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Your West Hollywood Specialist

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WHWRA reserves the right to publish ads, articles and commentaries in the newsletter as it deems "fit to print," taking into account both space availability and appropriateness of content.

## ANNOUNCEMENTS

WHWRA is sad to report the passing of two long-time West Hollywood West residents.

Huntley resident Harriet Shapiro was a Marriage and Family Therapist, but also an active neighborhood advocate in the early days of WHWRA.

Brad Crowe was the Director of Economic Development for Mayor Tom Bradley (City of LA) and was credited with organizing many successful economic development projects such as the Wholesale Produce Market and Flower Market. However, he was best known in our neighborhood as a Planning Commissioner for the City of West Hollywood. He was well-respected for his in-depth knowledge of zoning, CEQA and land use. Favorite quote: "You can't put 50 lbs. of potatoes in a 5 lb. bag!"

**BLOCK CAPTAIN NEEDED...** We need a resident from the **500 block of HUNTLEY** to volunteer to be Block Captain for your block. The main responsibility is handing out the WHWRA Newsletter. Contact Lauren Meister at 310-659-3379 or email president@whwra.org.

If you're not on our email list, you're missing out on neighborhood news and neighborhood watch alerts. **Sign up NOW!** Go to: <http://www.whwra.org>

## U & I... Updates and Issues

### BEVERLY BOULEVARD TALL WALLS

The Planning Commission continued the item for further CEQA review; however, now the City is looking at making a policy whereby tall walls and billboards would be allowed on commercial streets other than Sunset Boulevard with a Development Agreement. That meeting will take place on Monday, March 1 at WeHo Park Auditorium at 6:30pm.

### GENERAL PLAN UPDATE

Recent meeting allowed residents to comment on proposed land use zoning changes, transportation, housing, arts and culture. Were we heard? Stay tuned.

### VODVIL

Last month, VodVil presented their business plan (game room-restaurant hybrid) to WHW residents. VodVil is hoping to open in the space formerly occupied by Murano.

### Luxe@375 LA CIENEGA/WESTMOUNT PROJECT

The developers will be submitting their original SB1818 plan. If approved by the City of LA, WHW residents will appeal.

### 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. Thanks to your TAX DEDUCTIBLE DONATIONS, you receive a bi-annual newsletter, online access to neighborhood news 24/7, 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!

### WEST HOLLYWOOD WEST RESIDENTS ASSOCIATION MEMBERSHIP APPLICATION

*Yes, I want to donate to WHWRA and support its efforts on behalf of our neighborhood.  
My tax-deductible check is enclosed.*

**BASIC - \$5.00**  
**BRONZE - \$25.00**  
**SILVER - \$50.00**  
**GOLD - \$100.00**  
**PLATINUM - \$250.00 or more**

Name(s): \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

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

WHWRA is a 501(c)(3) non-profit corporation.  
Your membership dues and any additional donations are tax deductible.

Please make your check payable to **WHWRA** and mail your check to:  
West Hollywood West Residents Association, PO Box 691427, West Hollywood, CA 90069  
Or pay online at <http://www.whwra.org>

# West Hollywood West



RESIDENTS ASSOCIATION

# Newsletter

February 2010

West Hollywood West...  
where neighborhood matters!

### WHWRA 2010/2011 OFFICERS

**President:**  
Lauren Meister

**Executive Vice President:**  
Richard Giesbret

**Vice President:**  
Padi Moschetta

**Secretary:**  
Patrick Shandrick

**Treasurer:**  
Eric d'Arbeloff

### CONTACT INFO

Lauren Meister, President  
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**WE'RE ON THE WEB!**  
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**Webmasters**  
Patrick Shandrick  
Janet Cole

**Regular Newsletter Contributors**  
WHWRA Board  
Marty Strudler  
Janet Cole

**GENERAL INFORMATION**  
can be obtained by emailing  
[whwra90048@gmail.com](mailto:whwra90048@gmail.com)

### President's Letter

Thank you for giving me the opportunity to serve as President of WHWRA for the next two years. We've already seen an increase in participation and our hope is that more new residents will get involved, join committees and even run for a WHWRA board position!

Our neighborhood is facing many challenges. Some of the neighborhood issues we are dealing with: tall walls (super-graphics) on Beverly Boulevard, Luxe@375 project on La Cienega, proposed mixed use projects on Melrose - both at Norwich and at Westmount, the Melrose Triangle project between Doheny and Almont, and the city's revised General Plan, which seeks to increase density and building heights on all commercial corridors!

As you can see, we're surrounded by large projects (as proposed) that would most certainly impact our quality of life vis-a-vis additional traffic, loss of neighborhood services, and growth-related public safety issues. Our job is to protect the integrity of our neighborhood and the urban village environment in which we live. But we need your support -- both "in spirit" and financially.

We need to raise money for professional and legal assistance. We need to conduct our own traffic study to challenge environmental studies being certified by the City. We need to understand the City's responsibilities in terms of environmental review of projects ("CEQA"). We need to be fully informed about our legal rights as residents. We realize that times are tough, but we are asking EVERY ABLE HOUSEHOLD in West Hollywood West to donate **\$100 or more**.

**To maintain the value of your home**, you wouldn't think twice about paying thousands of dollars to a contractor, painter or landscape designer. The value of your home is also dependent upon the surrounding neighborhood. Every issue we face affects the value of our homes, our neighborhood, and, just as importantly, our quality of life.

The officers of WHWRA, committee members and block captains are VOLUNTEERS. We do the best we can but we cannot provide the professional and legal services needed to effectively deal with the complex issues that we are now facing.

**Please, donate \$100 or more today.** You can donate online at <http://www.whwra.org> or write a check and complete the form on the back page of this newsletter and mail to West Hollywood West Residents Association, PO Box 691427, West Hollywood, CA 90069. If you cannot afford to give \$100 or more at this time, please give what you can.

**YOUR DONATION IS TAX DEDUCTIBLE.** WHWRA has 501(c)(3) non-profit status.

*Thank you for your support,  
Lauren Meister*

P.S. If you are a resident who rents or leases in West Hollywood West, please ask the owner of your unit or house to also contribute. Although your landlord may not live in West Hollywood West, I'm sure that the value of their investment is important to them.


### NEXT WHWRA MEETING:

TUESDAY, FEBRUARY 23 at 7:30 PM

LE PAIN QUOTIDIEN located at 8607 Melrose Avenue at Westbourne

RSVP by Feb. 22 - [whwra90048@gmail.com](mailto:whwra90048@gmail.com) or leave message at 310.659.3379

Please bring your tax-deductible donation (check payable to WHWRA) to the meeting!



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# The People of West Hollywood West

## Your WHWRA Board of Directors



### Lauren Meister, President

Lauren has lived in WeHo for about 19 years and first got involved with the city activities when she received a flyer to join her neighborhood's residents association. That was nearly 12 years ago -- when she bought her home in West Hollywood West.

Over the years, Lauren has served on various boards and advisory groups for the City of West Hollywood including: the Public Safety Commission, Permit Parking Advisory Group and Committee for Campaign Finance Reform. She is known and respected in the community for collaborating with

various stakeholders on complex issues.

Lauren is going on her 7th year as President of West Hollywood West Residents Association. She is an Honorary Board member of the West Hollywood Sheriff's Booster Club and also, a CERT-certified disaster volunteer.

Running WHWRA, which represents over 1,000 households, requires many of the skills she already practices from the demands of being a self-employed marketing research professional. Her "day job" requires her to work with people, create and stick to budgets, troubleshoot, and analyze data to make recommendations based upon people's opinions.

Lauren was born in Brooklyn, New York and her family moved to Los Angeles in 1976. She is an avid Apple fan and loves anything that begins with the letter "i" -- iPhone, iMac, iPod, iPad... When she's not busy reading a city staff report, Lauren likes to BBQ, work out at the gym or walk to the neighborhood Starbucks. She lives happily with Spike, her adorable and precocious rescued terrier mix. Lucky for Spike, Lauren's folks, Jacky and Marty, live in the "granny flat" that she built behind her house and Marty is now Spike's official dog-walker!

Lauren's goal for WHWRA for 2010/11? To get more residents actively involved in WHW's quality of life issues and Neighborhood Watch, and beef up the Treasury!



### Padi Moschetta, Vice President

Padi came to L.A. from New York in the 70s after signing a contract to record and tour with a well-known L.A.-based all girl band. She composed music and performed with various artists, appeared in a few TV shows, wrote jingles and produced her own one-woman show.

She bought her WHW home in 1984, just as West Hollywood became a city. She immediately joined WHWRA and got involved as neighbors battled a massive hotel project proposed for the Sherbourne Triangle. She also served on the first General Plan Advisory Committee.

For the last several years, Padi has worked part-time for a reconstructive plastic surgeon, working mostly with breast cancer patients. While this has been very rewarding and inspiring, it sometimes can be heart-breaking. But, Padi says, the experience has rekindled a new desire to focus on her music.

As the new VP of WHWRA, Padi's main focus is on public safety and increasing WHWRA's war chest. "Now, more than ever," she says, "we need to be vigilant. We need the advice and guidance of experienced and proven land-use professionals. The rules have changed since I first came to this neighborhood, and as our city's appetite for bigger and bigger development grows, we must make sure we don't get devoured!"

An avid animal lover, last year Padi co-founded P.A.N.T. (Pets Are Neighbors Too) with Janet Cole. She looks forward to working with the other board members and all of her neighbors in WHW "to better protect our quality of life in this very special community."

Padi and her partner, Ana, share their home with their two fun-loving dogs, Roxy and Angelo, and three cats, Dexter, Miles and Spencer!



### Richard Giesbret, Executive Vice President

Richard has been an active resident in the WeHo community and WHWRA for some time. With his experience as a practicing architect, he has supported the association's response to many city and developer's promulgated proposals that directly and indirectly affected the association's hundreds of residents and homeowners.

As a youth, Richard immediately appreciated the special attractions, artists, designers and architects of the West Hollywood area. Once the city became an advocate for interests long-neglected, he became a resident - nearly 15 years ago.

Practicing as an architect in such locales as Sun Valley, Aspen, Hawaii, the Bay area, Cabo San Lucas and more locally in Beverly Hills, Santa Barbara, Laguna Beach, La Jolla and the Beverly Hills environs, Richard has found the experience and the clientele quite an adventure. One of his projects involved the complete restoration of a 1930s Paul Williams residence and the master planning of the entire estate. This project, in association with Richard Manion Architecture, was profiled as the "Hollywood Homecoming" in the February, 2009 edition of *Architectural Digest*.



### Patrick Shandrick, Secretary

An East Coast transplant, Patrick found West Hollywood's pedestrian friendly environment and local community a great fit. He and his partner, Don, have lived in West Hollywood for over a decade now and have no plans to move.

As Secretary, Patrick's focus is on keeping WHWRA organized and moving the association further along into the 21st Century by making communications as "electronic" (and efficient) as possible.

In addition to his duties as WHWRA's Secretary, Patrick is Communications & Marketing Manager at Chrysalis, a non-profit that helps homeless individuals transition into employment.

Asked what he loves best about living in West Hollywood West, Patrick remarked, "On the weekends, I love that I don't have to get in my car! I walk to all the places I want to go."



### Eric d'Arbeloff, Treasurer

When not taking care of the finances for WHWRA, Eric is Co-President of Roadside Attractions, one of the film industry's premier theatrical distribution companies. Roadside's diverse box office successes include the Academy-Award nominated *Super Size Me!*, *What The Bleep Do We Know?*, *The Fall*, and *Goodbye Solo*.

Eric's producer credits include *Lovely & Amazing*, which received six Independent Spirit Award nominations including Best Picture; *Trick*, selected by the Museum of Modern Art in their post 9/11 tribute to Manhattan; and *Lifetime Guarantee: Phranc's Adventures In Plastic*, which won the

Audience Award at Outfest.

Eric, his partner, Howard, and their son, Lucas, enjoy the West Hollywood community and all it has to offer, like Saturdays in the Park.

WHWRA is grateful to Eric for being the driving force behind our getting 501(c)(3) non-profit status! Thank you, Eric!



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Sterling and Poppy, members of P.A.N.T.

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