



# Westside Village News & Views

**The 6th Annual Westside Village  
Fall Festival is coming up!!**

**Saturday, October 10, 2009**

**12:00 noon to 3:00 pm**

**St. John's Presbyterian Church  
at 11000 National Blvd.  
(corner of Military)**

**"My favorite activity is the petting zoo!"**

*Johnny Moyer, age 10*

**"I love the animals and the moon bounce.  
It's really fun!"** *Nathan Baldrige, age 10*

**"Everyone should come and hang out  
with their neighbors."** *Jordan Baldrige, age 13*

**"It's not just fun...it's great!"** *Nate Alpern, age 8*

Fall is just around the corner, and so is our favorite community event, the 6th Annual Westside Village Fall Festival. This event has grown in popularity from year to year and we hope 2009 will be the best festival yet. This year, admission is \$3/person for paid WVHA members and non-members are welcome for an admission fee of \$6/person. Children under 3 get in for free. Please note that to expedite entry, we will not be signing up new members on the day of the event. Now is the perfect time to send in your annual membership of \$10 if you haven't already done so.

Activities will include the always popular and wacky bounce house, pony rides with more ponies than previous years, a petting zoo, face painting and loads of other arts and crafts fun. We'll also have music performances by children studying at Cornerstone Music Conservancy. We are still in the planning stages and will put more information about the festival and activities on our website as we get closer. Please check [westsidevillage.org](http://westsidevillage.org) for updates.

The Annual Fall Festival represents an opportunity for adults and kids alike to hang out with friends and neighbors, or even meet someone new. So, please come and enjoy a wonderful early fall day with your neighbors in Westside Village.

We'll see you there.



## After Many Decades WVCA Changes Its Name To WVHA

Westside Village Civic Association has officially changed its name to Westside Village Homeowners Association. The new name better reflects who we are as a group of approximately 1100 homeowners. Our purpose continues to be to maintain the quality of life in our neighborhood and to influence the decisions that the City makes regarding our neighborhood.

## Mixed-Use Project at 3115 Sepulveda Update

After more than a year of discussion with the MVCC, WVHA and other concerned local citizens and community groups, the Red Mountain developers that own the land parcel at 3115 Sepulveda (site of the old Circuit City / Shoe Pavilion stores) have proposed a five-story, 165-apartment project (previously condos) with both mitigation money and LADOT-established traffic mitigations.

It was felt by the WVHA Board that the size, density, and inability to effectively mitigate traffic/safety issues at this site for a project of this magnitude called for a motion of opposition to this project, which was as follows:

1. To recognize that the 3115 Sepulveda property needs development.
2. To reject the present request for a zoning change.
3. To form a committee of grass roots organizations to achieve a consensus on an appropriate development for the site.

A similar three-part motion opposing the zoning change and the project is, at the time of the writing of this article, on the agenda of the MVCC Planning/Land Use Management (PLUM) Committee.

Similar oppositional sentiments have been expressed towards this project by residents and community leaders on both sides of National Blvd. and both sides of the 405 freeway, and it is hoped that a more appropriate use of this parcel, consistent with the neighborhood and region, can be designed and constructed. Stay tuned for more updates as they become available.

## Overland Bridge Project Update

The long awaited project to widen the Overland Bridge over the 10 Freeway should be starting any day. (According to the neighborhood project meeting held on June 15, 2009, the project was to begin in July). The purpose is to widen the existing bridge from 7 to 8 lanes to reduce traffic congestion during peak hours. The project will widen the existing bridge by 10 feet on

the west side providing an additional northbound lane.

The project will be done in three phases with an estimated completion date of December 2010. Construction hours will be 7:00 a.m – 4:00 p.m. Monday–Friday (except during demolition). One lane will be closed in each direction from 9:30 am – 3:00 p.m.

The first phase of the project will include replacing the traffic signals on the bridge and removing the center median. This will take three months. The second phase, also taking three months, will include replacing the barrier, rails, sidewalk and restriping the lanes. There will be pedestrian access on one side of the bridge at all times depending on which side of the bridge is being worked on.

The third phase will take approximately 12 months and will include the actual widening of the bridge. During this time the freeway will be closed for four nights (two nights in each direction) between 11:00 p.m. and 5:00 a.m.

While traffic heading North on Overland will be eased with the addition of one traffic lane, discussions to ease traffic heading South include the following: a longer storage lane for cars heading South waiting to turn left onto the Westbound 10 Freeway, and the elimination of the left turn onto Clarkson Road for traffic heading North on Overland.

For more information on this project, please contact Ms. Tonya Durrell, Public Information Officer, at 213-978-0333 or email her at [Tonya.Durrell@lacity.org](mailto:Tonya.Durrell@lacity.org).

## Volunteers Urgently Needed For Clover Avenue Elementary School's "Wonder Of Reading" Program.

Do you have an hour a week to spare to help a child at Clover Avenue School who is struggling with reading? Clover is urgently looking for neighborhood volunteers to become a partner in the WONDER OF READING program. This inspiring program trains volunteers to assist children who are having difficulty with reading. Volunteers are then matched with Clover students and they spend just one hour a week reading together. It is wonderfully enriching for both the reading partner and the child. Clover's teachers love the WONDER OF READING program and will tell you it works. Parents agree. But if the school doesn't find more local volunteers then the program will be lost and some of Clover's students will continue to struggle. Please get in touch and help us to save this incredible program.

(Note, we ran the wrong phone number for this story in our last issue. Below is the correct number.)

For more information you can call Gail at 310-429-6885 or go to [www.wonderofreading.com](http://www.wonderofreading.com).



## Calendar Of Events

### The 6th Annual Westside Village Festival

October 10, 2009

St. John's Presbyterian Church, 11000 National Blvd.

### Mar Vista Farmer's Market

1st Sunday of every month

Grand View at Venice Blvd.

### Santa Monica Airport Antiques Market

1st and 4th Sunday of every month

South side of the airport closest to Bundy entrance

## The Financial Side of Billboards... Or, Why We Have a Tough Fight

Quoting Dennis Hathaway from his website [Banbillboardblight.org](http://Banbillboardblight.org): "What does Bombast Studios have to pay for an ad on a digital billboard to promote its latest blockbuster, 'Geysers of Blood, Part XX'?" According to Clear Channel Outdoor's rate card an eight-second spot appearing in rotation on a network of ten digital billboards costs \$97,500 for a four-week period.

The last time we sat through a minute's worth of ads on a full-size digital billboard in our own neighborhood, there were seven advertisers on it. This means Clear Channel was getting \$682,500 every four weeks from the ten-billboard network, or \$68,250 from the single billboard that looms over a heavily-congested intersection. If our math is right, that's a take of \$887,250 per year from a single billboard."

In addition to the large digital billboards that have been cropping up all over our City, we are also plagued by supergraphics that turn entire buildings into huge signs and have the potential to reduce the visibility and the fire safety of those whose windows are covered by them. Despite a ban on supergraphics, they continue to cover buildings—we don't need to go further than Pico just east of Overland for the experience of a mega-sign! The question remains, will we be forced to live among these gigantic digital and supergraphic displays, or is the issue important enough that we will demand some measure of control over our visual environment? If it is important to you, and I hope it is, please contact your City Councilperson (CD5 Paul Koretz, 310-289-0353 or email at [Paul.Koretz@lacity.org](mailto:Paul.Koretz@lacity.org) and CD 11 Bill Rosendahl, 310-575-8461 or email at [councilman.rosendahl@lacity.org](mailto:councilman.rosendahl@lacity.org)) and let them know that you want to live in a City without being visually assaulted by huge unsightly signs and brightly lit digital billboards. Go to Dennis Hathaway's website [www.banbillboardblight.org](http://www.banbillboardblight.org) and see what you can do to make L.A. better. We are battling against tremendous financial resources in this fight so every citizen's voice is crucial.

## Ask Your Board

We are often asked the question,

### "How do we obtain permit parking for our street?"

Here's the answer from Albert Olson, the new Chair of the Mar Vista Community Council:

"...The minimum size for a Preferential Parking District (PPD) is 6 blocks."

1. Request an application for a PPD from LADOT by calling the Preferential Parking Office. You will be mailed a "letter of interest" form. You will also need a letter of support from the Councilman's office, and he requires an official statement of support by the local community group (usually the neighborhood or community council) before his office will give that letter.
2. After receiving the above, LADOT will organize a meeting with the area's stakeholders to discuss the parking situation and other possible solutions. PPD's are a last resort.
3. If DOT determines it is appropriate, you will receive petitions to circulate. You must use DOT's petitions. The petitions must be signed by residents of at least 67% of the dwelling units representing more than 50% of the developed frontage on each of the 6 blocks. Each apartment unit and each single family residence each counts as one dwelling unit. Both sides of one residential street counts as one block.
4. DOT will then complete a study to see if parking is excessively impacted by non-resident vehicles.

Other possibilities if PPD is not appropriate, would be either Overnight Parking Districts, which are designed to alleviate a public nuisance in the area, or Temporary Preferential Parking Districts, which are an option if there is an immediate urgent parking problem."

You can also consult the LADOT website at [http://www.ladot.lacity.org/contact\\_us.htm](http://www.ladot.lacity.org/contact_us.htm).

**Remember to come to the  
6th Annual Fall Festival on Saturday  
October 10, 2009 at 12:00 noon.**



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October 10

12 noon  
to 3 pm



**MVCC Board Meetings**  
Second Tuesday of every month  
Mar Vista Rec Center  
11430 Woodbine  
October 13 at 7 PM  
November 10 at 7 PM  
...

Visit us weekly at the  
Mar Vista Farmers' Market  
**EVERY SUNDAY**  
9 AM – 2 PM  
Corner of Venice & Grand View

WVCA is served by MVCC Zone 1 Director  
Babak Nahid, [babak@marvista.org](mailto:babak@marvista.org).

Sign up to receive email announcements at  
[www.MarVista.org](http://www.MarVista.org)



### Please let us know what you think.

If you wish to contribute to News and Views,  
please email us at [westsidevillageboard@yahoo.com](mailto:westsidevillageboard@yahoo.com)  
Visit us at [www.westsidevillage.org](http://www.westsidevillage.org)

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