

Falletta Spring 2014 Syllabus PPD 623

## REGULATORY ENVIRONMENT | COMMUNITY PLANS & PROGRAMS

There are several existing regulatory conditions that impact Valley Glen's natural and built environment. From citywide plans and policies like the City's General Plan and local ordinance, to local plans, such as the Los Angeles Valley College Facilities Master Plan Update, the community has a significant regulatory framework that guides current and future development in Valley Glen. In addition, there are several existing programs and potential partnerships that the community can use to leverage its resources to implement community improvement and beautification projects. The plans, policies and programs that currently shape the regulatory constraints and opportunities of the community's identity are included in this chapter.

## EXISTING PLANS AND POLICIES

The following is a list of important plans and policies identified that impact the identity of Valley Glen:

1. City of Los Angeles' General Plan and Zoning Code
2. Recent City Ordinances (including murals, farmers' markets, sign regulations, bicycle spaces, alternative paving materials and solar zoning)
3. Community Plans: Van Nuys-North Sherman Oaks and North Hollywood-Valley Village
5. Los Angeles Valley College (LAVC) Facilities Master Plan Update

## GENERAL PLAN AND ZONING CODE

Over the next year, the City will be working on their General Plan Update and will be developing a new Mobility Element, and adding a new chapter on health and wellness to bring together land use decisions and public health. The mobility element will be updated to implement policies that will help shift the predominantly auto-centric city to a transit-oriented, pedestrian-friendly city (What's Happening in Planning 2013).

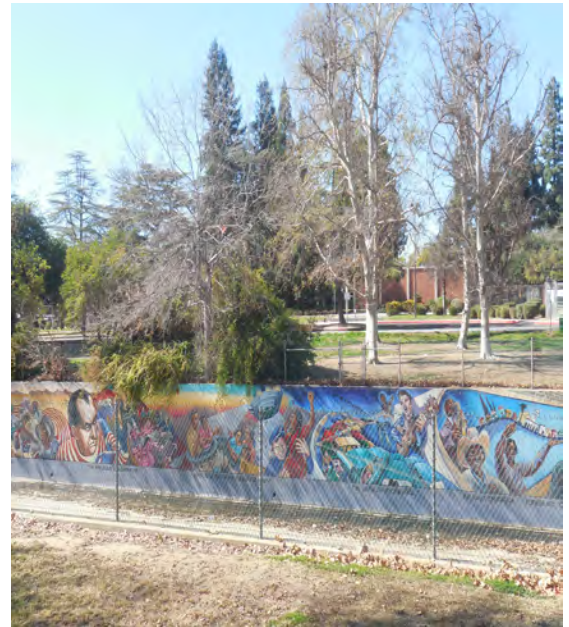
Along with the General Plan update, the City is embarking on a 5-year project referred to as Re:Code LA, that will be culling exemplary policies from existing specific and community plans, and applying them citywide to create a new Zoning Code for Los Angeles. The new Code will be more comprehensive, more user-friendly, and more-properly oriented toward the type of development that will improve quality of life in the twenty-first century.

## RECENT CITY ORDINANCES

Over the past two years, nine newly adopted code ordinances have been processed by code studies. These ordinances include **bicycle spaces** to improve bicycle parking, **alternative-paving materials** and **solar zoning** to improve environmental sustainability, core findings and multiple approvals to improve legibility of planning and development process, CUP of FAR averaging and downtown mixed use exception to encourage the development of mixed-use development downtown, modified parking requirements to allow flexibility of parking requirements and the shopping cart containment to deter the removal of shopping carts from the establishment. In addition, the planning commission and the Planning and Land Use Management Committee (PLUM) have adopted the following ordinances that are expected to be approved by council: **sign regulations**, **farmers' markets** to expand access to healthy food, and **murals** to encourage the prevalence of murals. The Valley Glen area can benefit from the application of several of these ordinances to new design interventions in the area including the murals, farmers' markets, sign regulations, bicycle spaces, alternative paving materials and solar zoning (What's Happening in Planning 2013).



<http://greatervalleyglencouncil.org>



Oustad, Courtney, Feb. 1, 2014

## Opportunities

- Public health should be used to inform land use decisions
- The City values interventions that increase opportunities for multi-modal mobility
- A new zoning code will elevate the regulatory standards and encourage better planning and development decisions
- New ordinances can be used as a tool to build the community's identity

## COMMUNITY PLANS

The City has been in the process of updating its 35 Community Plans, and as of now, five of the 35 community plans have been updated. The two community plans in the Valley Glen area, North Hollywood-Valley Village and Van Nuys-North Sherman Oaks have not yet been slated for updates. The North Hollywood-Valley Village Community Plan was last updated in 1996 and the Van Nuys-North Sherman Oaks Community Plan was last updated in 1998. Although these community plans have not been updated recently, they highlight community values that can be used to inform Valley Glen's community identity.

North Hollywood-Valley Village Community Plan Values (Community Plan 1996):

- "To preserve the stable single-family residential neighborhoods"
- "To encourage open space for recreational uses for the enjoyment of both local residents and persons throughout the Los Angeles region"
- "Providing neighborhood park and recreational facilities"
- "Ensure appropriate transitions between commercial (mixed use) and adjoining uses, especially residential"
- "To encourage the expansion and improvement of public transportation service"

Van Nuys-North Sherman Oaks Community Plan Values (Community Plan 1998):

- "Protect existing stable single family and low density residential neighborhoods from encroachment by higher density residential and other incompatible uses"
- "Addition, expansion and/or improvement of needed local parks throughout the Community should be accelerated"
- "Establish appropriate transitions between commercial (mixed use) and adjoining uses, especially residential"
- "Need to improve transportation mode linkages between Metrolink future Red Line and bus system to develop a transportation network of activity center"



[https://www.rentawreck.com/raw\\_images/northhollywood.jpg](https://www.rentawreck.com/raw_images/northhollywood.jpg)



[http://www.yelp.com/biz\\_photos/valley-glen-community-park-los-angeles?select=VPtZuqH4rIK4bSxoBBd1fg#VPtZuqH4rIK4bSxoBBd1fg](http://www.yelp.com/biz_photos/valley-glen-community-park-los-angeles?select=VPtZuqH4rIK4bSxoBBd1fg#VPtZuqH4rIK4bSxoBBd1fg)

### Opportunities

- Preserving the residential character of the neighborhood is important to the community.
- There is a need for more open space in the community.
- The community values a multi-modal mobility structure.



## LAVC FACILITIES MASTER PLAN UPDATE

Los Angeles Valley College (LAVC) has been viewed as an important treasure of Greater Valley Glen community. Throughout so many years, it kept serving the community as an educational leader, to facilitate the success of its students, to cultivate the life-long learners, to develop the critical thinkers (LAVC Master Plan Updates, 2010). More importantly, it contributes the diversity and economic vitality of the San Fernando Valley and beyond.

In 2001, 2003, and 2008, the voters of Los Angeles approved the passage of Proposition A/AA/J, which began the revitalization of LAVC (LAVC Master Plan Updates, 2010). Under the guidelines of LAVC's Facilities Master Plan, LAVC began a decade of renovation and construction to improve its facilities for future generations of students.

Throughout the decade, the LAVC Facilities Master Plan has kept updating, and the latest version is 2010's. One highlight of the latest version is the proposal of The Sustainable Park (Sustainable Mall), which will serve as the link to the academic and athletic zones within the campus (LAVC Master Plan Updates, 2010). This area will become a new green spot to the campus – with lots of native and drought tolerant plants. The park will provide an open space for students and community to gather, and strengthen the connection between the campus and the community (LAVC Master Plan Updates, 2010).

The Sustainable Mall focuses on regional natural and sustainable technologies. Currently the campus storm water and runoff drains run directly into the Tujunga Wash, which without any treatment (LAVC Master Plan Updates, 2010). This will exacerbate the water quality of the wash. In the LAVC Master Plan 2010 Updates, it proposed to unearth the storm water system, and creates the Valley College Creek, which will run from the north end of the campus to Tujunga Wash (LAVC Master Plan Updates, 2010). The new system will seek to treat and infiltrate all stormwater, to make it environmental friendly to Tujunga Wash.



<https://zh.airbnb.com/locations/los-angeles/valley-glen>



[http://www.lavc.edu/revitalizingvalley/docs/LAVC\\_Facilities\\_Master\\_Plan\\_2010\\_Update.pdf](http://www.lavc.edu/revitalizingvalley/docs/LAVC_Facilities_Master_Plan_2010_Update.pdf)

### Opportunities

- The LAVC plan update can be used as a model for sustainable projects in Valley Glen.
- Valley Glen can seek to enhance and/or extend the Sustainable Mall beyond the campus.
- The proposed creek can extend the existing greenbelt along Tujunga Wash and provide more green space for the community.

## EXISTING PROGRAMS & POTENTIAL PARTNERSHIPS

The following is a list of important programs and partnerships identified that impact the area of Valley Glen:

1. Million Trees LA
2. Matching Grants: Community Beautification Program
3. Los Angeles River Revitalization Master Plan
4. Metro TOD Grants

### Million Trees LA (MTLA)

The Million Trees LA (MTLA) is a public-private partnership organization between the City of Los Angeles, local non-profit organizations, community groups, residents and business (MTLA Website). The mission of MTLA is to improve Los Angeles' urban forest and leave a living legacy for future generation (MTLA Website). In MTLA, there are several free tree programs, which can benefit the community:

- Plant Trees in Your Yard: The residents who live or own the property within the City of Los Angeles are eligible to receive up to 7 free shade trees from MTLA in their yard (MTLA Website).
- Fruit Tree Adoption Events: The residents in City of Los Angeles can receive a fruit tree from MTLA to plant in the yard through the adoption events, which hosted by MTLA (MTLA Website).
- Parkway Tree: Los Angeles City residents are eligible to accept trees planted by MTLA in the parkway (MTLA Website).

### Matching Grants: Community Beautification Program

The Neighborhood Council Community Beautification Program is an opportunity provided by Council District 2, for the Greater Valley Glen Neighborhood Council to come up with ideas to propose for small neighborhood beautification projects. The maximum award per fiscal year is \$10,000 and can be broken up into several projects. The project will fund physical and public facing beautification projects such as landscaping, signage, and benches (CD 2 website).



<http://www.milliontreesla.org/mtabout3.htm>



<http://marygrovealumnineews.files.wordpress.com/2012/03/campus-beautification-day-mark3.jpg>



<http://cd2news.tumblr.com/post/73547361796/ncbeautification>

### Opportunities

- MTLA can be used as a tool to plant trees where they are needed or desired
- MTLA can also be used for community building activities
- MTLA can be used as an educating tool for sustainable development and the importance of the natural environment



## Los Angeles River Revitalization Master Plan

The Los Angeles River Revitalization Master Plan (LARRMP) is a collection of over two decades worth of research aimed at revitalizing the Los Angeles River and its watershed. The plan also looks to green neighborhoods and capture community opportunities and value by making the river a focus of community activities and family gatherings. The plan calls for project sites along the river that create new parks and open space, bike and hiking trails, the creation of bridges and various street improvements to improve pedestrian accessibility and safety along the river (LA River website).

Of the nine identified project areas in the LARRMP the Greater Valley Glen Neighborhood Council can focus on sites 3: Sepulveda Basin to Tujunga Wash and 4: Tujunga Wash to Barham Blvd. as they are the closest to the community. Although the Tujunga Wash portion that runs through the Greater Valley Glen Neighborhood Council is outside of the boundary of the sites identified in the LARRMP there is still plenty of opportunity for the council to engage decision makers to consider adding portions of the Tujunga Wash that run through the Greater Valley Glen Neighborhood Council into a smaller project area. The non-profits that are engaged in the LARRMP are also excellent resources for the council to engage for smaller beautification projects.

## Metro TOD Grants

The city has received over \$7.5 million from Metro Measure R grant funds and will be used to help prepare Transit Neighborhood Plans (TNP) for 24 stations (What's Happening in Planning 2013). There are two stations in close proximity to Valley Glen that are slated for TNPs, including Van Nuys and North Hollywood. This may create opportunities to link certain corridors and/or nodes in Valley Glen with these future TOD sites along the orange rapid transit line (below).



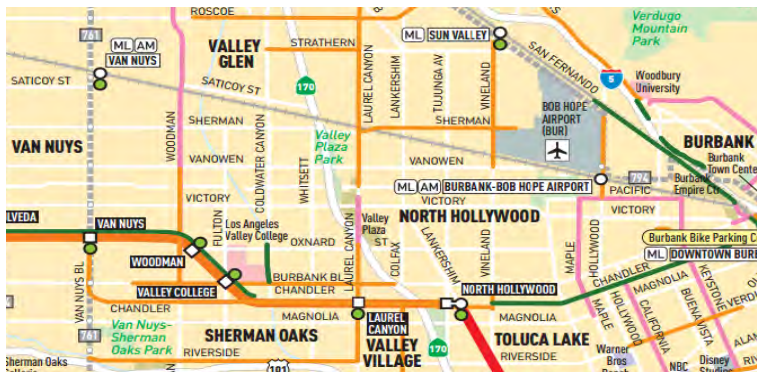
<http://boe.lacity.org/larivermp/CommunityOutreach/pdf/Workshop%20Introductory%20Boards/Study%20Area.pdf>



<http://boe.lacity.org/larivermp/CommunityOutreach/pdf/Workshop%20Introductory%20Boards/Project%20Purpose.pdf>

## Opportunities

- There are many programs and partnerships that currently operate within the Valley Glen area that can be used to leverage local transit and/or beautification projects.
- Transit and beautification projects can both greatly benefit the community and strengthen the identity of Valley Glen.



<http://www.metro.net/riding/maps/orange-line/>

## FINDINGS & OPPORTUNITIES FOR IDENTITY

The diagram below identifies the locations in the Valley Glen community where the regulatory conditions currently have or potentially have the most impact. As shown in the diagram, there are several areas that are governed or influenced by the policies, plans and programs previously identified in this chapter. From our research, we have identified five major areas of opportunity for identity:

1. **Community of Murals:** Valley Glen is home to “The Great Wall of LA”- a painted mural along the Tujunga Wash channel between Oxnard St. and Burbank Blvd. The community can capitalize on this existing asset by extending the presence of murals throughout the community. The mural ordinance can be used as a tool for the implementation of additional murals in Valley Glen.
2. **Sustainable Community:** The LAVC Facilities Master Plan Update has set a strong precedent for sustainable development in the Valley Glen community. The community can apply the sustainable technologies and design practices of the plan, such as the Sustainable Mall, to new projects and developments in the community.
3. **Green Community:** Given the dense tree population in Valley Glen, the community can easily adopt an identity that represents a “green community”. Businesses and residents can use the Million Trees LA program to plant trees in areas that lack sufficient tree coverage.
4. **Community Committed to Public Space:** The Valley Glen community is one that is proud of its residential neighborhood character and sense of community. The commitment to community provides an opportunity to enhance the quality of public space in Valley Glen. The neighborhood council could use the Beautification Program as a financial tool to implement beautification projects throughout Valley Glen.
5. **Multi-Modal Community:** There are three orange line stations that run through Valley Glen, one of which is adjacent to the Valley College campus. The community can take advantage of the rapid transit line stations by improving the pedestrian landscape and access to amenities near the stations, and possibly connecting the stations through multi-modal pathways. Although there are no Transit Neighborhood Plans approved for the stations within the community, the red line North Hollywood station to the east and the orange line Van Nuys station to west have received grant funding to develop these transit-oriented areas and can provide guidance for the design and development around the stations within Valley Glen.





## Precedent Projects

The following precedent design projects can be used as a source of guidance and inspiration for potential projects that help reinforce a specific identity for the Valley Glen Community.

### Murals

#### Groundswell Mural

Brooklyn, NY

1996-Present

Groundswell is a non-profit organization in Brooklyn, NY that aims to build community through collaborative art-making projects. Groundswell brings together youth, artists and community-based organizations to establish a strong community voice and identity in the public realm (Groundswell website).

The picture to the right is an example of one of Groundswell's most popular projects. The project titled, "South Brooklyn", was completed in 2008 and is located in the Coney Island neighborhood. The lead artists worked with the youth at the local community center to create a mural that expressed community, family and education (Groundswell website).



<http://www.groundswellmural.org/project/south-brooklyn>

### Sustainable Development

#### LAVC Facilities Master Plan Update

#### Sustainable Mall Project

Los Angeles, CA

2010

The Sustainable Mall element of the LAVC Facilities Master Plan is an example of a project that was designed in nature. One of the unique features of the sustainable mall is that it transforms its existing storm water system into an uncovered infiltration system - Valley College Creek, that will be available to local vegetation and habitat (LAVC Master Plan Updates, 2010). The mall also features sustainable landscaping and park seating along the Valley College Creek.



[http://www.lavc.edu/revitalizingvalley/docs/LAVC\\_Facilities\\_Master\\_Plan\\_2010\\_Update.pdf](http://www.lavc.edu/revitalizingvalley/docs/LAVC_Facilities_Master_Plan_2010_Update.pdf)



Urban Forest  
NeighborWoods  
Austin, TX  
2001

NeighborWoods functions as the main implementation program for the city's Urban Heat Island Containment Policy. The program distributes 3,000-4,000 trees to residents for the planting of street trees on public land (American Forest website). Neighborhood residents are responsible for the maintenance of the trees, therefore public outreach to gain neighborhood support is a key element of this program. The city also has programs like the Austin Community Trees Program to encourage tree planting on private properties that exhibit low tree canopy coverage.



<http://www.americanforests.org/our-programs/urbanforests/urban-forests-case-studies/austin-speaking-for-the-trees/>

Public Space  
Grand Park  
Los Angeles, CA  
2012

Grand Park is a 12 acre public park located in the civic center district in downtown Los Angeles. As part of the downtown revitalization effort, Grand Park has helped activate the civic core of the city by attracting millions of visitors, downtown residents and downtown workers to the site. The park features pink movable furniture, retail, and large gathering areas for multi-scaled events and activities.



<http://la.curbed.com/places/civic-park>

Transit-Oriented Development  
Mission Meridian Village  
South Pasadena, CA  
2005

Mission Meridian Village is a transit-oriented development adjacent to a light rail station, located between downtown Los Angeles and Pasadena. The mixed-use development consists of diverse housing, retail and two subterranean parking structures that lend itself to public transit riders. The project was awarded the "Best Transit Oriented Development" by the Urban Land Institute and the Congress for New Urbanism in 2006 (MPA architects website).



[http://railrevolution.org/rv2012\\_pdfs/20121510\\_10a\\_TodayAndTom\\_Dieden.pdf](http://railrevolution.org/rv2012_pdfs/20121510_10a_TodayAndTom_Dieden.pdf)

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