



Westdale VILLAGER

QUARTERLY NEWSLETTER OF THE
WESTDALE HOMEOWNERS ASSOCIATION
P.O.Box 66504
LOS ANGELES, CALIFORNIA 90066
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JERRY HORNOF
310 391-9442
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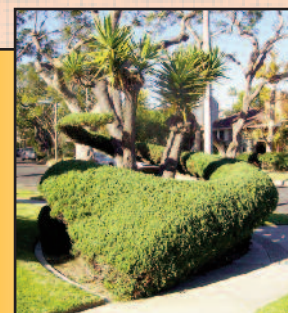
EDITOR
MARJORIE TEMPLETON
310 390-4507
MPT@RWTIA.COM

ADVERTISING
INA LEE
310-397-5251
INA_LEE_M@YAHOO.COM.

EDITOR/GRAPHIC DESIGN
DICK HENKEL
DICK@DKDICK.COM



FALL 2016 QUARTERLY NEWSLETTER OF THE WESTDALE HOMEOWNERS ASSOCIATION



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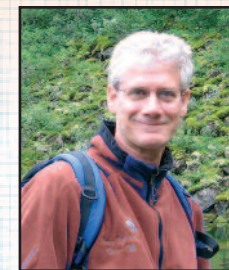
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WESTDALE ADS

PRESIDENT'S MESSAGE

WESTDALE - BUILDING COMMUNITY

• Jerry Hornof



The theme for this year is Building Community. We live in a wonderful neighborhood in Los Angeles. Sustaining the features that we love in Westdale will require building a larger community of participants.

The Mar Vista Community Council (MVCC) elections were held on Sunday, June 5. There was an excellent turnout of 618 voters. I am extremely happy to report that one of our Westdale neighbors, Melissa Stoller, was elected as the Zone 3 Director. I am confident Melissa will do an outstanding job representing us on the Council. The MVCC Officers were installed and elected on June 12th. Rob Kadota was elected as Chair, Sarah Auerswald was elected 1st Vice Chair, Joseph Galloway was elected 2nd Vice Chair, and Melissa Stoller was elected Secretary. Congratulations to all with a special "thank you" to Melissa. For more information on the MVCC please visit their website at <http://www.marvista.org/>.

There has been continued discussion of development in our Mar Vista Community. We have recently been dealing with it in Westdale along the Barrington Avenue corridor. A development project along Venice Boulevard has also received much attention from the Mar Vista Community Council. Crimson Holdings has filed an application with the City of Los Angeles for the property located at 12444 Venice Blvd. The Project proposes a 5-story structure above the podium (retail level) of mixed-use development. The structure would include 77 housing units. The issues that are being discussed and debated include building height and parking spaces (approximately on spot per unit). For those involved with the Barrington Ave. discussions, these should sound familiar. It was also noted that existing zoning makes this a "by right" development. There was discussion both in favor and opposed to this project. The available housing crisis, aesthetics, and infrastructure impacts were all part of the discussion. I encourage Westdale residents to visit the MVCC website, become engaged in the discussion, and think about the best ways to manage development in our community.

• WESTDALE HOMEOWNERS ASSOCIATION •
WITH THE GRACIOUS SUPPORT OF THE MAR VISTA COMMUNITY COUNCIL

SUNDAY
OCTOBER 9TH, 2016

PICNIC IN THE PARK

• MAR VISTA PARK •

12:00 – 4:00 PM (NEAR HOCKEY RINK)

• POTLUCK • GRILLED HOT DOGS •
• KIDS ACTIVITIES • BOUNCE HOUSE •

• ANY QUESTIONS PLEASE CALL ETHEL ODERBERG AT (310) 391-2015 •

As I noted in the Summer Villager, we are planning something different for this year's block party. We will be having the party at the park. We reserved a picnic area and will have the regular activities including a bounce house, face painting, and food. We will be in the area near the hockey rink. We will reserve the rink, so plan on bringing roller skates and roller blades. We will solicit food and potluck items as we have done in the past. Families can bring blankets and chairs from home. The date will be October 9th from 12 – 4 p.m. Save the date and start planning.

In closing, I hope that everyone had a fun and safe summer. School is back in session and Fall is around the corner. As always, enjoy your Westdale neighbors and neighborhood.





W.H.A. IS LOOKING FOR A WORDPRESS WEBPAGE MASTER

We have been looking for a replacement for Richard Resnick who has been our volunteer web master for many years. We have decided that we need to have a new approach for our web site. Rather than having all maintenance go through a single person, we should host the site on Wordpress and allow designated people to update various sections such as the Villagers and membership lists.

We're looking for someone who can develop a Wordpress web site and provide ongoing support as needed. This will be a paid position. If you are interested or know someone who would be, please contact Jerry Hornof at:

jerry.hornof@noaa.gov.

CRIME AND SAFETY REPORT

•Leah Oye/Liaison to Pacific Police Division

We are fortunate to have beautiful weather in our part of the city. You can feel ocean breezes through your open windows and patio doors, so refreshing. All that ventilation is great, but when you leave home, please remember to lock your doors and windows. About 70% of the property crimes in Pacific Division this year were due to open doors and windows. These are crimes of opportunity; don't make it easy to become a victim. There was a burglary ring arrested about two months ago in the Del Rey area. Since then, the number of burglaries has decreased.

COMSTAT, computer statistics, is a system introduced by Chief William Bratton during his tenure as Chief of LAPD. This system uses crime statistics to deploy officers to needed areas, serves as an early warning for crime trends, and provides an analysis of interventions. This is why the Venice Beach area receives 30 additional officers during the summer months.

If you look at www.crimemapping.com our areas look "very clean". I know that there are crimes in our neighborhood that are not reported. The system only works if the victim makes a report to the LAPD. Making a police report takes time and can be frustrating, but it is the only way our neighborhood will receive the attention it deserves. Posting on Nextdoor or Facebook are great ways to let your neighbors know what's going on, but please do not forget to notify the LAPD. Non-emergency call: 1 877-ASK-LAPD.

Our Senior Lead Officer, Adrian Acosta, is not to be contacted in an emergency situation. He is our only bridge to the LAPD. If you have non-emergency questions you may contact him via email: 37285@lapd.lacity.org or 310.622.3973.

The best crime prevention tool is getting to know your neighbors. You know best who lives on your block, who is a stranger, and what car belongs on your street. Most of our streets do not have restricted parking signs, so sometimes people park their car in our neighborhood for days at a time. You may contact abandoned vehicles at 800 222-6366.

If you have been a victim of mail or package theft, please contact Elliot Hanna at elliott.hanna@gmail.com. He is on the MVCC safety security committee. He is compiling information for US Representative Karen Bass about this problem.

Remember, if you see something, say something.

2016 HOMEOWNER DUES

Please support the Westdale Homeowner's Association (WHOA) by paying your annual dues. At \$20/year, it is a bargain. Dues are used primarily to support publishing and distributing the Villager, our quarterly newsletter. Advertising helps to offset some of these costs. Dues also support the neighborhood through contributions to Mar Vista School, Mar Vista Park and zoning advocacy to protect our neighborhood. They support website maintenance, communication software, the LAPD, the block captain program as well as the annual block party. Supplemental payments to Community Emergency Response Team (CERT) support our Homeowners' emergency supplies, which are stored at Mar Vista School, and the disaster awareness course.

The web site <http://www.westdalehoa.org/> has a link to a list of addresses of those who have already paid. Many of you have already paid for 2016. You may pay for up to 3 years with one payment. In spite of the name "home owners," we welcome participation of renters.

	# Years (1-3)	TOTAL
Dues \$20 per year		
CERT optional support - suggested \$10		
General fund optional donation		
	TOTAL	

MEMBERSHIP INFORMATION

Name: _____
Home Address: _____
Primary Phone: _____ email: _____
Second member's email: _____

WHOA MEMBERSHIP UPDATE

•Margie Templeton

Our membership dues is still coming in after half a year. As of August 1, we have 336 paid out of 896. We still have several streets with few or no dues paid. Thanks to some strong supporters who have paid more than \$20 for multiple years, our treasury is in good shape. We have 80 paid for 2017 and 39 paid for 2018. If you think that you may not have paid, you can check the web site "westdalehoa.org". The form with the mailing address can be printed from the link to "join" the Homeowner's Association. It isn't too late to pay for 2016!

If you would like to help out as a block captain for your own or an adjacent street, please get in touch with Leah Oye at: lkoye@yahoo.com.

"Fresh Off the Boat" will be filming again starting Aug 25 and possible going to mid-March. Once again, they are making a donation to the WHOA in addition to payments to the homeowners involved in the filming.

YouTube SEE A LIVE TOUR OF THIS PROPERTY
WWW.3146CORINTHAVENUE.COM



JUST LISTED



3146 Corinth Ave. 90066
List Price: \$1,699,000



RECENT SALES	BD	BA	SQ. FT.	LOT	LIST PRICE	SOLD PRICE	\$/SQ.FT
11459 ROSE AVE	4	3	2,471	5,416	\$1,995,000	\$2,035,000↑	\$807
11353 CLOVER AVE	3	2	1,549	7,317	\$1,678,000	\$1,668,000	\$1,083
3350 McLAUGHLIN AVE	4	4	2,469	7,606	\$1,098,000	\$1,134,500↑	\$445
11456 KINGSLAND ST	4	4	3,135	7,080	\$1,749,000	\$1,830,000↑	\$558

* Properties featured on Recent Sales chart may be represented by agents other than The Noel Team. Based on information obtained from the MLS. All data, including all measurements and calculations of area, is obtained from various sources and has not been, and will not be, verified by broker or MLS. All information should be independently reviewed and verified for accuracy.

**REMEMBER...
I'M YOUR
NEIGHBOR TOO!**

310.994.8721

WWW.THENOELTEAM.NET



**THANKS
FOR
MAKING US
IN MAR VISTA**

2012, 2013, 2014 & 2015

#1



WE HAVE SOME AMAZING NEIGHBORS NESTLED IN OUR QUIET WESTDALE NEIGHBORHOOD. THE VILLAGER PERIODICALLY FEATURE STORIES TO ACQUAINT US WITH SOME OF THEM. IF YOU WOULD LIKE TO SUGGEST NEIGHBORS TO BE FEATURED IN A FUTURE "GETTING TO KNOW OUR NEIGHBORS" ARTICLE, SEND AN EMAIL TO MPT@RWTIA.COM

CARL GINSBERG - KEEPING WESTDALE PREPARED

•Marjorie Templeton

Carl and his wife, Chickie, moved to Westdale in November, 1993, just in time to experience the Northridge earthquake of January 17, 1994. What a birthday present for Carl! This experience encouraged both of them to join the ERT (Emergency Response Team). It is now known as the CERT (Community Response Team) to emphasize that it is the community which needs to organize itself to care for our neighbors. In a major earthquake, we cannot count on outside help.

CERT is made up of volunteers who work with the fire department. LAFD is organized into groups of 5 or 6 fire stations (battalions) under 4 bureaus. We are part of the West Bureau. Carl is now coordinator of CERT for the West Bureau. One of his jobs is to recruit and arrange training for CERT members. Since CERT's founding in 1987, 60 to 70 thousand volunteers have been trained throughout Los Angeles.



Westdale has about 20 people who have been trained in CERT. Pat Nagy, a longtime Westdale resident and former Red Cross nurse, does the first aid training for our area. She teaches basic first aid such as how to stop bleeding, bandaging, and CPR. Our area of 900 homes needs more trained personnel. Depending upon when an earthquake occurs, many of the trained personnel may not be home. If you are retired and able bodied, please help. It is not necessary to have any medical background or even to be ready to provide first aid. CERT needs others who can canvas the neighborhood to check on the residents and to help maintain and distribute supplies.

Carl maintains a container at Mar Vista School. The attached pictures shows the container. It is well stocked using the funds that have been collected with the dues. Some supplies age and need regular replacement, so keep the donations coming.

Carl has also started a hydration unit which can support firefighters in a major fire or other disaster to provide drinking water and food. He estimates that he spends up to 20 hours a week on his support of the fire department. Fortunately, his "day job" is running a small software company that provides a program for the power industry. Sometimes he finds himself on the fire line while fielding questions about the software.



Look What's Happening

3153 Corinth Ave



Before

Sold for: \$1,325,000



After

Listed at: \$1,869,000

Call to see and for other properties coming soon.

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KEEPING YOUR COOL IN THE HOT SILICON BEACH HOUSING MARKET

•By Colin Wellman

Residents of Westdale Trousdale and the Palms Mar Vista neighborhoods may or may not be familiar with the term “Silicon Beach” and all of the excitement it brings. However, the real reason to get excited is what it can mean to the value of their property.

“Silicon Beach” refers to Santa Monica and Venice, but increasingly it is centered in Playa Vista. Although the boundaries are somewhat debatable, it’s easy to see that as more tech and media companies move to these communities, the demand for housing in surrounding neighborhoods will increase and property values will most likely rise.

As lifelong Westside residents and real estate professionals, we can tell you that the outlook for home values over the next few years looks good. A recent report from the California Association of Realtors forecasts that the median home prices in California will continue to grow over last year by nearly 5%. In July 2015, the average selling price of a single family home in Palms and Mar Vista was listed by the MLS to be \$1,336,609. In July 2016, the average selling price was \$1,548,000. To better gauge home values, it’s a good idea to take a look at the businesses that are reshaping the Westside.

Tech Titans Welcome, Surfboards Optional

The tech industry’s needs have put a premium on both commercial and residential real estate in Silicon Beach, especially in Playa Vista, where more space is open for development.

Recently, app giant Snapchat scooped up a 25-unit beachside housing complex at 29 Navy street in Venice that, according to Curbed LA, will most likely be used to ensure that incoming talent will have nearby housing. A mere walk to the beach doesn’t hurt either.

Meanwhile, Google, having purchased about twelve acres in Playa Vista for development, is poised to turn the vast former Spruce Goose hangar in Playa Vista into an office space over three times the size of their current Venice location. The employees coming to work in Howard Hughes’ former airplane hangar will, of course, need nearby housing.

The Honest Company, the eco-friendly household products startup with actress Jessica Alba as co-founder, expanded into cosmetics last year and grew out of its

Santa Monica office. They signed a lease on an 80,000 square foot Class A office at The Complex. The Complex is also home to Facebook, Deutsch LA, and Youtube LA whose production facilities include camera and lighting equipment and green screens.

Tech employees working at these locations rate nearby housing, shopping and restaurants as a priority. Developers have risen to the task as new homes and apartments have popped up, most with clean, modern lines. But it’s not all about the shiny and new.



How Silicon Beach will Affect Growth

Tech workers flocking to Silicon Beach want walkable communities with everything at their fingertips, but, as more people move to the area, established neighborhoods surrounding Silicon Beach will become more desirable. The mid-century ranch and Americana-style Paul Trousdale designed homes of Westdale Trousdale are affordable and have timeless appeal. As newer residents build families, the small-town vibe of Westdale Trousdale and Mar Vista neighborhoods will be an option. While still being close to new developments, the beach, and yes, the glamor of Abbott Kinney, Westdale Trousdale and Palms-MarVista homes offer a sense of community that just can’t be bought. So, with that sense of community in mind, feel free to stop by our Venice office to say hello. And if you’ve been thinking about selling, ask for a comprehensive market assessment of your home; we’re happy to give you a free evaluation. Keeping up with the rapid changes in Silicon Beach and its effect on surrounding areas will help long-term residents keep their cool in this still-hot housing market and make the most of the upswing in property value.

CARE FOR OUR TREES

•Margie Templeton

As I walk around the neighborhood, I have seen several dying trees where people have let their lawns go dry. The trees are one of the beautiful elements in our neighborhood. They also cool the sidewalks and houses. Lawns can be replaced, but trees take years to grow. Even if you have stopped watering your lawn, please remember to give the trees in your yard, as well as in the parkway, an occasional deep watering during the dry months. Homeowner’s are responsible for watering the trees in the parkway. According to Carol Bornstein, a horticulturist quoted from the LA Times, “irrigate your trees once or twice a month to a depth of two to three feet “. Start a foot from the trunk and water the area under the tree’s canopy.

The picture below shows one of the sad jacaranda trees that have not been watered.



THE PLATO SOCIETY

•Geraldine Walter

I would like to introduce my neighbors to a wonderful opportunity for lifelong learning available so close to us at UCLA. The PLATO Society of Los Angeles is a community of 400 peers who learn actively through study discussion groups rather than passively through lectures, in areas as diverse as history, art, literature, music, economics, current events and a wide array of other topics. Because PLATO’s classes are peer-led study and discussion groups, they attract bright people who are excited about learning and willing to take responsibility for their continued learning.

Classes are run by its members. Classes (i.e., study and discussion groups) are offered 3 times a year. A few of the approximately 25 classes being offered in the fall of 2016 include:

- The War on ISIS
- The Operas of Puccini
- The Man Who Inspired Darwin-- Alexander Humboldt
- Henry Kissinger: The Theory and Practice of Foreign Policy in Our Time
- Orson Welles: The Magician

One of the first classes I took after retiring from Rand was “Faraday, Maxwell, and the Electromagnetic Field: How Two Men Revolutionized Physics”. About 4 of the 14 people in the class were scientists by profession, so they provided us with valuable ways of looking at our readings that might not have been obvious to those of us with a liberal arts background. The class was coordinated by a ten year veteran of PLATO, who still works full-time, but sets aside one afternoon a week to challenge her mind with classes on topics she would not be inclined to read about on her own. The camaraderie among the participants and eagerness to make the subject accessible was a fabulous endorsement for me to continue with the program.

PLATO also offers a myriad of other activities, from groups interested in film, travel to other countries (and a period of pre-travel study of history and culture), guest lectures and symposia, and social groups. It is a great way to make new friends. To participate in PLATO, you must apply for membership and pay an annual membership fee. This allows enrollment in unlimited seminars each year. To apply, fill out the membership application at the web site <https://www.theplatosociety.org>.

MAR VISTA PARK REPORT

•Jerry Hornof

I am very happy to report that the new Mar Vista Park Recreation Coordinator is Melinda Kramer. Melinda has been on the Mar Vista Park staff for many years as a Recreation Instructor. She has also used her computer graphic skills to prepare the seasonal Park Program and volunteered her talents to prepare the annual Mar Vista Community Council Fall Festival Program. Working with Park Director Tracie Field, Melinda’s experience and commitment to Mar Vista Park will ensure that the Park Programs will continue to be outstanding experiences for our children, young adults and adults. Congratulations to Melinda!

It has been a very busy summer at Mar Vista Park. The Summer Camp program had over 80 enrollees in each session. Campers enjoyed sports, games, and field trips. The Camp program ended on Friday, August 12th, as students returned to school the following week. Park Director Tracie Field was holding her breath on Friday (August 12) as the last event of the summer, a field trip to Knott’s Berry Farm, was concluding. Tracie reported that this was the first year she could remember where no camper had experienced an injury that required a call home. As a parent, I can identify and appreciate the responsibility Tracie feels to provide a fun and safe environment for kids. Thanks to Mar Vista staff for a great summer experience..

A Park Advisory Board (PAB) meeting was held on August 16th. Three important issues were discussed and recommendations were made to address the Basketball Program and Park Operations.

Basketball is one of the most popular youth programs at the park. On weekends in the fall, winter and spring, games are being played continuously in both the gymnasium and the auditorium. Tracie Field reported that the size, ability and speed of our eight year old players has resulted in the auditorium no longer being a usable and safe space



for their games. To continue to support basketball programming, the decision was made to sand and refinish the basketball court in the gymnasium and to re-stripe the floor to support both full court games (east and west) or two half court games (north and south). To support the half court configuration, four retractable basketball backboards and nets will be installed on the north and south walls. Funding for this conversion will be provided by the Mar Vista Community Council Fall Festival donation.


Installation of noise reducing acoustic baffles in the gymnasium was also recommended. The funds available in the Los Angeles Park’s Foundation’s Mar Vista account will allow for the completion of this project. The gymnasium work is being planned for the Labor Day weekend.

Finally, there is a need to be able to secure the patio area between the gymnasium and auditorium. The PAB will be working closely with Los Angeles Recreation and Parks to get this important project funded and completed by the city.

The replacement of the soccer field surface is getting closer. The project has been approved and funded. The contractor has been selected, and park and contractor staff will be meeting to identify the timeline. If the timeline impacts the Soccer Program, games will be moved to the grass fields during the construction period.

Finally, this year’s Mar Vista Community Council Fall Festival will be held on Saturday, October 22nd. As always, please enjoy your neighborhood park.


Villager Bulletin Board



Marc Hara, MPT
Erik Nelson, MPT
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