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Founded in 1964



**SHERMAN OAKS HOMEOWNERS ASSOCIATION**

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## Measure S: How Will It Protect and Enhance Sherman Oaks?

COMMUNITY MEETING  
WEDNESDAY, FEBRUARY 15, 2017 - 7:15 PM  
NOTRE DAME HIGH SCHOOL  
RIVERSIDE & WOODMAN, SHERMAN OAKS

Our February 15 Meeting will be dedicated solely to Measure S. Measure S will change how developments are approved at City Hall. It aims to stop the “pay to play” system in which developers can “buy” projects that are larger than allowed under City law.

Measure S will be on the March 7 ballot. If it passes, one of the most important changes is the Environmental Impact Report (EIR) process. The current system allows the developer to decide who will prepare the EIR on its own project. The developer can then choose an EIR consultant who will deliver a favorable report at the cheapest price. The favorable EIR will not indicate real problems such as traffic, parking and will not explain the actions needed to mitigate the consequences of the new development. Measure S will ban developers from writing their own self-serving EIRs which is a conflict of interest and an unfair tool in overdeveloping our communities.

The Association has endorsed Measure S and urges a Yes vote on March 7.

At the meeting, two speakers will explain how Measure S will benefit Sherman Oaks. One will be Joyce Foster, the former President of both the City Building & Safety Commission and West Los Angeles Area Planning Commission. The second will be the well-known investigator, Jack Humpreville, contributor to CityWatch and the Neighborhood Council Budget Advocate. Mr. Humpreville will also discuss how development projects are really approved at City Hall.

Jules Feir is happy to announce that once again the Restaurant of the Month will be On The Thirty. Located at 14622 Ventura Boulevard at the LaReina Plaza center this very popular eatery was established in 2013 by owners Shawn Kerwin and Justin Urich. Justin is a wine lover and pizza fanatic’s love child. A commitment to local, organic and fresh fare, and a happening atmosphere make On The Thirty the hottest spot on Ventura Boulevard in Sherman Oaks.

They offer something for everyone including an epic Sunday brunch featuring red velvet oreo waffles, breakfast pizzas and breakfast burritos. Also, their Oyster Mondays are a big crowd attraction.

Enjoy a sampling of their delicious food during our Social Hour that starts at 6:15 p.m.

\* \* \*

Jay Beeber reports that Measure S, formerly known as the Neighborhood Integrity Initiative, heading for the March 7 ballot, is crucial to maintain our way of life in Sherman Oaks and the San Fernando Valley. Deep pocketed developers are targeting Sherman Oaks and attempting to undo the zoning rules that protect us from over-development. Efforts are even underway to dismantle the Ventura Blvd. Specific Plan so developers can built taller and denser projects like the out of scale IVT and Sunkist projects.

If this kind of spot zoning isn’t stopped, we will all pay the price: traffic will double again in our neighborhoods, rents will increase monthly, and homelessness will skyrocket as low-income residents are pushed into the streets. We will have lost the unique character of our community that drew so many of us here to Sherman Oaks.

The voters are the only ones who can bring back humane and sensible planning by voting Yes on Measure S on March 7.

\* \* \*

Marshall Long is organizing a committee to evaluate the proposed Whole Foods Market at the intersection of Tyrone Avenue and Ventura Boulevard between Ventura Boulevard and Moorpark Street. Currently, the difficulties include additional street traffic, loading and unloading of large trucks, problems with the entrance and exit to and from the site, and the high volume of traffic on the adjacent streets particularly during rush hour. At the intersection of Moorpark Street and Tyrone Avenue, double buses travelling northbound on Tyrone Avenue make, or attempt to make, a left turn onto Moorpark Street going west. Due to the length of these busses, this left turn has to be made from the far right-hand side of the road in order to get enough clearance to running into the corner across the street. It is not unusual to find the buses pinned against the northwest corner of the intersection without being able to back up or go forward.

Since the intersection is near the proposed market entrance and exit, both for customers and the large delivery trucks, it poses a difficult situation for traffic in that area. The proposed plans for the market are posted on the SOHA website. If you are interested in serving on the Committee contact Marshall Long at (818) 981-8005.

Blair Thompson Chairs our Committee concerned with the redevelopment of the Sunkist property. Comments were made to the City regarding the accuracy of the Draft EIR specifically in the area of the traffic study, bonuses for mass transit, air quality, noise, and impacts on nearby businesses as well as whether there is a need for the types of restaurant and retail businesses and high end luxury apartments.

Councilman David Ryu has deferred to the EIR process and the City departments. Right now the word is that the Final EIR will be finished in late spring or summer. After that IMT hopes they will be able to move forward with various Committee meetings and Hearings. At any rate this is not on a "fast track," but the process is subject to change without notice so we will keep a close watch.

John Isen reports that there is good news on protecting Los Angeles' neighborhoods from oversized homes (so called "McMansions"). Amendments to the City's Baseline Mansionization Ordinance (BMO) and Baseline Hillside Ordinance (BHO) were passed by the Planning and Land Use Management (PLUM) Committee of the Los Angeles City Council. The Amendments reduce the size and mass of homes that may be built, and will hopefully be approved by the full City Council this month.

In addition to the many Sherman Oaks residents who testified at public hearings, instrumental in obtaining protections for our neighborhoods were Councilman Paul Koretz, our Councilman David Ryu and our speaker last month Council President Herb Wesson. Also, the SOHA Mansionization Committee would like to acknowledge the efforts of Julia Duncan, Planning Deputy for Councilman David Ryu, to help preserve our quality of life in Sherman Oaks.

For all Sherman Oaks residents who reside between Stone Canyon Road and Sepulveda Boulevard and Mulholland Drive and Valley Vista Boulevard, Board Member Jay Weitzler asks that you please remember to cast your ballots for your favored Neighborhood Traffic Management (NTM) plan to be adopted by the Department of Transportation in an effort to control the traffic in the "cut-through" streets in the hills, primarily caused by the WAZE phone app. Mail your ballots, which must be received before February 13, 2017 to:

West Sherman Oaks Hills NTM Comments  
c/o Department of Transportation  
East Valley District Office  
6262 Van Nuys Boulevard, # 320  
Van Nuys, California 91401

As many of you know, we had a great response at our Annual Toy Drive in December. People have asked how many toys were collected. We received a letter from the Los Angeles County Department of Children and Family Services stating that 1,800 toys were donated which they indicate equals about \$45,000. Once again the Sherman Oaks Community and SOHA Members turned out in full force and supported a great cause.

The Village at Sherman Oaks BID welcomes 3 new businesses: Nutrishop, located at 14566 Ventura Boulevard, specializes in nutritional supplements;

"S.t.a.r.t" Rescue (shelter transport animal rescue team), a non-profit organization that specializes in providing transportation for dogs and cats to "no kill" locations around the country, opened their new resale store at 4521 Van Nuys Boulevard;

Little Trendz Children's Boutique opened their newly remodeled, very stylish store at 14547 Ventura Boulevard, with trendy children's fashions, fancy gift-wrapping and personalized service.

The Village at Sherman Oaks BID needs help with a vandalism issue.

The BID board recently planted flowers in the Village tree wells, but malicious vandals have been uprooting the flowers. If everyone would keep their eyes open for suspicious activity at the tree wells and, from a distance, take a picture of anything that seems out of the ordinary and submit it to info@villageatshermanoaks.com

Sherman Oaks residents are awaiting the imminent opening of a unique restaurant west of Woodman Avenue on Ventura Boulevard called The Joint, which will be a casual bistro style restaurant serving coffee and teas and an extensive menu of seafood dishes.

Councilman David Ryu has hired Vicky Tavitian, as his new Assistant Planning Deputy and Valley Advocate. Vicky is a native Angeleno with a Bachelor's of Science Degree in Urban and Regional Planning from California Polytechnic State University Pomona. She will be based in Councilman Ryu's Sherman Oaks Office where she will assist with Valley related planning issues and case management. Vicky can be reached by emailing: vicky.tavitian@lacity.org

Members: Help us grow! As part of our 2017 Membership Drive, bring this Newsletter to a meeting, along with a non-member Sherman Oaks homeowner as your guest, and dinner's on us! Thanks for your support!

Do you have a Facebook account? If you do, please "like" the Sherman Oaks Homeowners Association page. Our Facebook page provides updates on local news and information about events happening in Sherman Oaks. Go to www.facebook.com/soha914 and get instant information from your Association.

Very truly yours,



Richard H. Close, President