



Westdale VILLAGER

QUARTERLY NEWSLETTER OF THE
WESTDALE HOMEOWNERS ASSOCIATION
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SPRING 2017 QUARTERLY NEWSLETTER OF THE WESTDALE HOMEOWNERS ASSOCIATION

PRESIDENT'S MESSAGE

WESTDALE CARES

• Jerry Hornof



The theme for this year is Westdale Cares. This embodies our concern and attention to our neighbors, our environment and our community. We live in a wonderful neighborhood in Los Angeles and a big part of what makes that special is our caring about issues like helping our neighbors, managing development, monitoring safety, and preparing for disasters. I encourage everyone to show they care through involvement. This can be as easy as talking to your next door neighbor, attending Mar Vista Community Council meetings, or volunteering your time to the many organizations supporting our community. To sustain the features we love in Westdale, it will require that you care and are involved.

The Westdale Homeowners Association Annual Meeting was held on January 31st. It was an active year for the Westdale Homeowners Association. The 2016 Block Party was held at Mar Vista Park. It attracted close to 150 people including Council Member Bonin and LAPD Senior Lead Office Acosta. We would like to return the Block Party to one of our neighborhood streets, but this will require additional volunteers so please consider helping. We upgraded our web page (www.westdalehoa.org), and Marjorie Templeton and Ina Lee were recognized for their time and talents in making this a success. Marjorie and Ina committed time, talents and energy to making this a successful event. Ina has taken on the responsibility as our webmaster, and Marjorie continues as our Villager Editor. Last year brought the passing of our Councilman Bill Rosendahl in the spring of 2016. Our community honored his memory by making a donation in his name for New Directions for Veterans.

The Annual Meeting featured Mike Bonin (11th District Councilmember). Mike talked about issues including the Santa Monica Airport and development. Mike is particularly interested in public safety and the need to have more police officers patrolling our neighborhood streets. Although there is less property crime and gang activity is down, officers patrolling a neighborhood build



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SPRING IS LIFE, SPRING IS HOPE, SO IS LOVE AND HAPPINESS.

SPRING RENEWS. WITHOUT SPRING, LIFE IS FORLORN.

SPRING IS NOSTALGIA AFTER BITTER STORM.

PUT SPRING IN YOUR HEART.

ARCHIE GREENIDGE

+ WESTDALE HOMEOWNERS ASSOCIATION +

presence and trust. He wants to see our police force back to basic car patrols.

Adrian Acosta, our regular Senior Lead Officer has been temporarily reassigned to Central Division until April 18th. Ron Ceja filled in for Adrian. Ron has been a Senior Lead Officer in Palms for ten years. He reported that crime is down in Mar Vista, but you still need to be vigilant. Keep your car locked. He noted that Audi vehicles are popular targets for theft because of their new “amplified key” design.

The meeting concluded with a presentation by Mar Vista Community Council President Rob Kadota and a Real Estate report by Debbie Kaplan. Rob noted that 2017 is the 90th anniversary of Mar Vista. He also encouraged use of MYLA311 a mobile app that links to City services and information that helps you to enjoy the city, beautify the community and stay connected with local government.

In closing, please look for ways to show you care. Your involvement and encouraging others to be involved is essential to keeping Westdale wonderful.



CRIME AND SAFETY REPORT

•Leah Oye/Liaison to Pacific Police Division

There is a new Los Angeles Municipal Code (85.02 Vehicle Dwelling) that will be enforced from February 2017 to expire on July 2, 2018 unless extended. Living in a vehicle is prohibited within 500 feet of licensed schools, pre-schools, daycare centers or parks. Maps are available to inform residents which areas are allowed. Please check the website: www.lacity.org/for-residents/popular-services/comprehensive-homeless-strategy-implementation/los-angeles-municipal. The map for Pacific Division is the current version by Councilman Mike Bonin’s office.

Mail/package theft is reported on the news every week. These thieves are getting bolder and more organized. Please mail your letters and packages at the post office. The mail boxes in our area have additional grates on the slots which it makes it difficult to “fish” the mail, but to be safe, use them only close to pickup time. Amazon provides lockers in 7-11 stores or on the UCLA campus. You may pick up and drop off returns in a secure location. If you have an outside mailbox for your incoming mail, make sure that it is collected promptly if you are expecting checks. It is even better to have your mail drop into the house.

While walking the dog or taking your children to school, you may notice a suspicious person. What do you do? Try to get a physical description including height, weight, scars, hair and tattoos. Clothes can easily be changed. Note the kind of car, the license plate, and any damage. If this person or situation makes you feel uncomfortable, it is time to call the non-emergency number 877 ASK-LAPD. The information you give will then be transmitted to the patrol unit in the area. This gives the patrol reason to question that person or persons. DO NOT call our Senior Lead Officer; he may not be on duty. This situation must be reported when it happens. If you feel the situation has escalated, call 911.

We live in a relatively safe community, but no place is 100% free of crime. There are still burglaries, theft from vehicles, and stolen vehicles. The best defense is to be alert. Cameras and security/motion lights are very helpful. Video/photos from a resident were instrumental in the apprehension of the “anarchy” tagger. If you have any non-emergency questions, please contact our Senior Lead Officer Adrian D. Acosta @ 37285@lapd.lacity.org or 310.622.3973.

St. Paddy’s Day Fun Facts

If you catch a Leprechaun
you get 33 years of good luck
and all the beer you can drink.

NEW WEBSITE

•Margie Templeton

Have you checked out the new web site? This fall it was completely redesigned and moved to Wordpress which will allow more than one person to update it. Richard Resnick has been our web master for ten years. He did the maintenance on his home computer and then uploaded it to the web site. If Richard was away, no changes could be made!

Barbara Algaze’s son, Louis, did the conversion. We provided him with suggested pages and organization. Some of the old pages were moved over unchanged and others were redone. He then spent an afternoon training Ina Lee and Margie Templeton to maintain the new site. After a few disasters with the practice site, Louis patiently helped them to understand the Wordpress system. It

took only a week from the first discussion with Louis until we converted to the new site.

The web site is your central guide to the neighborhood. You can check your dues status, get up to date information on crime and policing, read about neighborhood history, get phone numbers for board members, or reference the Villagers for the last three years. The “Connect” menu will take you to web sites for city offices and Nextdoor. We dropped our own listing of contractors and services in favor of Nextdoor which is more active and allows you to enter your own recommendations.

We welcome contributions from anyone in the community. If you have pictures that you would like to add to the slide show on the home page, please send a jpg file to Ina Lee at ina_lee_m@yahoo.com. If you have notices or reports about events in the area, they can also be sent to Ina.



MEMBERSHIP REPORT

•Jami Olson and Margie Templeton

Jami Olson took over the membership job from Margie as of January, 2017. He has lived on Barry since 1971 with his wife Sue. Jami retired July 1st 2016 from Raytheon El Segundo as an Aerospace Engineer, and prior to that he worked at Hughes Aircraft Company. Sue also retired at the end of summer as Math Department Chair at Harvard/Westlake Middle School. She previously taught math at Webster and Marina Del Rey jJunior High Schools. They are ready to be more involved in the neighborhood.

The dues checks are still coming, but only 29% of the homes have paid so far for 2017. As of Feb 17, the number of paid homes is 261 for a total of \$5,190 in dues (a number of homeowners paid for 2 or 3 years) and \$1,160 for CERT. This compares to our final total at the end of 2016 with 347 homes paid for a total of \$7,435 in dues and \$1,875 in CERT.

Many households have paid for multiple years. Currently, 83 have paid for 2018 and 36 have paid for 2019.

Please check the list of paid homes on the web site (westdalehoa.org) and pay your dues if you are not on the list. At \$20 a year, this is a bargain. If you don’t have the form, you can print one from our web site. You may mail the form and check to PO Box 66504, LA 90066, or drop off at Jami’s house at 3216 Barry.

We hope that you enjoy reading the Villager, which is our primary expenditure. Your dues also supports the web site, the annual picnic, and allows contributions to the park and LAPD for various neighborhood events. You get the benefits whether or not you pay your dues, so PLEASE consider supporting your neighborhood homeowner’s association.

The only reason that we can do so much with such a low percentage of dues payers is that many people donate amounts well over \$20. Thank You!

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

THE LOUGHRANS - KEEPING WESTDALE FAMILY FRIENDLY

•Jan Berlfein Burns

California transplants, Merritt and John Loughran, both have memorable stories from their very first days in Los Angeles. Originally from Michigan, Merritt came to Los Angeles intending to stay for one year. That was in June of 1994. She arrived at LAX on the day of the notorious car chase between O.J. Simpson and LAPD down the center of the 405 freeway. She turned on the TV and saw the news report while settling into her friend's apartment. Before she realized it was OJ in the white SUV speeding down the highway, she thought California news channels always aired car chases on the local news.

John grew up in Connecticut and was coaching the men's water polo team for Queens College in New York City when he flew out to LA to interview for the position of water polo coach at Loyola Marymount University in 1997. He'd played water polo in high school and college and spent a year playing in Australia where he also began coaching the sport. During that week of interviews he met up with friends one evening in Hollywood. Merritt, a mutual friend of one of his friends, was present at the dinner. Not only did John get the job at LMU, but he also got the girl. They were married in 2000 and set up house in Venice.



In the garage of their home, Merritt started mml, a PR, marketing, and event planning company working in the field of beauty, fashion and lifestyle. Sixteen years later, her thriving business has offices in Santa Monica and New York City.

The Loughrans' moved from Venice to Mar Vista in 2003. Merritt was pregnant with their first child, and she and John were looking for a family friendly neighborhood in which to raise a family. When John and Merritt found a house on a quiet cul-de-sac, in Westdale around the corner from Mar Vista Park, they immediately knew this is where they wanted to live.

The Loughran's new house was built in the 1950s in the "newer" section north of Mar Vista park. The original owner, Terry Kurlander had lived there for 53 years. Her front garden was teeming with roses planted over decades. After the Loughrans' bought the house, they set about to remodel the interior and replace the rose garden with a more child friendly front lawn. But they didn't simply toss out Terry's roses. Instead they offered the hardy plants as a gift to each of their new neighbors in the cul-de-sac. Today some of Terry Kurlander's rose bushes still thrive in the gardens of her neighbors.

Within the next few years the Loughran family grew to include two children and a dog Clancy. Daughter Maeve was born in 2003 and son Finn followed in 2006. There is continuity in this neighborhood reminiscent of the 1950's. The 'across the street' girls who babysat for Maeve and Finn have grown up and gone off to college. Now it's Maeve's turn to step into the shoes of neighborhood babysitter. She recently passed the American Red Cross babysitter training course. Finn is 10 years old and following in his father's footsteps, swims and plays water polo.



END TELEMARKETER'S ROBOCALLS

•Margie Templeton

Talking to friends in the neighborhood, the problem with constant solicitor calls comes up frequently. We signed up with "nomorobo" through Verizon several years ago, and it has stopped most robo calls. Somehow, this option has not been widely publicized.

This service is available for most land lines and carriers. It does not work for cell phones. When a telemarketer uses an automated dialer, the call goes to your phone as well as to the telephone company. The call rings once on your phone and then stops. Just wait until the second ring before answering. Some telemarketers get around this by then doing a manual dial, but most don't bother.

To sign up for the service, go to "nomorobo.com". You will get a listing of the carriers who are supported. It includes Frontier, Time Warner, Verizon, and many others. Enter your email address, and you will receive a message about how to complete the signup. There is no charge for this service.



DK Properties, your neighborhood realty brokerage firm, is excited to welcome its newest member, Mary E. Jones. Mary brings a wealth of real estate experience and over 25 years of hands-on expertise. Mary can be reached at 310-398-0439.



If you are thinking of buying, selling or need property management, please give us a call. You'll receive prompt, professional and personal service from our experienced team. We've sold houses and income properties throughout the Westside, including Westwood, Brentwood, Marina del Rey, Venice and Beverly Hills.

Debbie Kaplan, MBA
Graduate of the Anderson School @ UCLA
310-433-5053

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REAL ESTATE REPORT

•Debbie Kaplan

Our neighborhood, Westdale Trousdale, is comprised of almost 900 homes. At our Annual Meeting held on January 31, our WHOA president, Jerry Hornof, announced that this year's theme is "Westdale Cares". To me, that means caring about issues that affect our neighborhood. It also means getting involved.

I gave the Real Estate Report at the annual meeting. Following are the highlights: 39 houses sold in 2016 in our neighborhood. These homes sold for an average square foot price of \$840. Four homes on Barrington, just north of the traffic light at Indianapolis/Federal, sold to developers who are planning multi-unit developments. Nationally, one-half of all home buyers were first time buyers. Mortgage rates are currently going up. They are at 4% for a 30 year fixed rate and 3.5% for a 15 year fixed rate.

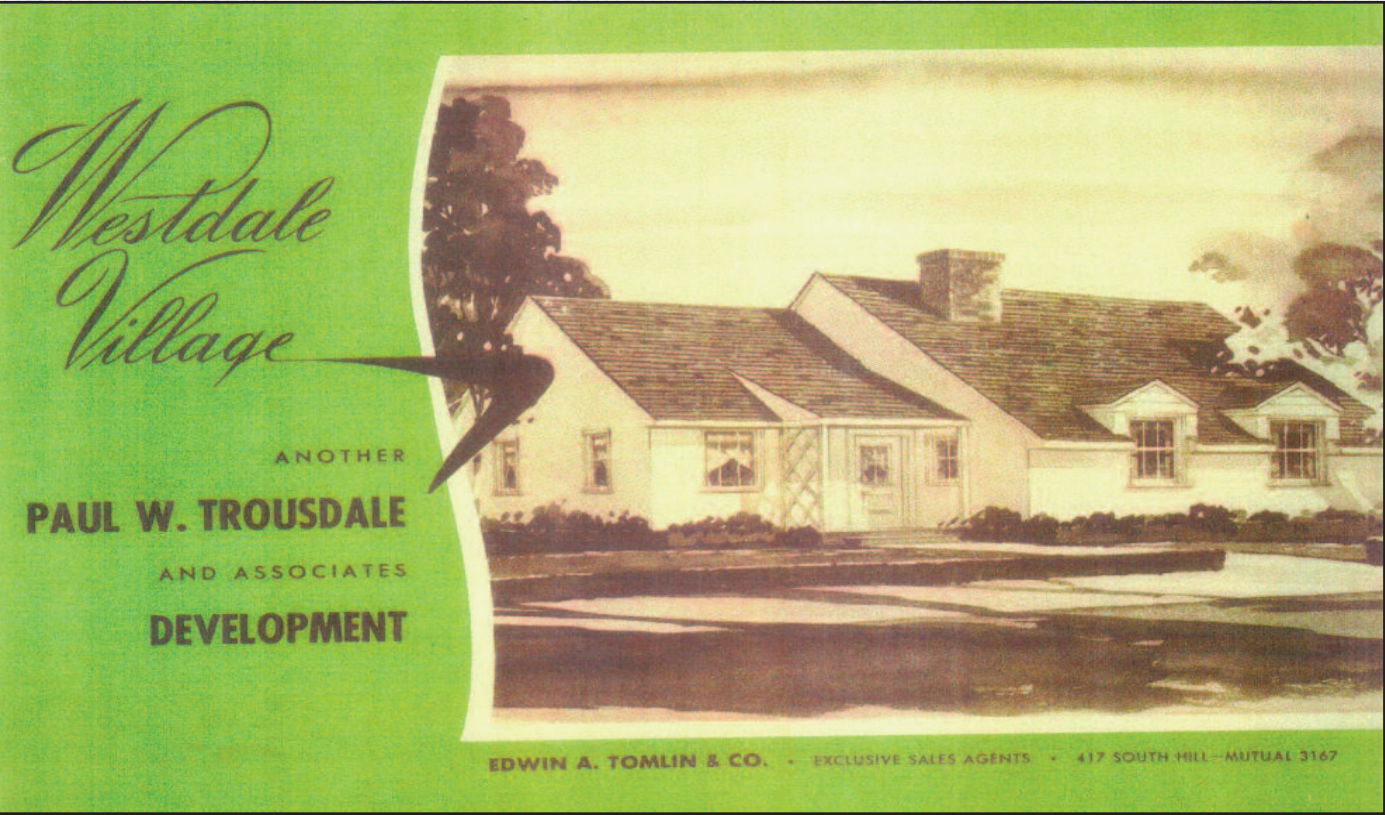
We are also part of the Mar Vista Community Council which is made up of people who live, work, own property or have an ongoing connection to Mar Vista. The Council receives operating funding from the City. There are 6 zones in the Council district. We're in Zone 3. One of our residents, Melissa Stoller, was recently elected as our Zone 3 representative on the Council.

There are many opportunities to get involved in the Council. If you have the time and the interest, it is one way to show you care! This is the list of committees:

- Aging in Place
- Community Outreach
- Homeless Solutions
- Elections & Bylaws
- Education, Arts & Culture
- Executive & Finance
- Green Committee
- Planning & Land Use Management (PLUM)
- Fire Station 62 Ad Hoc
- Recreation & Open Space Enhancement (ROSE)
- Committee on Public Safety
- Santa Monica Airport
- Transportation & Infrastructure

The PLUM committee is concerned with development in the Mar Vista community. It meets the 3rd Tuesday of the month at 7 PM. You can register at Marvistacc.org/committees. Once you register, you will learn the location of the meeting.

Getting back to real estate in the neighborhood, at this printing there are no houses available for sale. There are several in escrow, and we will have new neighbors in the coming months. We are approaching spring, and that has historically been the best time to sell your house. My company can offer names of reliable service people. This is a good time to empty the garage or the attic or the shed. Another good idea would be to refresh the paint around your windows. Lawns are lush and the trees are green once again. Curb appeal is very important if you are planning to sell or if you care about keeping our neighborhood as lovely as it is. This is another way that we can care. Have a nice Spring!



MAR VISTA MEMORIES

•Jan Berlfein Burns

When my parents set out to buy their first house in 1952 (the year I was born), they looked in Mar Vista in the Westdale-Trousdale tract but found the \$15,000 selling price of homes beyond their budget. They ended up purchasing a house for \$13,000 in the new Peerless tract just south of Charnock and west of McLaughlin. I was born in Mar Vista and lived in the neighborhood until I was almost 11 years old in 1963. After my husband Rick and I got married in 1986, we bought a house here and I returned to live in my childhood neighborhood after a 23-year absence.

I remember when the Quick-Pick Market, the convenience store in the small strip mall on the southwest corner of McLaughlin and Venice Boulevard, first opened. The store sold Hostess cupcakes, chocolate with the squiggly white loops across the frosted top and a surprise marshmallow filling in the center – two to a package. My mother was very organized with her marketing schedule. She shopped once a week at Mar Vista Market which was located where



the US Post office on Grandview Blvd stands today. She rarely had to run out to a convenience store for something forgotten, but, when she did, she'd stop by the Quick-Pick Market. My three sisters and I would wait patiently in the car while she went into the store. Sometimes we could convince her to buy us Hostess cupcakes for a treat. Next door to Quick-Pick was a pizza joint, Piece a Pizza, an early fast food establishment with the tag line, Had a piece lately?



Over 50 years later both the Quick-Pick Market and Piece a Pizza are still in business on that corner.



Across the street was a gas station called "Flying A". I loved the sign hanging above the mechanic's garage. It was almost angelic looking with the out-stretched wings giving flight to the letter, a capital A. I remember walking down to the gas station once with my father when I was about 8 years old to get my kickball patched and inflated on a late winter afternoon. A big shiny blue Oldsmobile pulled up to the gas pump as my dad and I walked towards the mechanic's garage at the back of the station. In those days service attendants provided full service to customers buying gas. The attendant in his crisp white uniform ran around to the driver side window as the man in the car cranked his window down.

"Fill 'er up," the man said. "Yes, sir. I'll get your windows in a jiff. Want me to check under the hood and tire pressure too?" the attendant said.

I liked it when they washed the car windows when we went to the gas station to fill up the car with gas. Sitting inside the car as a passenger, it was as though I was in a bubble. The service attendant would squirt soapy water onto the windshield, but I wouldn't get wet. Then he smeared the dust and dirt around with a soft blue cloth until our view from inside to outside was crystal clear again. Sometimes he'd even tap on the window and give me a wink.

The Flying A gas station is long gone, flown away along with full service at any gas station nowadays. But often when I drive by that corner I recall with warm memories the late afternoon walk with my father down to the gas station to get my kickball repaired.

FOUND ON THE INTERNET...

OPEN LETTER TO:
THE PROSPECTIVE HOME OWNER

Many of you have waited long for an opportunity to live in Westdale Village and such faithful endorsement speaks well for the quality of our homes. To meet your demands, we enlarged our building program and are now happy to announce: Our new second addition is open and ready to welcome you to that wonderful home of your own.

We are exceptionally proud of Westdale Village, for in the creation of these two bathroom, three-bedroom homes, we have incorporated the finest display of luxurious conveniences to offer you a true mode of California living and comfort.


Every home gives vent to "Outdoor Living" with patio and garden vista, Paddock swimming pools, available if desired, all included in the original planning, to offer the buyer any or all of these luxuries when he buys his home.

You may enjoy every privilege of planning your own home, each privilege, accessory to the economy and convenience of community planned construction. You may select the lot, floor plan, color schemes, interior decorations, the tiles, linoleum and wallpaper patterns for your home, from our wide variety of samples, which assures your future happiness in a home that reflects your own personality.

Our reputation for quality construction is your guarantee to receive the most in comfort, beauty and modern living conveniences in your new home in Westdale Village.

Sincerely,
Paul W. Trousdale
and Associates

Outdoor Living
THE DESIGN THEME IN
WESTDALE VILLAGE



Floor plans are arranged so that the picturesque seclusion and nostalgic charm of a colorful garden vista or patio adjoining the living room can be obtained. This is but one of the prominent features of Westdale Village.

The most unique of construction techniques have been utilized in the planning and designing of these luxurious California homes. From our wide variety of color charts and samples you have a selection of:

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3251 PURDUE AVE
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2015 v. 2016

	HOMES SOLD	AVG. SALES PRICE	AVG. PRICE PER FT	AVG. DAYS ON MARKET
2015	21	\$1,398,857	\$703	39
2016	20	\$1,738,991 ↑ 24.3%	\$846 ↑ 20.3%	48

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MAR VISTA PARK REPORT

•Jerry Hornof


The Mar Vista Park Director, Caroline Lammers, continues to advance both programs and facility upgrades at the park. After a successful winter camp (over 50 children participated in the two week session) the winter sports programs are in the height of activity. Basketball (both boys and girls) is one of the most popular programs at the park. Attracting hundreds of participants, the gymnasium and the auditorium are a buzz of activity every weekend. The volunteer coaches and the players represent one of the most successful and accomplished programs in the Los Angeles Recreation and Park system. The addition of four new baskets in the gymnasium (funded by the Mar Vista Community Council Fall Festival) have been very popular and necessary to support the basketball program. The upcoming spring sports season will include soccer and baseball. Registration for both these sports is ongoing with the soccer season beginning on March 25 and baseball beginning on April 1.

There are a variety of facilities projects in the planning or implementation phase. The gymnasium basketball court floor is scheduled to be re-stripped (to accommodate the new baskets) and varnished. The acoustic panels to reduce noise in the gymnasium are in the final planning phase. The park is also working with the construction division to design and install a gate to enclose the patio space between the gymnasium and the auditorium. This gate will allow for storage of the chairs and tables and provide additional safety in the patio space.

The Park Advisory Board (PAB) is considering new park projects. Current ideas include the planting of new trees to complement our aging park forest, completion of a jogging trail around the entire perimeter of the park, a new scoreboard for the hockey rink and, finally, investigating the requirements needed to have a year round swimming pool. If you are interested in becoming more involved with the park, please consider participating on the PAB. Monthly meetings are held the third Tuesday of the month at 7pm. As always, enjoy your park.



Villager Bulletin Board



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