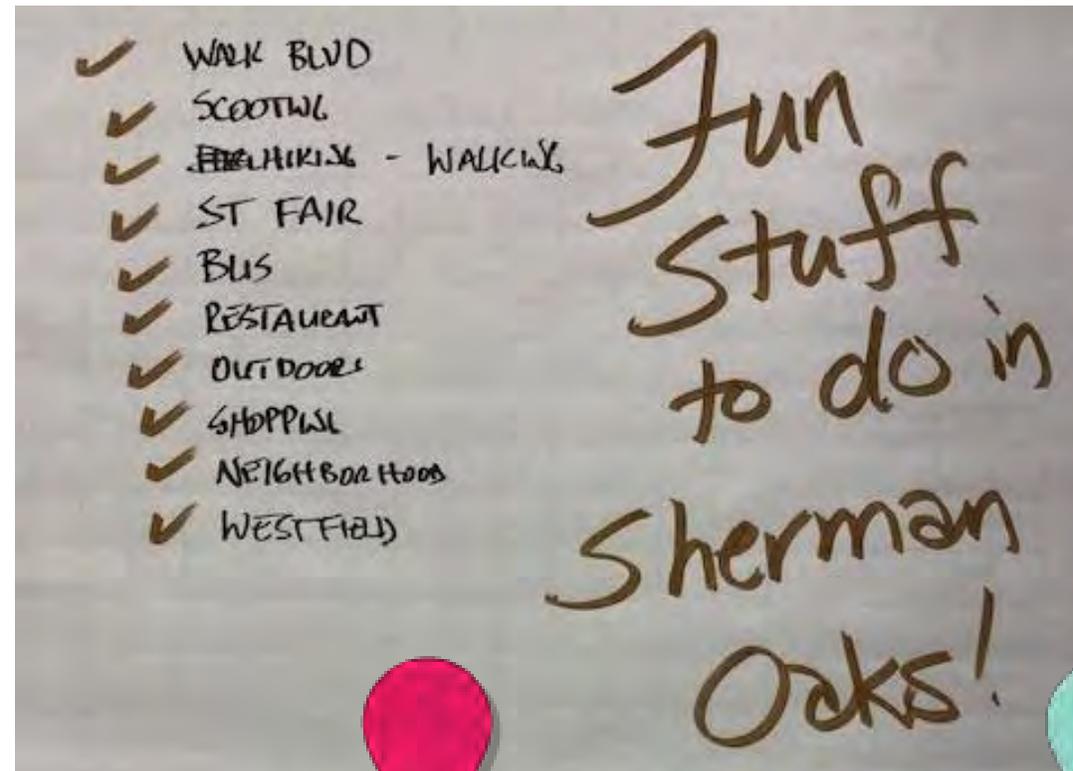
Discussion

Question: What makes Sherman Oaks special today?



Discussion

Fun question: What are some fun things you do in Sherman Oaks?





VISION COMMITTEE CURRENT WORK

Jeff Kalban, Chair, Vision Committee

SHERMAN OAKS



COMMUNITY PLAN UPDATE

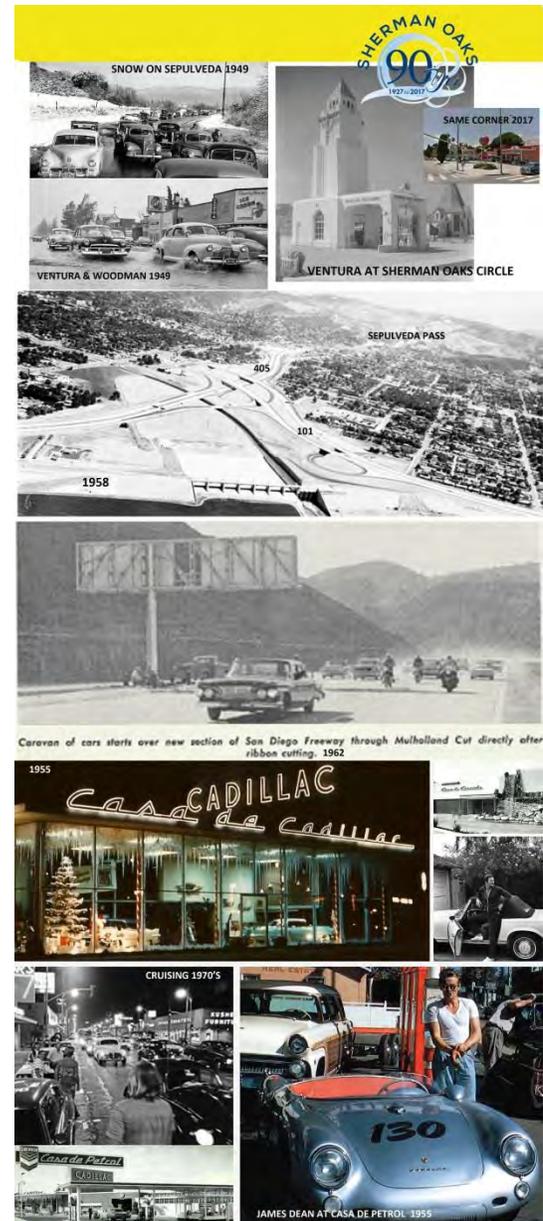
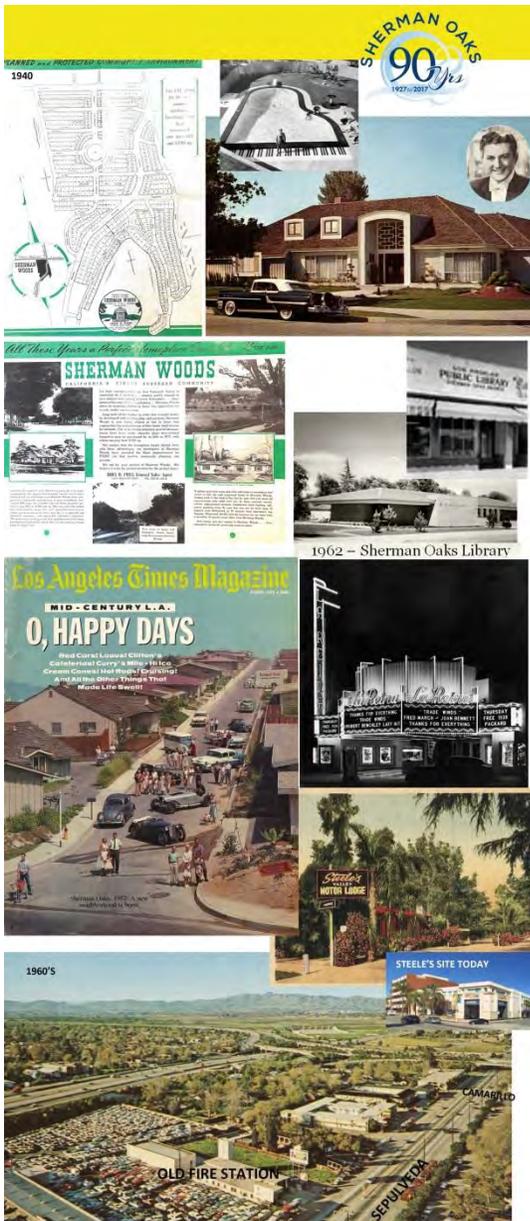


SHERMAN OAKS



COMMUNITY PLAN UPDATE

HISTORY



SINCE 1927 FREE MARKET FORCES HAS DRIVEN SHERMAN OAKS GROWTH

SHERMAN OAKS

Goals:

Establish a more walkable and greener Sherman Oaks community based on the “Garden Cities” model.

https://en.wikipedia.org/wiki/Garden_city_movement

To that end we propose carefully designed and coordinated sequences of public spaces creating a sense of community that asserts the value of the public realm and urban fabric over the individual structure.

Public amenities are to be located throughout Sherman Oaks bringing a robust quality of experiences within walking distance of our many residential areas. Lively new gathering places will bring refreshed energy to our neighborhoods with designs that respect and build upon the existing environment.

As we face increased density we seek a cohesive identity and inviting public realm with stately trees and a walkable, garden community.

COMMUNITY PLAN UPDATE

GOALS

SHERMAN OAKS



COMMUNITY PLAN UPDATE

RESEARCH

OPEN SPACE STUDY GROUP REPORT



Seating



Scale



Shade



Landscaping



Passageways



Lighting









Commercial Concepts Developed By Sub-Committee

Pedestrian Oriented Development



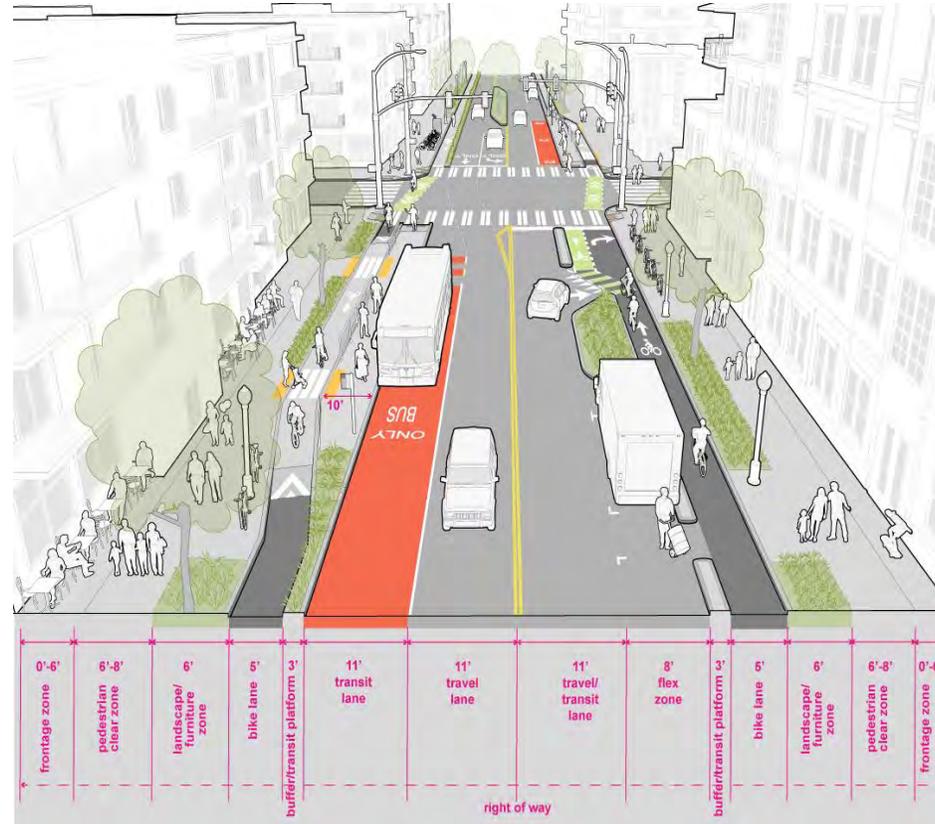
All projects must incorporate public spaces to attract people and encourage walkability.

Pedestrian Oriented Development



Encourage in private development art ideas.

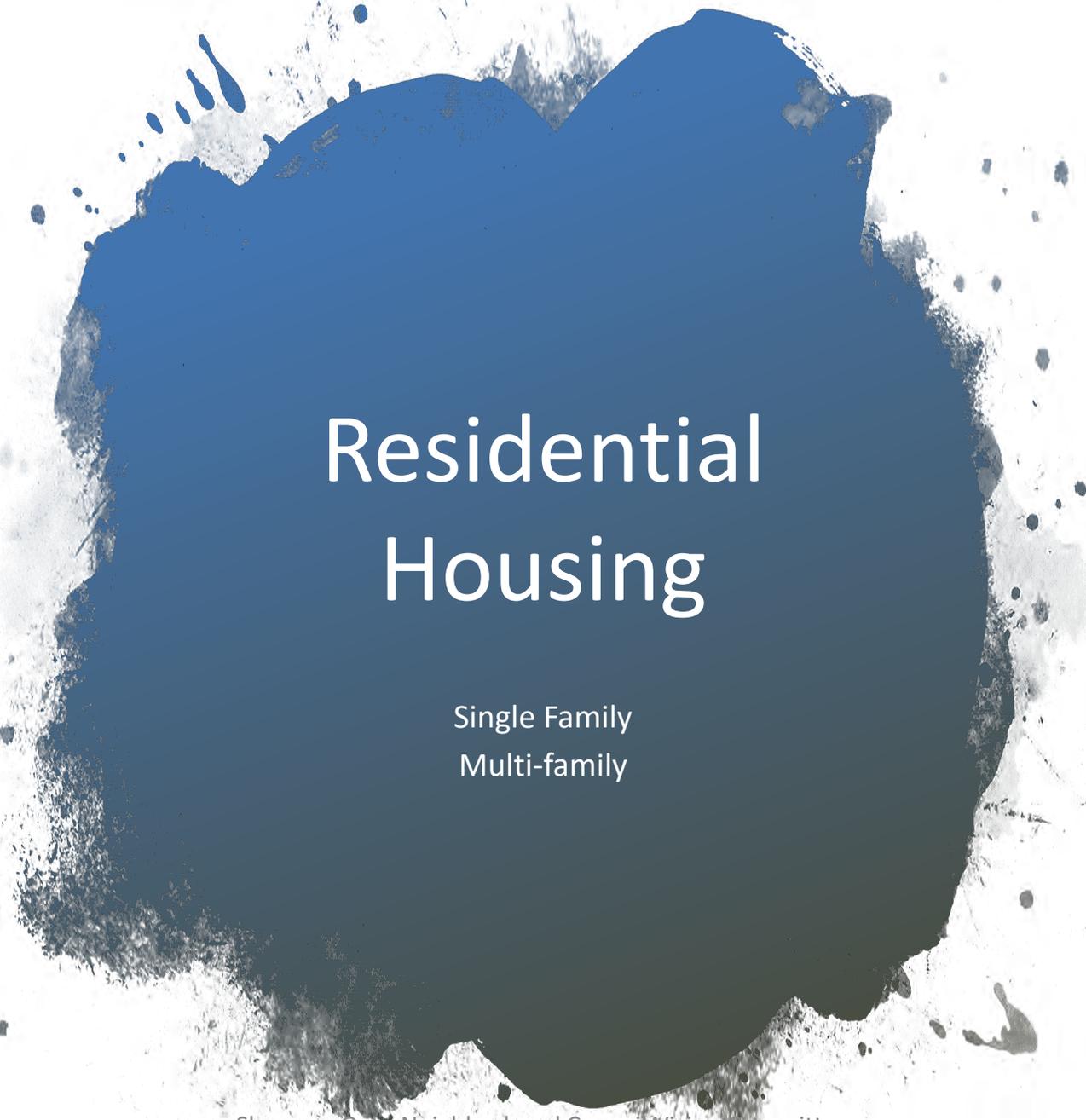
Public Realm/Public Spaces



Redesignation of public street design to encourage more pedestrian activity and transit ridership.

Additional Ideas/Issues

1. Safe and attractive bus stops.
2. Activation of crosswalks at major intersections.
3. Public spaces with open seating and shade.
4. All building must be LEED Gold or higher.
5. More small green spaces t/o commercial areas.
6. Encourage higher quality of construction materials.



Residential Housing

Single Family
Multi-family

Basic assumption:

- Range of housing options catering to different income levels, family situations and lifestyles



Basic assumption:

Encourage growth
along transit routes

Growth is going to happen; we might
as well manage it!



Maintaining R1 zones

Protect (e) single family and low density neighborhoods from encroachment; incompatible uses.



SHERMAN OAKS



COMMUNITY PLAN UPDATE

LAND USE

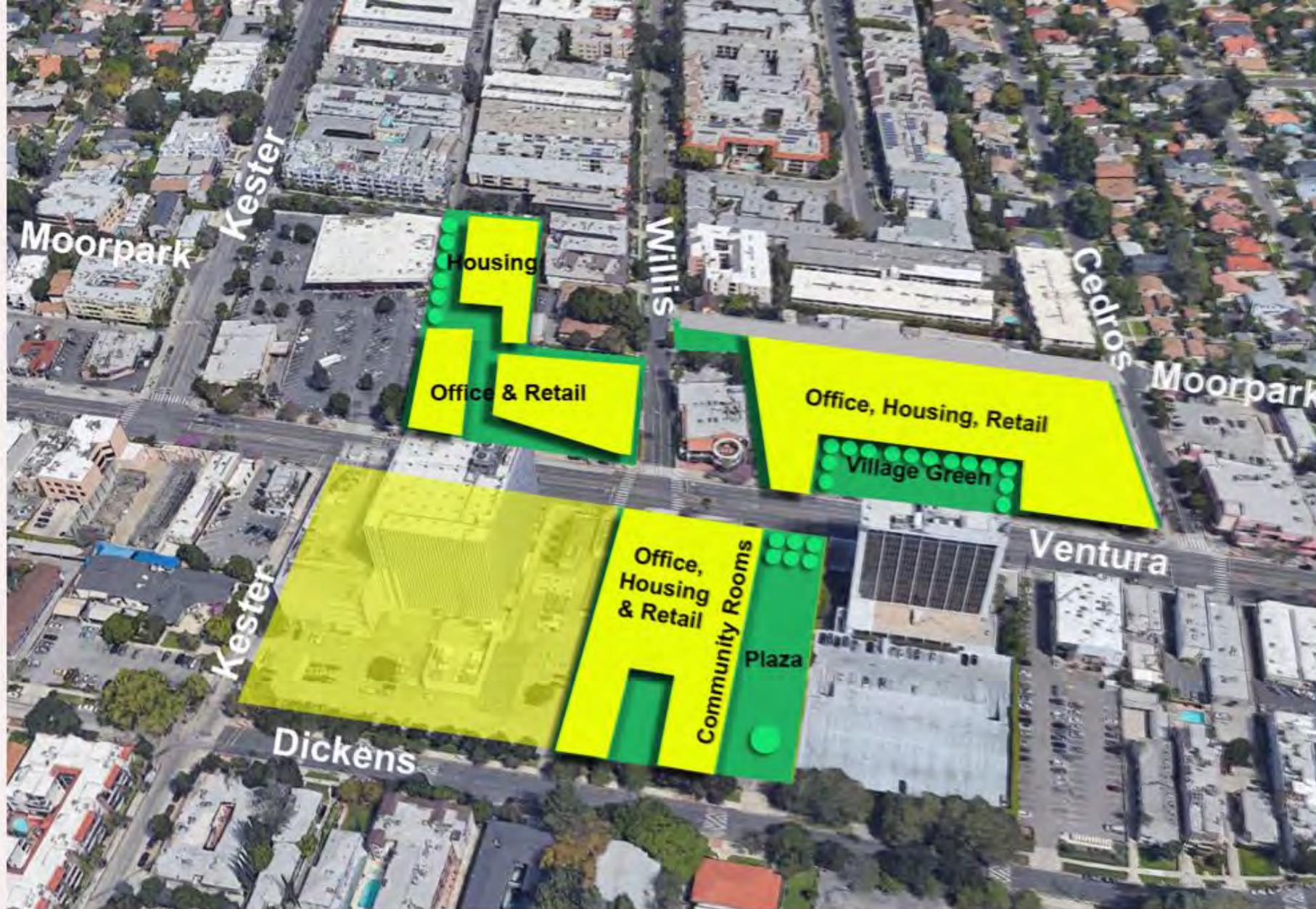




OPPORTUNITY SITE 1



OPPORTUNITY SITES 4, 5 & 6



OPPORTUNITY SITES 4, 5 & 6

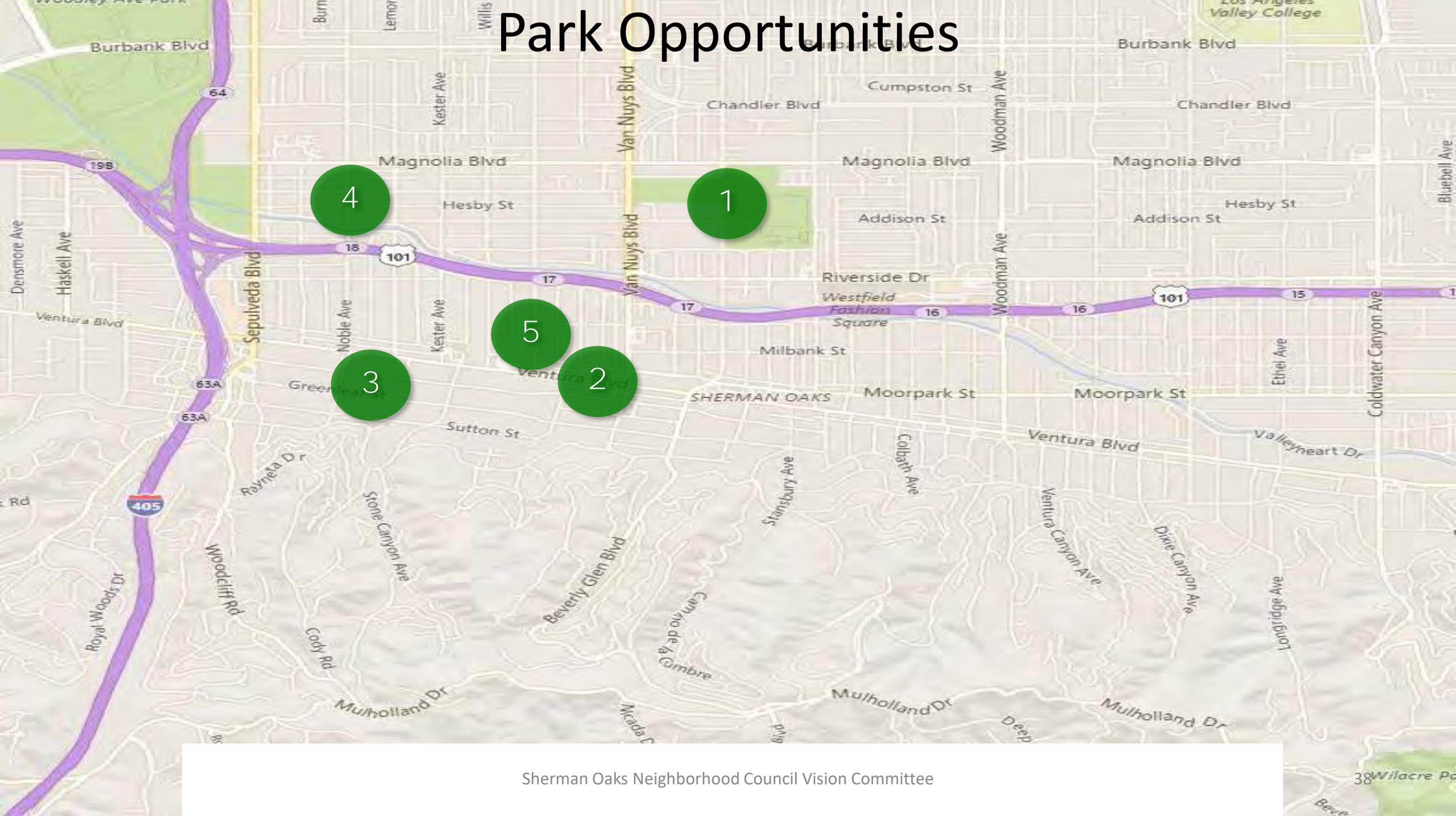
SHERMAN OAKS



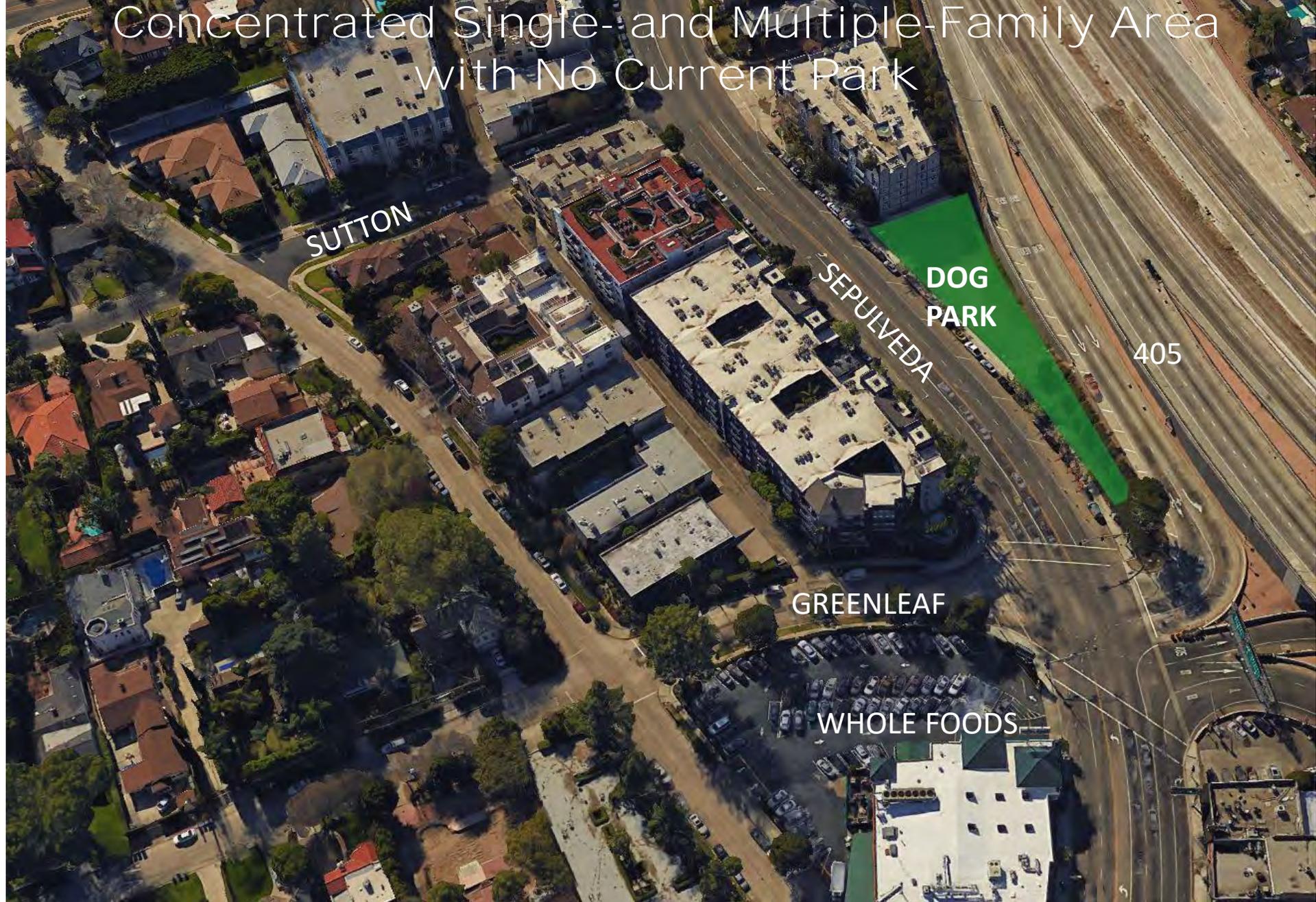
COMMUNITY PLAN UPDATE

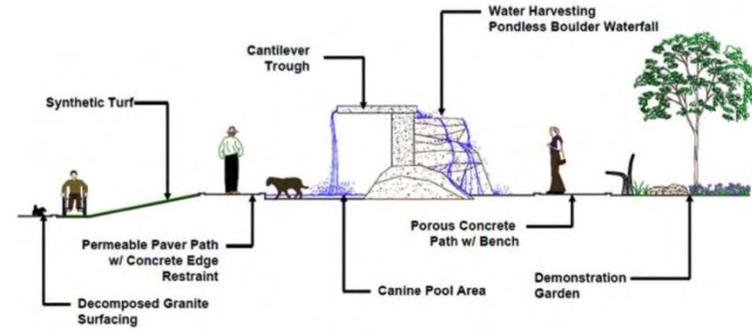
PARKS & LANDSCAPE

Park Opportunities



Concentrated Single- and Multiple-Family Area with No Current Park

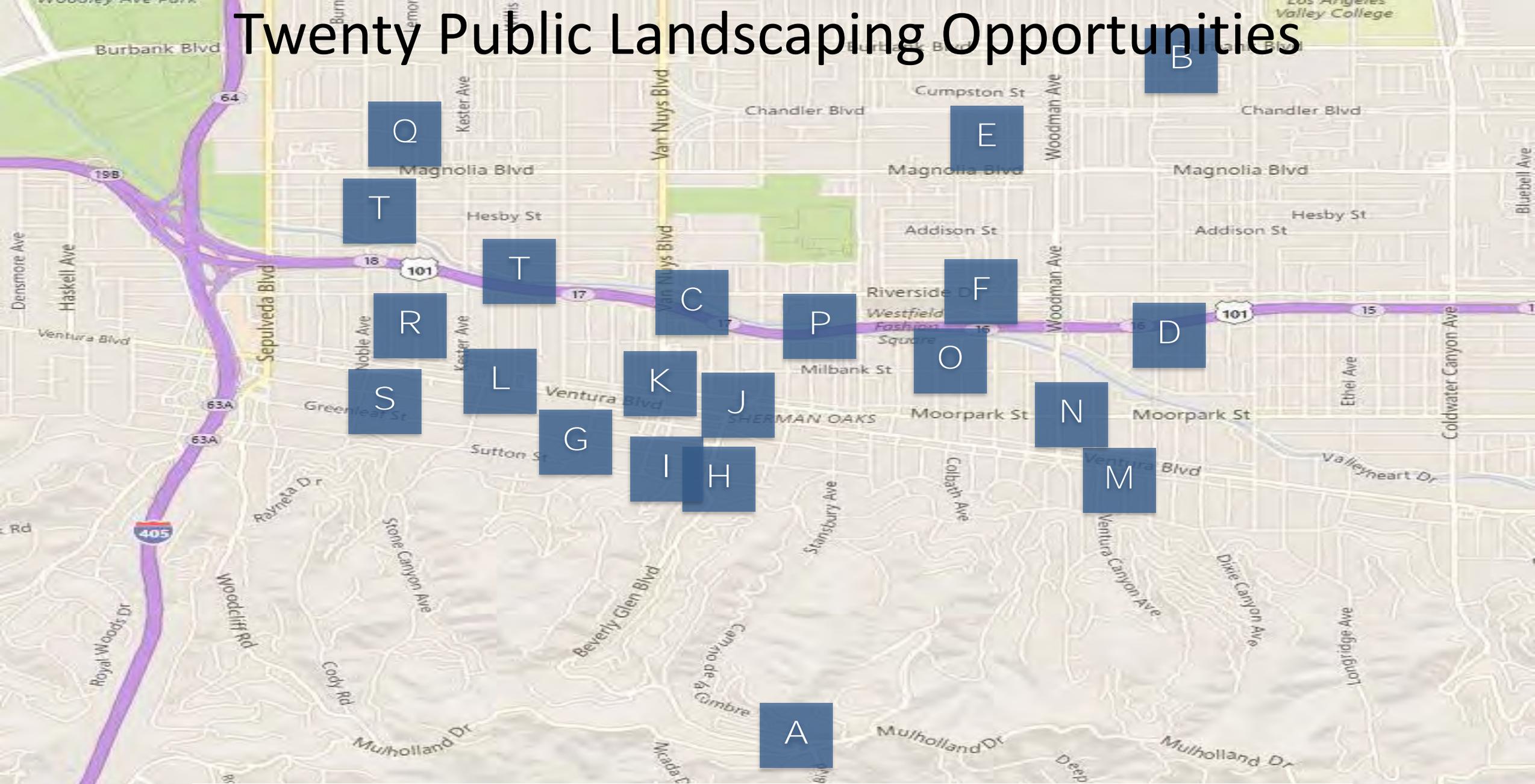




DOG PARK DESIGN

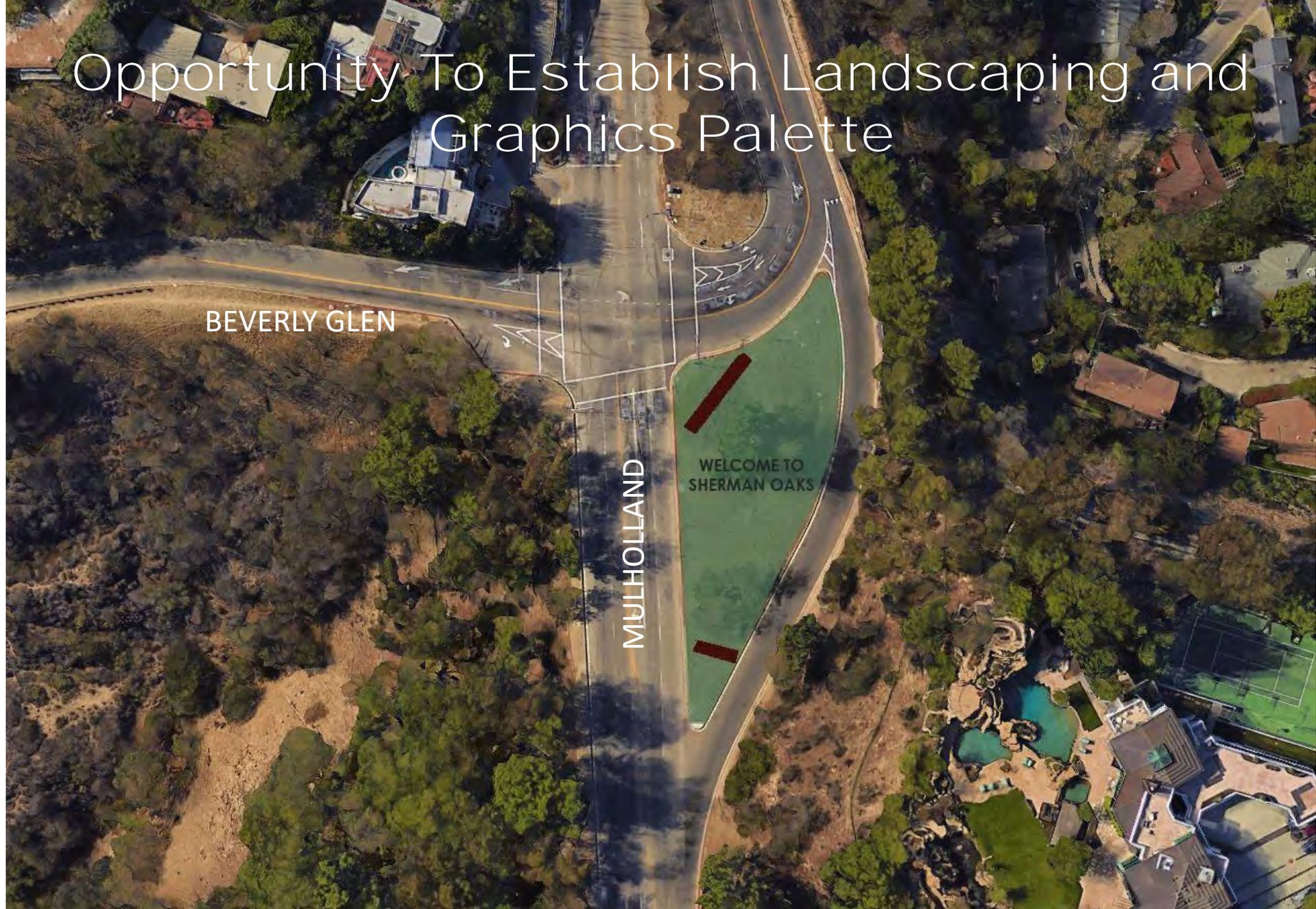


Twenty Public Landscaping Opportunities



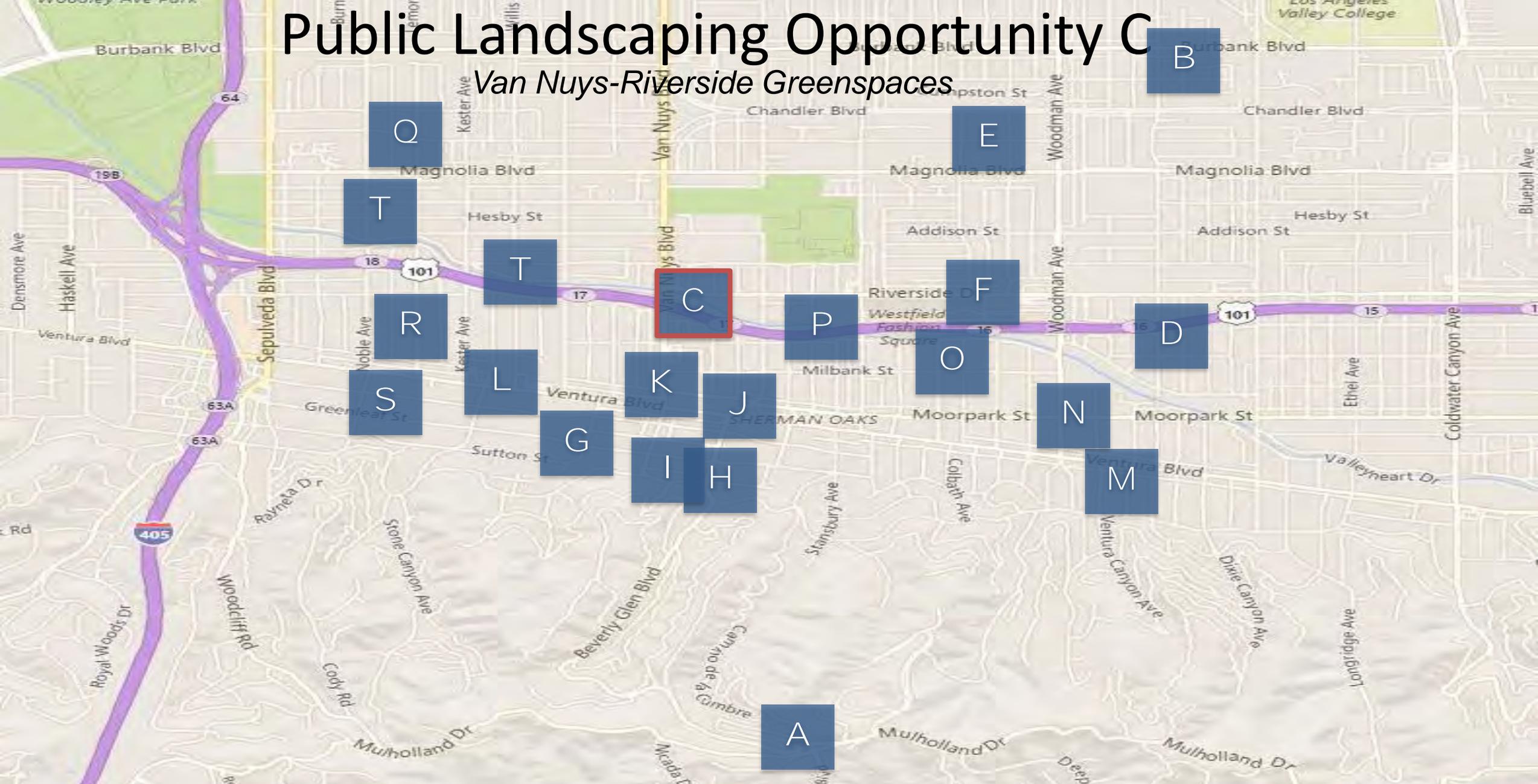


Opportunity To Establish Landscaping and Graphics Palette



Public Landscaping Opportunity C

Van Nuys-Riverside Greenspaces



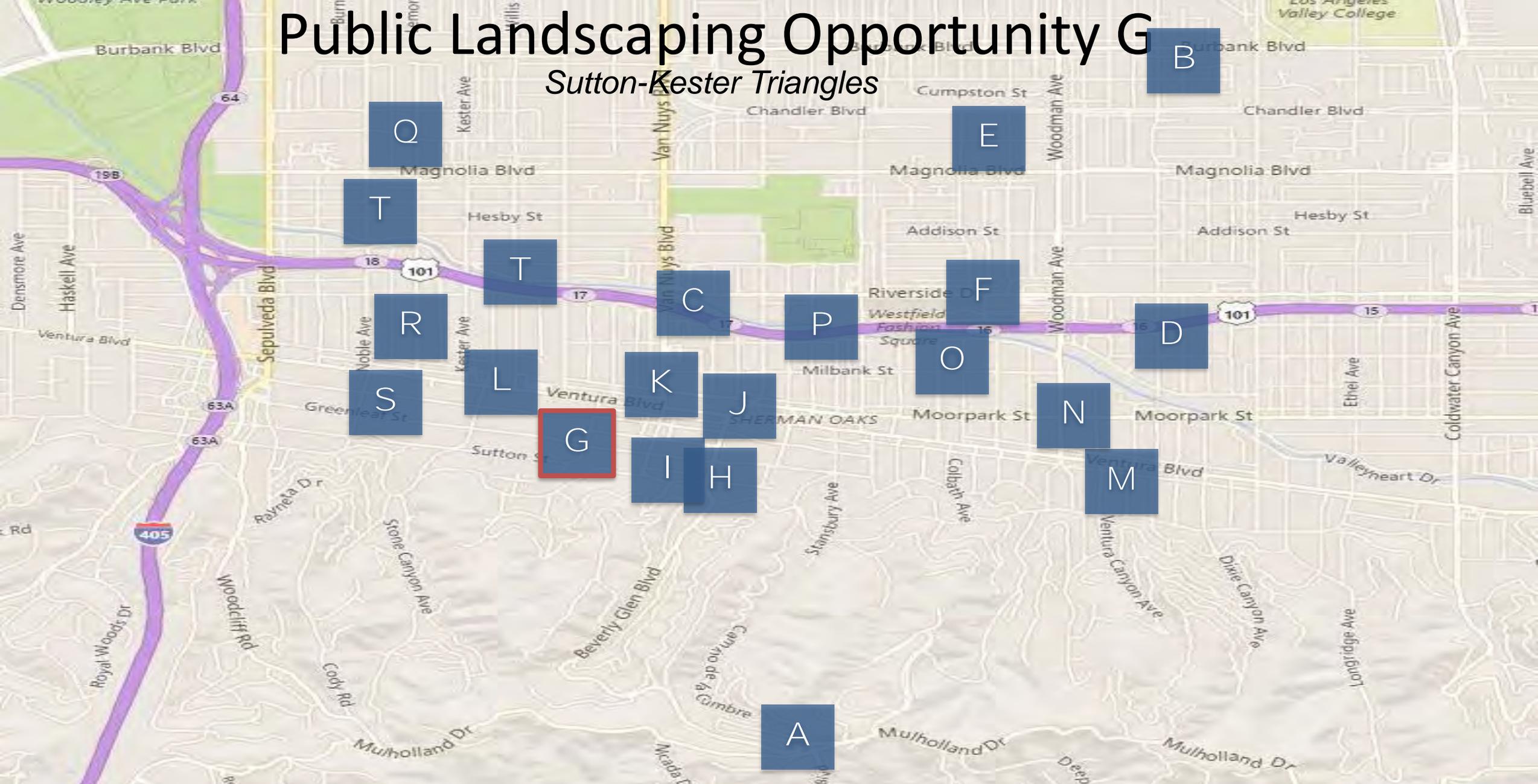






Public Landscaping Opportunity G

Sutton-Kester Triangles









SHERMAN OAKS



COMMUNITY PLAN UPDATE

MOBILITY

OTHER OPPORTUNITIES TO ENHANCE LIVABILITY AROUND TRANSIT



OPPORTUNITIES TO EASE CONGESTION AT FREEWAY ON-RAMPS

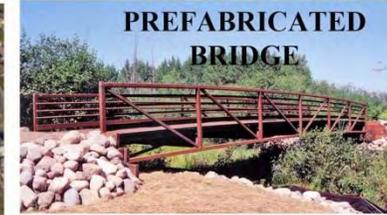


2013-2018



SHERMAN OAKS COMMUNITY STUDY

BIKEWAY & PEDESTRIAN OPPORTUNITIES



PREFABRICATED BRIDGE



EXISTING



PROPOSED

PLAZA UNDER 101 FWY



LINEAR PARK

- ● ● BIKE PATH
- ● ● WALKING PATH
- BRIDGE
- PLAZA UNDER FWY

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LA RIVER

TRANSIT OPTIONS

Corridors

Trending: Retrofitting with multi-modal transportation + infrastructure



Nice concept, but not possible with Sherman Oaks roadways.

TRANSIT OPTIONS



This is the reality of Sherman Oaks roadways.



Option 1: Bus Only Lanes

Increase sidewalks, periodic transit stops



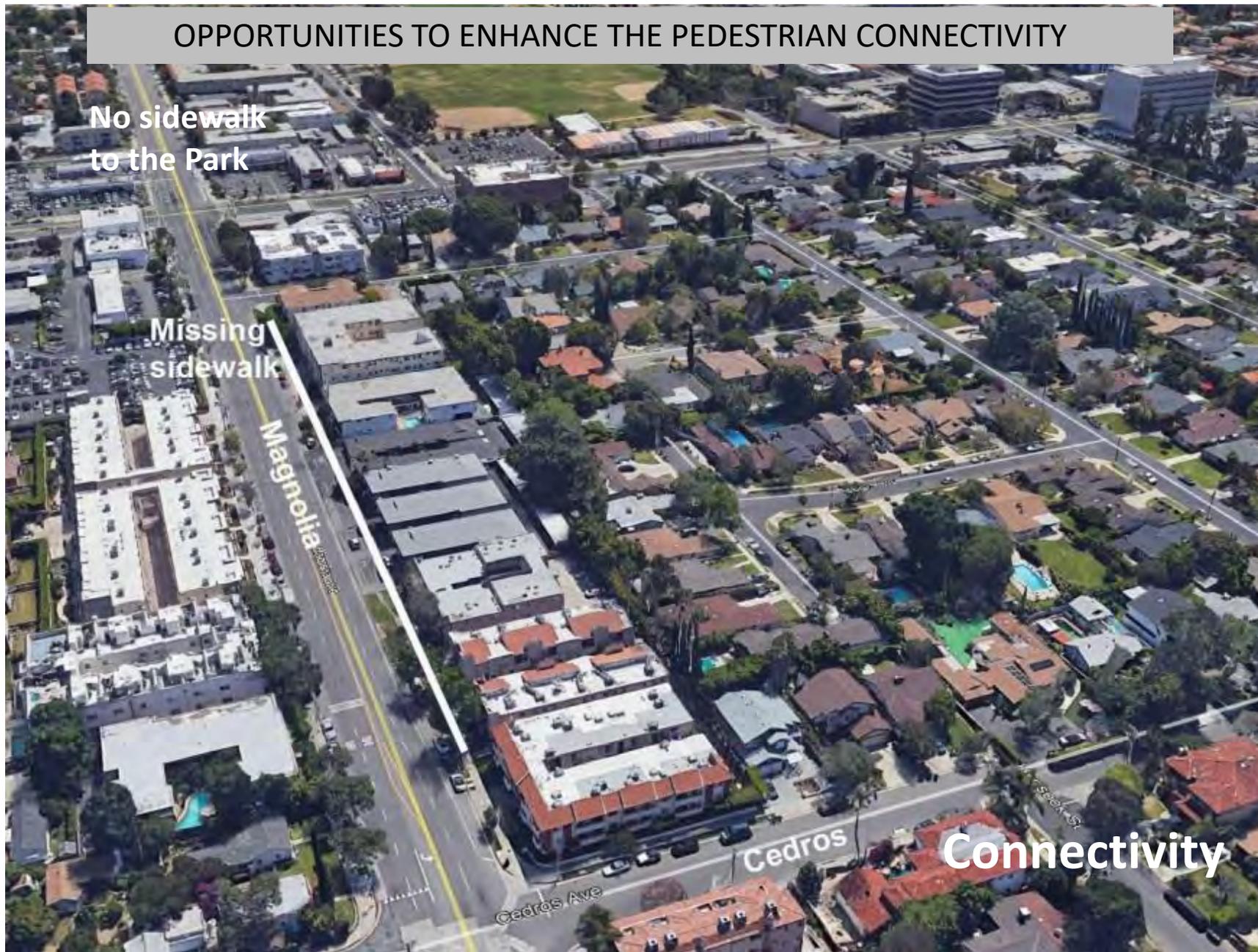
Option 2: Periodic Transit Stops

Increase sidewalks, periodic transit stops



Option 3: Tram in Center Lane

OPPORTUNITIES TO ENHANCE THE PEDESTRIAN CONNECTIVITY



OPPORTUNITIES TO ENHANCE THE PEDESTRIAN CONNECTIVITY



Incentivize or reward demonstrative community benefits with additional density/height.
e.g.: Link residential area safely to park

VAN NUYS

SHERMAN OAKS/
VAN NUYS PARK

Connectivity

OPPORTUNITIES TO ENHANCE THE PEDESTRIAN CONNECTIVITY



RESIDENTIAL TRAFFIC CALMING

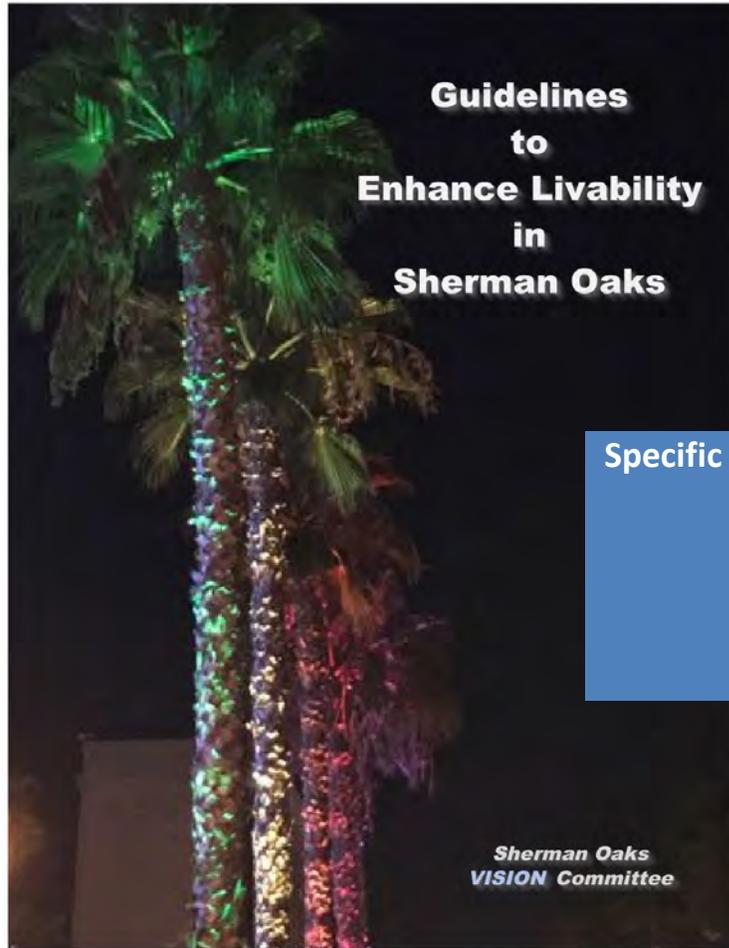


SHERMAN OAKS



COMMUNITY PLAN UPDATE

GUIDELINES



Specific Plan & Building Criteria:
Height, Measuring of Buildings
Open Space
Setbacks
Transitions
Roof Tops

VISION, GOALS, AND PLANS

Brainstorming



Vision Brainstorming Ground Rules

- Generate as many ideas as possible—no matter how “off the wall” they may seem
 - Do not criticize ideas at this point – just let the ideas flow!
- Review the ideas and select the most interesting
- Discuss how to combine, improve, or make the ideas real



Visioning Groups: Quality of Life

BREAKING NEWS!

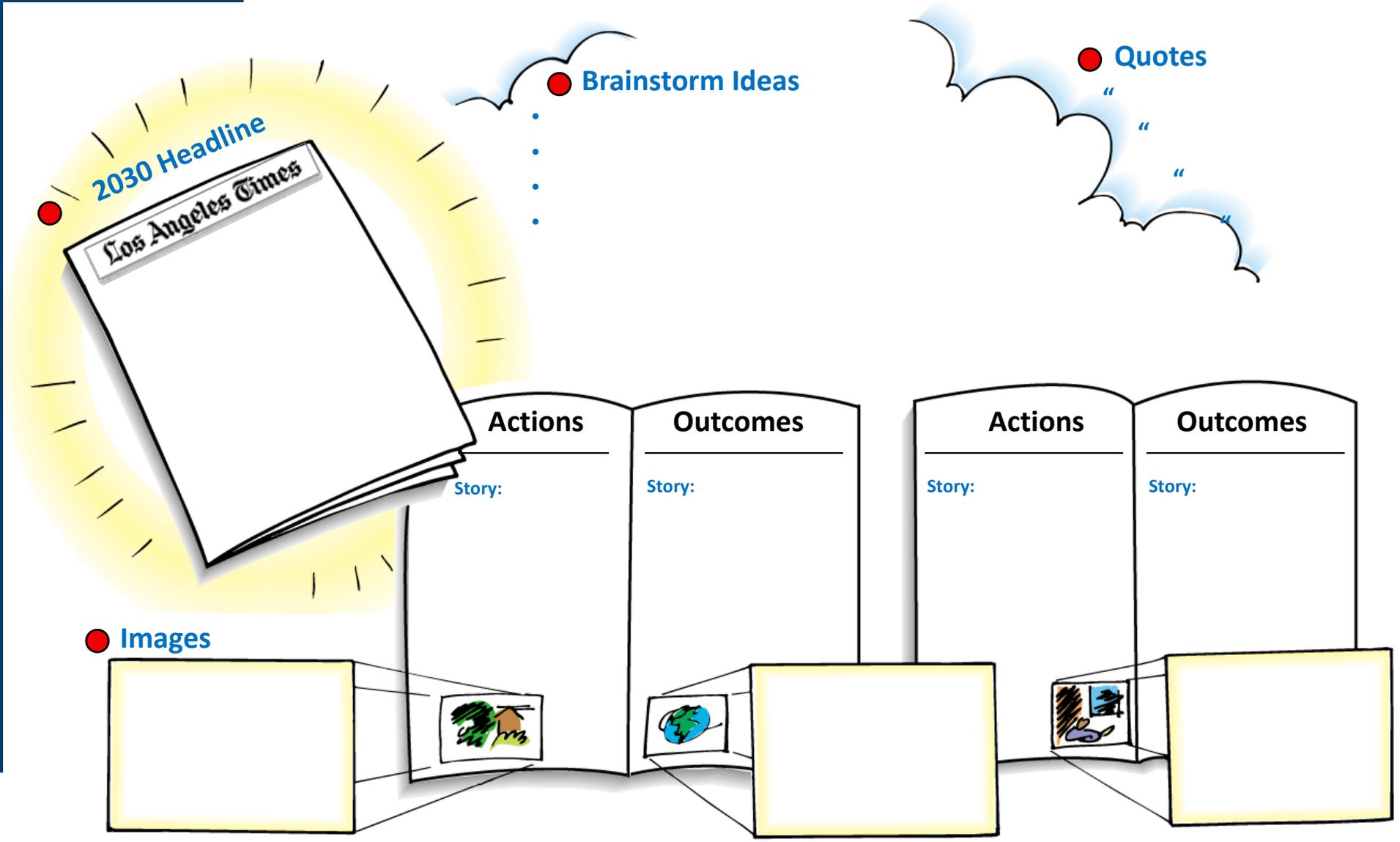
In 2030, Sherman Oaks is named one of the top 20 U.S. communities.

In your small group:

- Pick a discussion leader
- Pick a recorder to capture the ideas
- And, if you're lucky to have one, pick an artist
- Brainstorm ideas of what you would like the LA Times to write about Sherman Oaks' **FANTASTIC QUALITY OF LIFE** in 2030
- Select the best ideas to share
- Fill in the worksheet – next slide
- Pick someone to report out to the larger group – 3 mins. MAX!



What Makes Sherman Oaks the Best Place to Live!



Sharing Your Visions





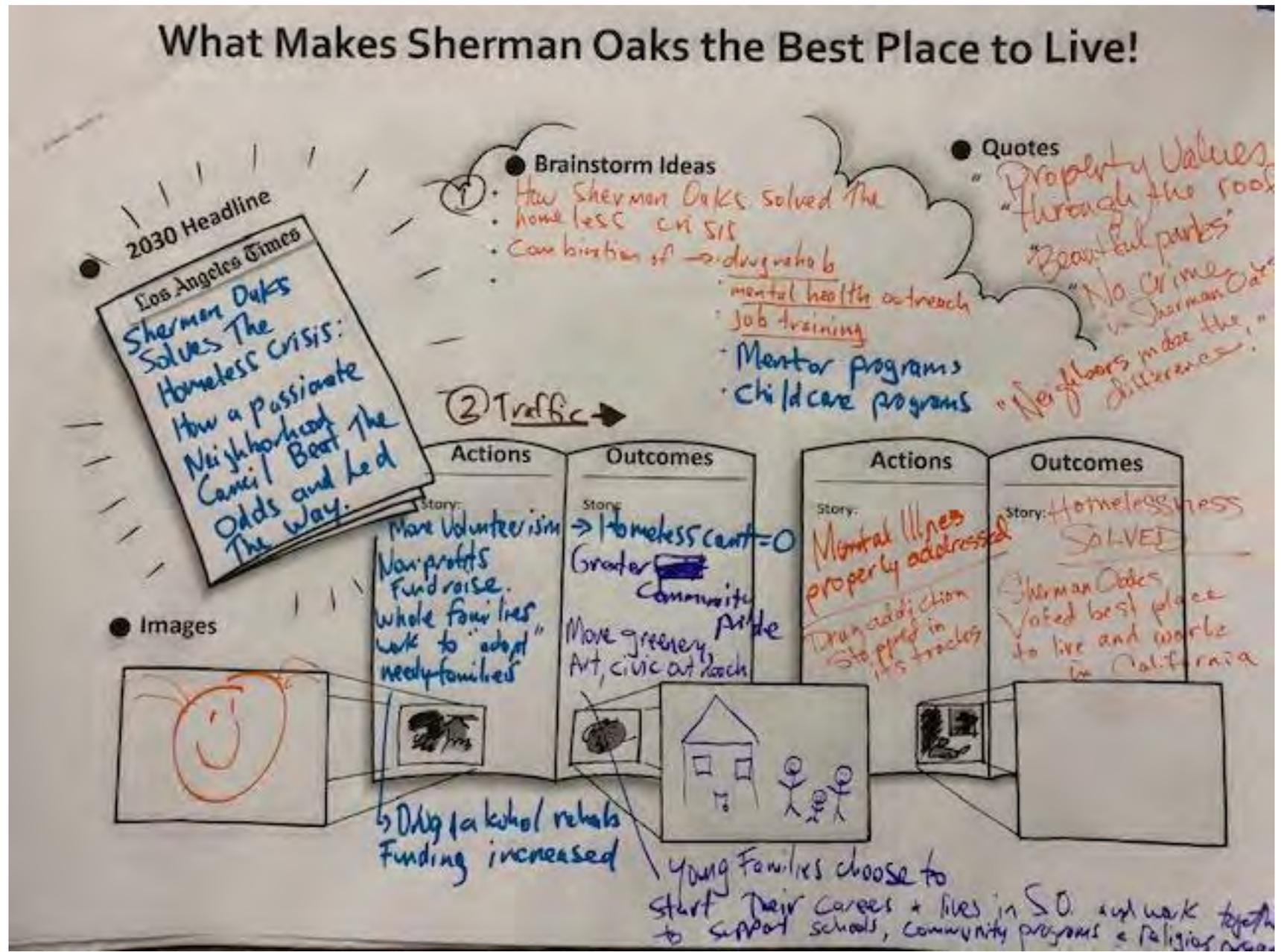
Discussion/ Themes:

Homeless crisis solved; adopt
needy families

Mental illness/drug addiction
addressed

Passionate NC: Volunteerism,
fundraising, & collaboration
with nonprofits

Young families move & work in
SO



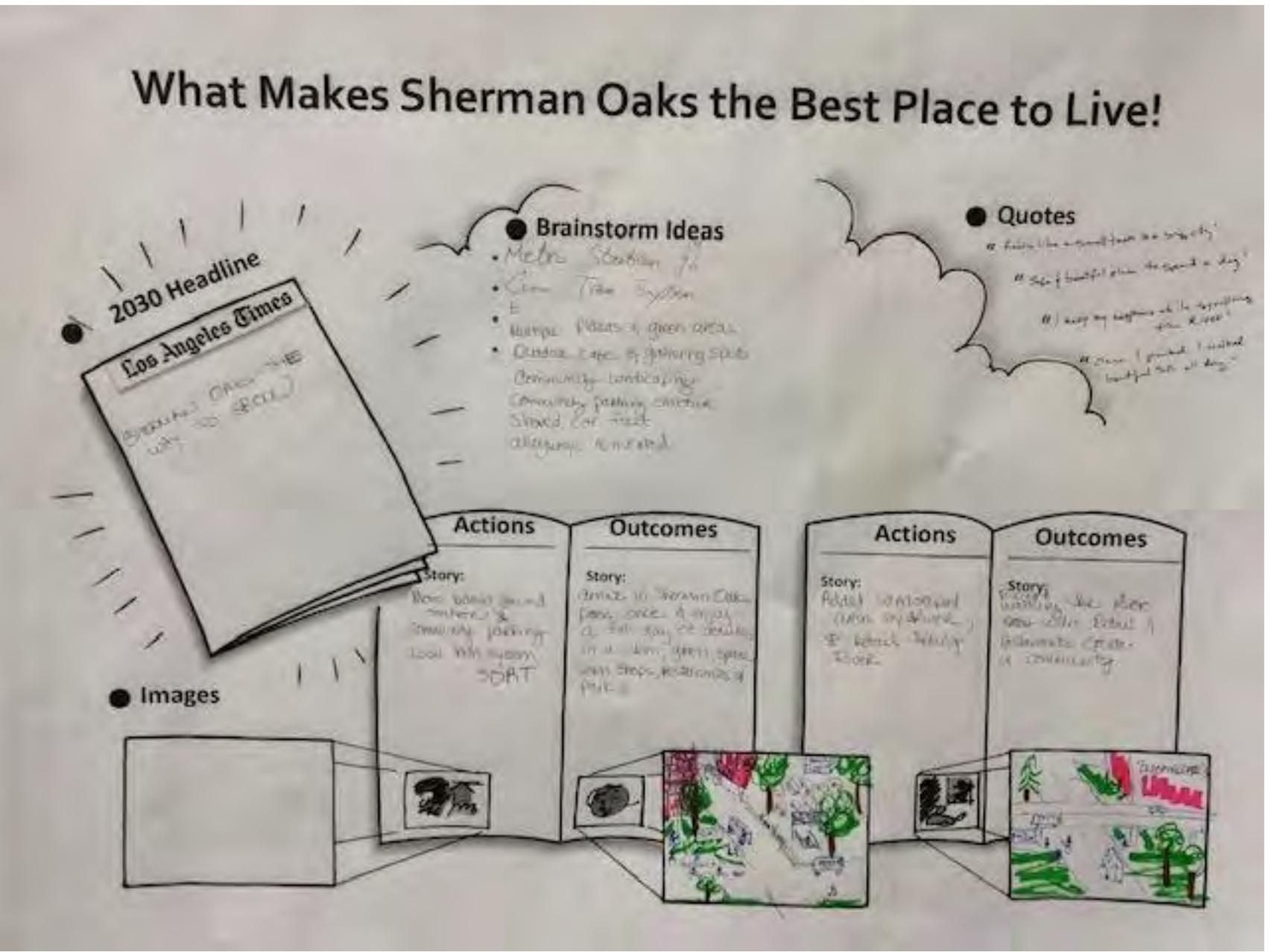
Discussion/ Themes:

Smart growth

Green community landscaping

Transportation: Below ground subway with convenient parking & local bus system (SORT)

Walkable community – enjoy a day in SO’s green spaces



Discussion/ Themes:

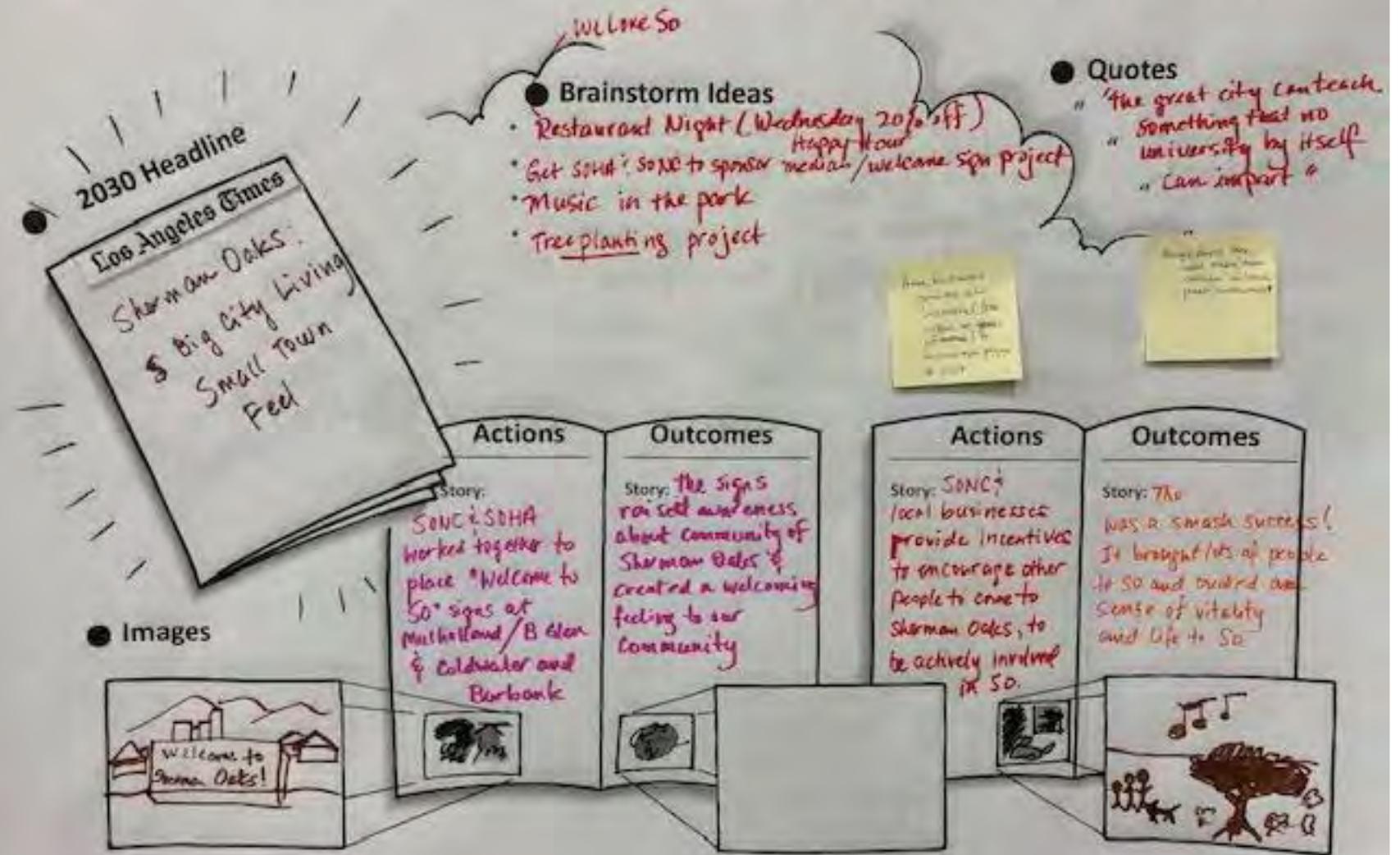
Big city living, small town feel

SONC-SOHA collaboration

Welcome SO signs

Business incentives (e.g., restaurant night)

What Makes Sherman Oaks the Best Place to Live!



Discussion/ Themes:

Green: community gardens & green jobs

Public transit: green subway opens with community complex (e.g., convention center with sports team)

No crime

What Makes Sherman Oaks the Best Place to Live!

2030 Headline

Los Angeles Times
GREEN SUBWAY STATION OPENS AT NEW COMMUNITY COMPLEX

Brainstorm Ideas

- FAB PUB TRANSIT
- FIRST CLASS COLLEGE
- FAST TRANSIT DOWN VENTURA BLVD
- PARKING STRUCTURE → LEAST CONGESTED
- S.O. LOWEST LEVELS OF POLLUTION + GREENFA
- CONVENTION CENTER - BEST MODEL → PRO. SPORTS TEAM
- NO CRIME

Quotes

- "LOOKS LIKE PEOPLE ARE NICE ON THE ROAD"
- "FRIENDLY NEIGHBOUR"
- "SHERMAN OAKS - A DREAM BEST PLACE TO LIVE"
- "BEST PLACE TO PARTY + GET DRINKS"
- "SOME CENTER"
- "STUFFS, MOST OF THEM ARE BLUE ZONE"
- "ACTIVE/HEALTHY PEOPLE"

Images

Actions

STORY: SUBWAY OPENS
FAB

Outcomes

STORY: Underground public transit. Less traffic + congestion.

Actions

STORY: **BUILT CONVENTION CENTER**

Outcomes

STORY: GREEN, NO WASTE
 JOBS - OPPORTUNITIES
 SPORTS TEAM
 HOTEL - RESIDENCE

NEW STOP AT CONVENTION CENTER
 LARGEST PAVED-USE PROJECT AT SHERMAN OAKS



Discussion:

Common Vision Themes for Future Goals & Planning

Vibrant Community

- Big city living with small town feel: best of both worlds
- Known community where people want to live, work, and visit
- Cohesive community with shared values, vision, and hope for the future
- Engaged community
 - Connectivity with neighbors and community
 - Collaboration with SONC and other organizations
 - Societal issues addressed (e.g., homelessness issues)
- Cultural activities – something for all ages
- Walkability
- Safe

Environmental Sustainability

- Smart growth
- Green open spaces, green landscaping, trees
- Underground subway, reduced traffic

Economic Vitality

- Businesses thriving
- Business incentives
- Easy access (e.g., parking, transit)
- New community assets – community complex (e.g., hotel, sports center, town square) around underground subway stop

Discussion: Balance between Near- Term Plans and Vision

Need Both!

Near Term – Opportunistic

- Small incremental successes leading to larger successes
- Opportunistic as land use options become possible

Long Term – Vision

- Identify new ideas to consider and how to get it done

Next Steps: Set Goals

Prepare goals for:

- SONC overall
- SONC committees





SONC Committees Today

- Animal Welfare Committee
- Arts Committee
- Board
- Education Committee
- Events
- Executive Committee
- Finance Committee
- Government Affairs
- Green & Sustainability Committee
- Homeless Outreach Committee
- Outreach Committee
- Planning and Land Use (PLUM) and Vision Sub-Committee
- Public Safety Committee
- Rules and Elections Committee
- Traffic & Transportation



STAKEHOLDER AND COMMUNITY ENGAGEMENT



Sherman Oaks Demographic Quiz

1. What is the population?
2. What % are between the ages of 18 and 65?
3. What % rent?
4. What % are White?
5. What % speak English only and speak it “very well”?
6. What % have bachelor degrees or higher?
7. What is the mean household income?
 1. \$60,000
 2. \$85,000
 3. \$100,000
 4. \$115,000
8. What % disabilities?
9. How many people participated in the 1916 SONC elections?



Sherman Oaks Demographic Highlights

1. Total population: 70,400
2. 69% are between the ages of 18 and 65
3. 40% own their residences; 60% rent
4. 69% are White, followed by White Latino (9%), Asian (8%), and Black (6%)
5. 91% speak English only and speak it “very well”
 - Others speak Spanish (10%) or other languages (7%)
6. 41% have bachelor degrees or higher and 28% have some college or an associate degree
 - 12% are high school graduates; 4% have no high school diploma
7. Mean household income: \$116,800
 - 26% earn >\$100,000
 - 14% earn <\$24,999
8. 8% have disabilities
9. SONC elections: 154 in 2016

Stakeholders & Community Assets

- ### People & Community
- Condo or Homeowners
 - Employees who work in SO
 - Individuals who are homeless
 - Neighborhood Watches
 - Other homeowner associations
 - Renters
 - SOHA
 - Other

- ### Government
- LA City Council member
 - LA City Planning Department
 - LAPD/LA Fire Dept.
 - LA City Mayor
 - LA County Board of Supervisors
 - LA Metro
 - LA Parks & Rec
 - Animal Shelters
 - Library
 - Senior Center
 - U.S. Army Reserve
 - U.S. Post Office
 - VNSO Park
 - LADOT & Parking Enforce.

- ### Business/Economy
- BID
 - SO Chamber
 - Corporations
 - Developers
 - Merchants
 - Service
 - Valley Economic Alliance
 - Other

- ### Education & Non-Profit Organizations
- AYSO
 - Faith-based organizations
 - Little League
 - Nursery Schools
 - Private Schools: K-12
 - Public Schools
 - Other

Stakeholders & Community Assets

Discuss and identify your list of stakeholders. Add any missing ones.

Form breakout groups to focus on stakeholders:

- A. People & Community
- B. Education & Nonprofit organizations
- C. Government
- D. Businesses & Economy

In small groups:

- Pick a discussion leader, recorder, and individual to report out
- Mark on the labels how engaged each stakeholder is with SONC:
 - 1. = Not engaged
 - 2. = Somewhat engaged
 - 3. = Very engaged
- Place your stakeholders on the grid, based on:
 - Can they help SONC?
 - Can SONC help them?
- Have your breakout group give a quick overview of your stakeholder group

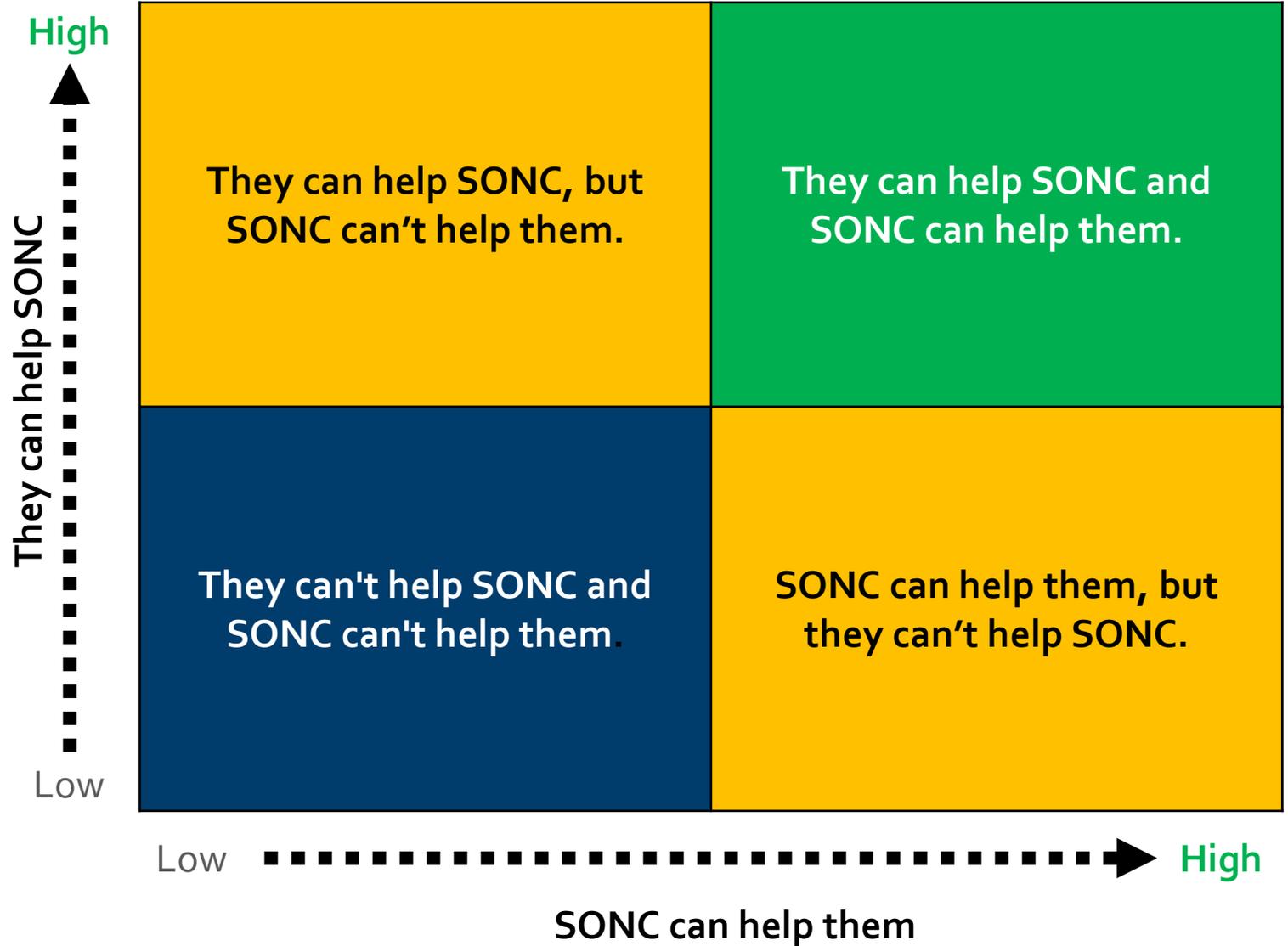


Large group discussion:

- What stakeholders should SONC focus on engaging?
- What is the best means for engaging them?



Stakeholders & Community Assets Grid





NC ADMINISTRATIVE ISSUES

Jeffrey Hartsough, SONC President



Administrative Issues

- Brown Act
- Conflict of Interest
- Public Records Act
- Meetings



SONC BY-LAWS, POLICIES, PROCEDURES, COMMITTEES, AND TRANSPARENCY

Jeffrey Hartsough, SONC President



Governing Documents

- SONC Documents
 - SONC By-Laws (22) 2019
 - SONC Policies and Procedures (6) 2011
 - SONC Standing Rules (6) 2005
- LA City Documents
 - Los Angeles City Charter
 - The Plan
 - Conflict of Interest
 - DONE
- California and other Documents
 - Brown Act
 - Conflict of Interest
 - Public Records Act
 - Americans with Disabilities Act



NC FUNDING AND BUDGET

Candy Williams, Treasurer



Funding Form Instructions

Column A:

Please provide your Name, Email Address and Title of Committee or Event.

Column B: FY 19-20 COMMITTEE OR EVENT DESCRIPTION

Provide the description of the ongoing or new project or event.

(Please find enclosed examples for column C on Tab-Budget Column Description)

Column C: BUDGET CATEGORY NUMBER

This column is helpful if you are aware of the 5 sub-categories in which your request is grouped. However not mandatory.

(Please find enclosed the 5 sub-categories and associated number for column D on Tab-Budget Column Description).

Column D: SUB-CATEGORY DESCRIPTION

Please provide the sub-category title for each of your request

(Please find enclosed 5 descriptive sub-categories and associated number for column E on Tab-Budget Column Description).

Column E: TYPE OF EXPENSE

Provide the type of expense that will be utilized in the success of your project or event.

(Please find enclosed examples of vendors for column B on Tab-Budget Column Description)

Column F: VENDORS

Provide names of vendors that will be utilized in the success of your project.

(Please find enclosed examples of vendors for column B on Tab-Budget Column Description)

Column G: TOTAL ESTIMATED AMOUNTS

Please provide estimates or actual total cost for each itemized request.



Funding Request Example

--- DRAFT ---
 FY 2019-20 SHERMAN OAKS NEIGHBORHOOD COUNCIL
 ESTIMATED OPERATING BUDGET
 COLUMN DESCRIPTION & EXAMPLE SHEET

<i>COLUMN (A)</i>	
Name & Contract:	Please provide your full name and contact information (Your Name ; YourName.SONC@gmail.com)
Contract Info.:	YourName.SONC@gmail.com
Title of Committee or Event:	Say Hello To Spring Tree Give-A-Way

<i>COLUMN (A)</i>	<i>COLUMN (B)</i>
Title of Committee & Event (Examples)	Committee & Event Description (Examples)
<p><u>Committees:</u> SONC Board Meetings Budget Advocates Committee Executive Board Finance Committee Garden & Beautification Committee Government Affairs Committee Homeless Outreach Committee Outreach Committee Public Safety Committee Planning and Land Use Committee Traffic and Transportation Committee Vision Committee</p> <p><u>Events:</u> Board Retreat Garden & Beautification Tour LA Congress Event Public Safety Events-Emergency Preparedness Public Safety Events-CERT Training Class Public Safety Events-Neighborhood Watch Forum Spring Tree Give- A-Way Event Sherman Oaks Street Fair Summer Movie Series Event VANC Two Events</p>	<p>Full Board meetings conducted monthly and open to SO community. Purpose is to get access to budget information, understanding the choices & advocacy, taking action. Chair of each committee meet monthly Oversee budget, internal controls, & produce user-friendly financial reports. Purpose to enhance appearance of Main Street, surrounding areas & maintain public planting areas Appraised of legislative issues that affect real estate and local issues. Purpose is to help create solutions to injustice of poverty & homelessness. Support volunteer awareness campaigns as needed. Oversight of public safety services, Police, EMS, fire, emergency management. Administer the City's zoning laws, ordinances, rules and regulations. Role is to study public transportation, traffic regulations, control devices, & parking. Provide common sense of purpose and identity; long-term direction; and communicate.</p> <p>Welcome & training concentrating broadly about duties as community leaders. Annual civic beautification in the community. Sustainability, drought-tolerant plantings, veggies, fruit, growing. NC joins together regional & citywide alliance as a means to engage interaction & collaboration. Participate in mitigation & prevention activities. Plan for & operate effectively in emergency situations. This program educates volunteers about disaster preparedness for the hazards that may impact their area Organizing Neighborhood Watch with law enforcement or public safety officer who has been assigned to assist. Annual Spring community give-a-way of Trees Annual celebration as an investment in the community & Sherman Oaks business future. Providing families in the community 3 free movie during summer months Two events to bring together all Neighborhood Councils with dinner and awards</p>



Funding Request Example

--- DRAFT---
FY 2019-20 SHERMAN OAKS NEIGHBORHOOD COUNCIL
ESTIMATED OPERATING BUDGET
COLUMN DESCRIPTION & EXAMPLE SHEET

<i>COLUMN(C)</i>	<i>COLUMN (D)</i>	<i>COLUMN (E)</i>	<i>COLUMN (F)</i>	<i>COLUMN (G)</i>
Budget Category No.	Sub-Category	Types Of Expenses	Vendors Estimated	Total Cost
1	Office Expenses	Name Tags For Board Inventory Items-Online Orders AT&T Messaging Service City Name Badges for Board Members Board Agendas, Minutes, etc. Copy Services-Printing Food & Refreshment for Board Mtgs Meals & Refreshments Website Maintenance USPS Postage and PO Box Rental Meeting Facilities & Space Rental	Anypromo Inc. Amazon AT&T Anderson Trophy Co. Goodway Print & Copy (A GotPrint.com Ralphs Subway The Web Corner Inc. USPS Postage Facility Rental Space	\$100.00
2	Outreach	Tree Give-A-Way Event Flyers LAPL Security Charges LAUSD Rental Party Favors VANC Catering Service For Two Events	Say Hello To Spring Tree Give-A-Way LA Public Library Business City Of Los Angeles DONE Best Bubbles Parties JSC Catering	
3	Elections	VANC-Election Forum Election Outreach Flyers & Stands	Election Outreach Copy Hub	\$100.00
4	Community Improvement Project	Community Improvement Project		
5	Neighborhood Purpose Grant	Neighborhood Purpose Grant	LA Responsible Pit Bull Owners LA Park Foundation NPG Hope Mills	\$2,100.00

BOARD RETREAT SUMMARY

Jeffrey Hartsough, SONC President

In Closing...



1. Discussed the future of Sherman Oaks and how SONC influences the future



2. Reviewed administrative procedures, by-laws, and funding/budget

PUBLIC COMMENT

Adjourn





SONC

**Sherman Oaks
Neighborhood Council**

www.ShermanOaksNC.org