

# Orange (G) Line Transit Neighborhood Plan Fall 2023 - Spring 2024 Outreach Summary

## Work Program Background

[The Orange \(G\) Line Transit Neighborhood Plan](#), also referred to as the Orange Line TNP or OLTNP, is a long-range planning effort around three Metro Orange (G) Line stations in the southeastern San Fernando Valley. As part of the [Transit Neighborhood Plans](#), Los Angeles City Planning is developing regulatory tools and strategies for the areas around the Van Nuys, Sepulveda, and North Hollywood Stations along the Metro Orange (G) Line. These tools and strategies aim to create more housing options in proximity to transit. Directing growth to these areas is an overarching principle of the City's [General Plan](#), and aligns with broader efforts to reduce automobile dependency and greenhouse gas emissions. Each station area is distinct and is being planned with contextual intensities, land uses, design standards, and other strategies.

## Executive Summary

The Orange Line Transit Neighborhood Plan (OLTNP) is currently in the [Finalize stage](#), the fourth out of five stages of a work program. Throughout Fall 2023 and Spring 2024 the team conducted outreach to share the draft proposed plan with stakeholders and community members. The objective of this round of outreach was to receive community feedback on the proposed General Plan Land Use (GPLU) map for each station, proposed zoning, and potential mobility updates. The team is now reviewing stakeholder feedback and considering



adjustments to the proposed plan. The next milestone for the OLTNP will be a public hearing in 2025, which will initiate the Adopt stage.

There were various outreach efforts to share the work program with local stakeholders and community members. That ranged from flyering at local businesses and Metro (G) Line stations, using the Department of City Planning's social media pages, email blasts, and presenting at local Neighborhood Councils and organizations. The OLTNP team also attended three community events and conducted four Office Hour sessions. Throughout this outreach, the team heard from various communities within the OLTNP study area. Topics ranged from desire to see a greater tree canopy in the San Fernando Valley, an increase in bike lanes, more affordable housing, more open space, preservation of single-unit homes, and an improved public transportation system. There was also a strong desire to stay connected with the work program's updates. This document was created to share how the team conducted outreach, who was reached, and what was heard.

## Outreach Promotion and Strategies

### E-Blasts

During this phase of outreach, the OLTNP team sent out five e-blasts to the team's interested parties list (over 2,000 recipients) informing stakeholders about:

- **Our updated English and Spanish web pages, and fact sheet release that explains the work program and answers frequently asked questions.**
- **Share our proposed draft GPLU and zoning maps, the release of our StoryMap, Code sheets, and Office Hours sign-ups opening.**
- **Office Hours reminder and an announcement that our in-person Office Hours would accommodate walk-ins.**
- **Encourage stakeholders to provide comments through the StoryMap.**

To further engage specific stakeholders, personalized emails were sent out to thirteen Community Based Organizations (CBOs) and local business interest groups. *A complete list of community organizations engaged can be found in Appendix 1.1.* This method secured about half of the OLTNP's office hours (see "Office Hours" section below) sign-ups.

In addition to the e-blast and personalized emails, the team used traditional and non-traditional methods to generate interest around the project and Office Hours. Each of the City Council

Districts (CD) in the OLTNP area, including CDs 2, 4, and 6, featured an announcement about the project in each of their January/February newsletters. OLTNP announcements were also shared in newsletters from Los Angeles City Planning, Van Nuys Neighborhood Council, Sherman Oaks Neighborhood Council, Valley Economic Alliance (VEA), and VEA's Community Calendar.

### Tabling and Flyering

On January 23 and 24, 2024 the team handed out approximately 200 flyers about the work program around all three stations included in the OLTNP. Near the Van Nuys and Sepulveda Stations, the team handed out materials at community spaces and local businesses such as the Mid Valley Family YMCA, Farm Table restaurant, laundromats, the Van Nuys Library, and the Van Nuys Civic Center. In the North Hollywood Station area, the team handed out flyers at places such as Groundworks Coffee, elementary schools, recreational centers, and the East Valley Family YMCA. The team also partnered with the Department of Recreation and Parks to post the outreach flyer on the bulletin boards at senior centers, pools, and recreation centers around the San Fernando Valley.



OLTNP Team flyering at the Van Nuys Station

In addition to the team's flyering, there were also efforts to interact with transit users. An information table was set up at the Van Nuys and North Hollywood Stations on January 30-31, 2024.

### Van Nuys Station

The Metro Orange (G) Line Van Nuys Station is on Van Nuys Boulevard between Bessmer and Oxnard Streets. On Tuesday morning, January 30, 2024, the team set up on the south side of the station near Aetna Street. The table setup included project materials, community planning postcards, and LA City Planning promotional materials. The team had 108 interactions with community members as they were arriving and leaving the station.

## North Hollywood Station

The Metro Orange (G) Line North Hollywood Station is near the Chandler and Lankershim Boulevards intersection. This is the terminus of the Metro Orange (G) Line that connects riders to the North Hollywood Station of the Metro Red (B) Line. On Wednesday morning, January 31, 2024, the team set up near the transfer portal for the Orange (G) Line to the Red (B) Line located next to Groundworks Coffee, a local shop. In this same area, the team also engaged with transit riders waiting at the DASH and Metro bus stops. During this time, the team spoke with a Metro Transit Ambassador, People Assisting the Homeless (PATH) staff, and LA Family Housing service providers. In total, the team had 158 interactions.



*OLTNP Team flyering at the NoHo Station*

## Use of Social Media

Social Media also played a role in the OLTNP's outreach efforts. Information about OLTNP Office Hours, the publication of the Story Map for the project, and release of the proposed draft General Plan Land Use and zoning designations, were shared via the Los Angeles City Planning social media accounts (@Planning4LA), on Facebook, Instagram, and X. A subsequent post highlighted the OLTNP outreach efforts with an image of the team tabling at the North Hollywood Station with a caption reminding followers of the Office Hours held on February 1st, 3rd, 5th, and 7th.



## Additional Outreach

Additionally, in an effort to further reach transit users throughout the San Fernando Valley, digital ads highlighting the OLTNP ran on all four of the following San Fernando Valley DASH bus routes from January-April 2024:

- **North Hollywood**
- **Van Nuys/Studio City**
- **Panorama City/Van Nuys**
- **Northridge**



*OLTNP DASH bus ad in Spanish*

The ads, which were produced in English and Spanish, reached an estimated 489,617 transit users over the duration of their run.

## Neighborhood Councils and Land Use Committees Presentations

During this phase of outreach, the OLTNP team visited the four Neighborhood Councils that are included within the work program's study area. That includes the Van Nuys, North Hollywood, Greater Valley Glen, and Sherman Oaks Neighborhood Councils. The team provided brief updates at their Board meetings and, in most cases, in depth presentations at their Land Use Committee meetings.

At the Land Use Committee meetings, the team delivered presentations which provided an overview of the OLTNP, with special attention paid to station areas and topics of most relevance to the particular Neighborhood Council being presented to. The team provided project materials that included fact sheets about the work program, the draft proposed GPLU maps for the Van Nuys-Sepulveda and North Hollywood Stations, and printed copies of the PowerPoint slides used in the presentations which were delivered at the meetings. The team answered questions from board and committee members, as well as the community at large. Contact information for OLTNP staff was also shared at every meeting in order to encourage



*OLTNP Staff and NoHo Neighborhood Council Planning, Land Use, and Transportation (PLUT) Committee Board Member*

people to share feedback beyond the confines of the meetings. *A complete list of Neighborhood Council meetings the OLTNP team attended can be found in Appendix 1.2.*

## Additional Presentations

In addition to engaging with Neighborhood Councils, the team also reached out and presented to other local business and government groups in the study area including the Valley Industrial & Commerce Association (VICA), the North Hollywood Business Improvement District (NoHo BID), Metro San Fernando Valley Service Council, and the Valley Economic Alliance (VEA) Livable and Sustainable Communities Committee. *For a complete list of additional presentations the OLTNP team did during this outreach phase refer to Appendix 1.3.*

## Community Events

The OLTNP team also attended three community events in an effort to reach more of the community throughout the San Fernando Valley.

The Los Angeles Department of City Planning had a booth at the Valley Pride event on June 24, 2023, the North Hollywood CicLAMini on September 17, 2023, and the Sherman Oaks Street Fair on October 15, 2023. At these booths, the OLTNP team distributed project materials and signed people up to join the interested parties list for the project, so that they would receive email notifications regarding all future project updates. During these events the OLTNP and Valley DCP staff were able to have meaningful, one-on-one conversations about the work program and how stakeholders could stay updated. In total there were over 450 interactions during these community events.



OLTNP Staff at Valley Pride 2023

## Office Hours

In the beginning of February 2024, the OLTNP team released a StoryMap consisting of the Draft Proposed Land Use and Zoning, and mobility plan updates. To inform stakeholders and receive feedback on the released materials, the OLTNP team held Office Hours. Four Office Hours sessions were held, with two being in-person, and two being virtual. Both in person Office Hours included an Open House component where stakeholders would walk in without an appointment to review the Draft Proposed maps, poster boards, and ask questions to Planning staff.

During the four rounds of Office Hours there were a total of 20 stakeholders that participated and 9 staff members who supported. A complete list of Office Hours attendees can be found in Appendix 1.4.



LACP Staff at the OLTNP Open House

## Feedback Summary

During this outreach phase many stakeholders expressed their support, ideas, and concerns. Listed below are the overarching topics from all meetings:

### Need for More Open Space, Shade, and Trees

- Concern about promoting walking and transit use given increasing heat in the San Fernando Valley
- Increase in tree and shade coverage
- Tree maintenance
- Existing tree preservation with incoming developments
- More robust tree planting programs
- Use of native plants and trees in new developments
- Desire for more park space throughout plan area
- Concern about redevelopment and loss of existing open space



## **Mobility Improvements, Public Realm Activation, and Public Transportation Improvement**

- Enhanced bike infrastructure, including more protected bike lanes
- Connections between existing bike paths and local points of interest
- Pedestrian and bicycle safety on Burbank Boulevard
- Encouraging developments to provide bike access to Chandler and Orange (G) Line bike paths
- Less roadway dedication and limiting auto uses in the proposed Regional Center GPLU
- Wider sidewalks
- Concern with current public transit infrastructure
- Stronger public transit safety
- Current transit options are not sustainable

## **Development and Preservation of Housing**

- Want to see more housing be constructed, but do not want to lose single-family homes
- Some concern about higher density developments near single-family homes
- Concern about higher density and its impact on traffic and parking
- Prioritize development of affordable housing
- Prioritize low-income and senior-housing close to Stations
- Recommendation for higher set asides of affordable housing in mixed-income developments
- Support for mixed use development
- Interest in adding incentives to the plan for green building techniques


## **Preservation of Existing Industrial Land Use**

- Concern about changing the auto repair shops on Oxnard Street, stating that they should be preserved since they provide jobs for the local community

## **Communities Where Residents Can Live, Work, and Play**

- Would like to see the program lead to a cohesive feel and look for their neighborhood
- Support for public art in North Hollywood
- Creative facilities as a Level 2 Community Benefit in North Hollywood



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- Excitement expressed over potential for community benefit program to bring desired amenities to the community, including affordable housing and arts spaces/public art
  - Enforcement and maintenance of community benefits, such as open space
  - Desire to enable young people to continue to live in their neighborhoods
  - Would like to see a vibrant, walkable community with housing, businesses, and amenities
  - Would like to see a mix of commercial uses to create a vibrant street life and get people interacting and engaging in the community

### Connection Between Stakeholders and Work Program

- Wanted more information on the Environmental Review and information on how to participate
- Stakeholders want to provide their input and be involved in the draft proposed plan
- Desire to be contacted if changes occur to the draft plan
- Questions about Measure HLA and its impact/relationship with the work program

### Next Steps

Based on the feedback received during this phase of outreach, the team is reviewing and considering adjustments to the draft proposed zoning and forthcoming policy and mobility work. The next milestone for the OLTNP work program is anticipated to be in 2025, when the Adopt stage is initiated at the team's staff public hearing.

Interested parties can sign up to receive email updates regarding the Orange (G) Line TNP program by visiting our Contacts page on the OLTNP website: <https://planning.lacity.gov/plans-policies/oltnp#contact>. To contact the OLTNP team directly, please email [planning.oltnp@lacity.org](mailto:planning.oltnp@lacity.org)

## Appendix

### 1.1 List of Community Organizations Engaged

NoHo Home Alliance	LA Valley College	California State University Northridge (CSUN)
ACT-LA	Hope of the Valley	Sherman Oaks BID
NoHo BID	Sherman Oaks Chamber of Commerce	Abundant Housing East Valley
LA Tenants Union - NoHo	LA Family Housing	Streets for All
LA Walks	The Valley of Change	SFV Council of Governments

## 1.2 Neighborhood Council Meetings

Stakeholder	Type	Dates	Presentation Format	Attendees
Sherman Oaks Neighborhood Council	- Board - PLUM Committee - PLUM Vision Sub-Committee	9/11/23 1/8/24 2/15/24 4/4/24	In Person	20 22 20 30
Van Nuys Neighborhood Council	- Board - PLUM Committee	10/11/23 1/10/24 2/22/24	In Person	30 32 13
Greater Valley Glen Neighborhood Council	- Board	1/8/24 3/4/24	Virtual (Zoom)	25 24
North Hollywood Neighborhood Council	- Board - Planning, Land Use and Transportation (PLUT) Committee - Parks & Beautification Committee	1/25/24 2/21/24 2/26/24	In Person	20 10 8

### 1.3 Additional Presentations

Stakeholder	Type	Dates	Presentation Format	Attendees
Valley Industry and Commerce Association (VICA)	- Land Use Committee - Transportation Committee	2/13/24 3/12/24	In Person	20 22
NoHo BID	- Business Association	3/6/24	In Person	10
Metro San Fernando Valley Service Council	- Government Agency	3/6/24	In Person	15
Valley Economic Alliance (VEA)	- Livable and Sustainable Communities Committee	4/18/24	Virtual (Zoom)	25

## 1.4 Office Hours Attendees

Office Hours Date	Office Hours Type	Attendees
2/1/24	Virtual (Zoom)	<ul style="list-style-type: none"> <li>-Sepulveda Station area business and property owner</li> <li>-Alliance for Community Transit -Los Angeles (ACT LA) Campaigns and Advocacy Director</li> <li>-Abundant Housing LA - San Fernando Valley Housing Advocates Chapter, Organizing Director, two field organizers, and two volunteers</li> </ul>
2/3/24	In Person at the Marvin Braude San Fernando Valley Constituent Service Center	<ul style="list-style-type: none"> <li>-Sepulveda Station area business and property owner</li> <li>-North Hollywood resident</li> <li>-Council District 4 staff</li> <li>-Two Van Nuys residents</li> <li>-Downtown LA resident</li> <li>-transit rider</li> <li>-Land Use and Zoning Consultant</li> </ul>
2/5/24	Virtual (Zoom)	<ul style="list-style-type: none"> <li>-North Hollywood Neighborhood Council Planning, Land Use, and Transportation (PLUT) Chair</li> </ul>
2/7/24	In Person at the Lankershim Arts Center	<ul style="list-style-type: none"> <li>-North Hollywood Neighborhood Council Arts &amp; Park Committee member</li> <li>-North Hollywood Home Alliance Executive Director and two volunteers</li> <li>-North Hollywood stakeholder</li> </ul>



Partially funded by Metro