

# West Hollywood West



R E S I D E N T S A S S O C I A T I O N

April, 2008

# Newsletter

**West Hollywood West...  
where neighborhood matters!**

**WHWRA  
2008/2009 OFFICERS**

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**WE'RE ON THE WEB!**

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**NEWSLETTER CONTRIBUTORS**

WHWRA Board  
Marty Strudler  
Janet Cole

## President's Letter

Last month WHWRA had a very successful Meet 'N Greet event at Dr. Tea's Tea Garden & Herbal Emporium™. Dr. Tea's not only provided us with the space, but also several different types of tea. And, their food provider, A Cow Jumped Over The Moon, supplied delicious sandwiches. Thank you to both for hosting WHWRA's social event. (BTW, at no charge to WHWRA!)

Soon to be Mayor, Jeffrey Prang, was our guest speaker. He spoke about various issues the City is facing, including development, housing and mixed use. Mayor Pro Tempore Prang will be installed as Mayor on April 21st at Plummer Park's Fiesta Hall. See you there!

*Lauren Meister*

## Announcements

### Neighborhood Bike Ride

Norwich Block Captain and former WHWRA Secretary Brad Keistler is hoping to form a WHW Bike Club. Brad hopes you will "join your neighbors for a short evening ride down a quiet back street of West Hollywood." Meet at Rosewood Ave. and San Vicente Blvd. at 7:00 PM on Thursday, May 1st. Contact: Brad 310.657.8054.

### Disaster Survival And Rescue Skills

Would you be ready if a major disaster, like an earthquake, should strike? Learn basic disaster preparedness, first aid, fire extinguisher training and basic search and rescue. The course will be held at Plummer Park on three consecutive Saturdays starting April 26. To sign up, contact Shirley Berry, City of West Hollywood, at 323.848.6580.

## Mark Your Calendars

### Thursday, April 17 - 6:30 PM

Planning Commission Meeting  
Public Hearing: Ceccone's  
(Application for CUP - 8764 Melrose)  
West Hollywood Park Auditorium  
647 N. San Vicente Blvd.

### Saturday, April 26 - 1:00 PM

West Hollywood Dog Contest  
West Hollywood Park  
647 N. San Vicente Blvd.

### Monday, April 21 - 6:00 PM

City Council Reorganization  
Plummer Park Fiesta Hall  
1200 N. Vista Avenue

### Monday, April 28 - 7:15 PM

WHWRA Regular Meeting  
Sheriff's Station  
780 N. San Vicente Blvd.

## On The Agenda

At our next WHWRA meeting, to be held on Monday, April 28 at 7:15 PM at the Sheriff's Station, Susan Healy-Keene and Francie Stefan from the City's Community Development department (aka Planning) will be our guests.

They will talk to us about the General Plan process and they will answer any questions we may have regarding development in our neighborhood.

This will be an important meeting for you to attend if you have comments or questions about current projects, and/or opinions about what direction the City should take over the next 20 years.

**N E X T W H W R A M E E T I N G :**

**Monday, April 28, 2008 at 7:15 PM**

**West Hollywood Sheriff's Station - Community Room**

**780 N. San Vicente Boulevard**

**(between Melrose and Santa Monica Blvd.)**

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## U & I... Updates and Issues

### Greenwich Place Project

The rumors are true. The Greenwich Place project is no longer happening as it was approved. Turnberry Associates, a real estate development and property management company, has partnered with Regent Properties and the design of the Sherbourne Triangle project is changing. The WHWRA Sherbourne Triangle committee recently met with the Turnberry representatives and were introduced to the new concept, which is, according to the developers, a high-end, 21st Century re-imagining of the courtyard apartment complex."

Preliminary reactions to the new concept were positive. Committee members liked the modernist design and the fact that it has the potential to complement the surrounding modernist structures much more than the previous design. However, the committee also conveyed concerns about its "fitting in" with the surrounding neighborhood of single-family homes and duplexes. According to the WHWRA committee co-chair Stuart Denenberg, "Independent of the upgraded style, it is important that the overall scale of the project and its streetscape be compatible with the entire West Hollywood West neighborhood."

The Sherbourne Triangle committee will be meeting with the developer again after more refined drawings of the revised plans have been completed. Following that, Turnberry will present its ideas to the community at large.

### Melrose Triangle Project

A draft Environmental Impact Report ("DEIR") on the Melrose Triangle project was released in January. WHWRA's Melrose Triangle committee submitted two set of comments and we are now waiting for a response from the City's environmental consultants. Our major concerns include traffic and hydrology issues as well as cumulative and growth-inducing impacts.

### Ceccone's

Ceccone's, the Italian restaurant that is likely to open at the old Morton's site at 8764 Melrose, is due to go before the Planning Commission on April 17. As you may recall, the team from Soho House decided to find an alternative site for their club and instead, maintain the use of the building on Melrose as a restaurant.

### Cedars Expansion

Cedars Sinai Medical Center is planning to expand their Los Angeles campus (yes, again!). A scoping meeting, which allows interested parties to review the plans and ask questions of the project's experts was held at Cedars on March 26th. Marty Strudler, WHWRA committee chair on the Cedars expansion, and Lauren Meister attended.

Following the scoping meeting, a letter was sent by WHWRA to request that there be environmental review of the following:

#### Parking issues:

The project proposes 700 spaces for 100 beds but does not disclose how many employees will be required and where they will park.

#### Removal of public parking spaces:

Plans call for the removal of several parking spots on Beverly Boulevard in the City of West Hollywood. This would drastically affect businesses on Beverly Boulevard, which have no off-street parking and rely on street parking for their survival.

#### Traffic and circulation issues:

Since the proposed project is just two blocks away from the second worst intersection in Los Angeles -- Beverly Boulevard and La Cienega, a new traffic and circulation study with mitigations is vital.

#### Hydrology issues:

Plans call for a 7-story structure, with 3 floors below ground utilizing a "bathtub" model for construction.

#### Staging issues during construction phase:

Truck routes and delivery and storage of materials are of vital concern to the residential area to the north.

#### Cumulative impacts:

- Impacts of the project itself in terms of size and additional people, patients, visitors, etc.
- Impacts in light of surrounding projects, particularly in terms of construction. There are six major projects being proposed, in the pipeline, approved or currently under construction, within a one-mile radius of the proposed Cedars project, including another building on the Cedars campus fronting San Vicente Boulevard and Sherbourne Drive.

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# Tot Time In Weho Park

By Eric d'Arbeloff

Given the stress and expense involved in finding reputable, convenient and economical children's programs in our area, WHW residents will be thrilled to learn there is an excellent option right in our own West Hollywood Park. Parents with young children are most likely familiar with the single-story brick building that sits between the toddler sandbox and the basketball courts. But they may not realize this building houses two excellent children's programs... a two-hour morning "Parent/Guardian and Me" program for ages 18 months to 3 years called "Tiny Tots," and, an afternoon three-and-a-half-hour "Tot Time" program for ages 3 1/2 to 5 years where kids can go solo. There is even a summer camp!

While not officially a pre-school, Tiny Tots is a transitional class that the city started in its current form in 1999 to provide community to local parents and a pre-Kindergarten option for kids. The program is run by Natalie Mignon, known affectionately as "Miss Natalie" by parents and kids alike. Natalie holds a degree in Child Development, has been working with the city for fourteen years and has been with tiny tots for nearly a decade. She typically works with one assistant and it's important to her that she provides a "super-clean, welcoming home away from home for parents, caregivers and, of course, for children."

The morning program is essentially a work-

through-play approach that emphasizes story time, singing and the repetition of important themes like "sharing" and "caring." Parents can enroll their child in the twelve-week programs, which range in price from \$100-\$170 for residents. The spots are allotted by a newly-instituted lottery system in which West Hollywood children receive first priority.

Huntley Drive parent Audrey Trachtenberg has had two children in the program and counts herself as a fan: "Tiny Tots is so great because it gives you structure. Rain or shine, you know it's there and it's a great way for both parents and nannies to get together. The art projects are fantastic and the program was my kids' first introduction to what education is all about."

The lottery for this year's summer camp is coming up in June. The specific date will be announced in the next Recreation Services brochure.



Natalie Mignon runs Tiny Tots.

## Did You Know?

### Frequently Asked Questions: Household Hazardous Waste

#### How do I get rid of paint and other household hazardous waste?

Take lids off empty, dry paint cans and put them in the trash. Wet paint or any other toxic household product that is harmful to the environment can be disposed of at the UCLA SafeCenter.

UCLA Safe Center (1.800.988.6942)  
550 Charles E. Young Dr. West  
Los Angeles

#### How can I recycle electronics?

Electronic Waste is accepted at all Los Angeles area Goodwill drop off sites.

There's one right on Beverly Boulevard!  
Goodwill (323.653.3480)  
8430 Beverly Blvd  
7:30am to 9pm, everyday

#### How do I recycle batteries?

You can dispose of batteries at any of the following nearby locations:

- \* Tashman Hardware,  
7769 Santa Monica Blvd
- \* Koontz Hardware  
8914 Santa Monica Blvd
- \* Gelson's Market  
8330 Santa Monica Blvd
- \* City Hall  
8300 Santa Monica Blvd

..

## Bristol Farms

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## People Of West Hollywood West

By Marty Strudler

In 1958, **ESTHER WEINBERGER** and her husband Jean moved into the typical West Hollywood West home where she still resides. Esther and Jean, both community activists, became charter members and officers of the newly formed WHWRA, helping to define the nascent organization's direction and purpose.

Now, a quarter century later, Esther is still pushing to make life in West Hollywood West better.

How? "Solar electricity" she says firmly.

Esther is the first property owner in WHW to install the new technology and she is hugely enthusiastic. The installation was done in one day, with no mess or problems. It is invisible from the street, makes no noise, has a 25 year warranty, and best of all, my electric bill last month was 68 cents!" That's CENTS!

Esther has already approached members of the City Council to try to get the city behind installing more solar electric units, and thinks that WHWRA can help in that effort.

"It's good for the environment and good for the homeowner. We should ALL get behind it." Right on, Esther!

### The Berkeley/West Hollywood Connection

When West Hollywood achieved cityhood, the Council looked to Berkeley as a guide to constructing the City's General Plan. Perhaps the time has come to look to Berkeley again. Berkeley has become the first city in the nation to help its residents install solar power by fronting the costs of installation for homeowners who agree to a 20-year tax assessment to repay the loan. Savings on electricity could cover the cost of the repayment. An added bonus is the reduction in greenhouse gases created by burning fossil fuel to create electricity commercially.

### ABOUT OUR ORGANIZATION...

West Hollywood West Residents Association ("WHWRA") is an organization for both homeowners and tenants. The officers are elected by the membership; block captains and committee members are all volunteers. The purpose of WHWRA is to protect the integrity and quality of life within West Hollywood West, and, in a nutshell, that's what we do.

For dues of only \$20 per person per year, or \$30 per household (2+ adults), or \$10 for seniors or limited income, you receive a newsletter (at least quarterly), online access to neighborhood news 24/7 with the WHWRA website ([www.whwra.org](http://www.whwra.org)), social events where you can meet your neighbors as well as special guests such as city officials and city staff. And, in addition, we hold community meetings and quarterly "regular" meetings to discuss issues that affect our neighborhood.

We, the officers and active members of WHWRA, work hard to protect our/your neighborhood and in exchange, we ask for your support. Thank you!

### Enclosed are my dues for 2008 - Check one:

- ( ) \$20.00 - Regular Membership Fee (individual)  
 ( ) \$30.00 - Household Memberhip Fee (2+ adults)  
 ( ) \$5.00 - Limited Income Membership Fee

# ANNUAL MEMBERSHIP DUES

I want to make an additional donation of \$ \_\_\_\_\_ to help pay for expenses to preserve the "Quality of Life" in our neighborhood.

**Name:** \_\_\_\_\_ **Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

If you do not want your phone number or address released to WHWRA committees, please check here ( ).

Please make your check payable to **WHWRA** and mail your check to:  
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