

Westside Neighborhood Council Meeting Minutes
Thursday, November 12, 2015
7:00 P.M.
Westside Pavilion
10800 W. Pico

1. Call to Order

Call to order: 7:06 PM

By Terri Tippit, WNC Chair

Attendance:

Jae Wu (Seat 1)

Lisa Morocco (Seat 2)

Craig Silvers (Seat 3 Alternate)

Steve Spector (Seat 4)

Sarah Shaw (Seat 6)

Barbara Broide (Seat 7)

Terri Tippit (Seat 8)

Stacy Antler (Seat 10)

Mary Kusnic (Seat 11)

Francesca Beale-Rosano (Seat 13)

Shannon Burns (Seat 14)

Eric Shabsis (Seat 15)

Lisa Tabor (Seat 16)

Aaron Rosenfield (Seat 17)

Absent:

David Burke (Seat 5)

Colleen Mason Heller (Seat 12)

Seated after start:

Brandon Behrstock (Seat 3)

Sean McMillan (Seat 9)

2. Agenda Items:

New Business:

A) Approval of the October 8, 2015 Minutes:

Minutes were reviewed and discussed, with changes submitted regarding an update to a vote count for the ring.com vote. Ms. Kusnic made a motion to approve the minutes.

Second: Stacey Antler

Passed, 9-0-5

Seats in favor: 2,4,7,8,10,11,13,14,15
Seats Abstaining 1, 3, 6, 16, 17

B) Craig Silvers, City Charter School, <http://www.citycharterschool.org/>. I am here to discuss the move to the Barbri Building. City has been very successful. We have a lot of applications for limited spots. We provide an alternative middle school. We are committed to community engagement. We will meet with any group that has concerns from an HOA to a small group. The CUP has not been submitted. It is set for review in early 2016. There will be a traffic study. We understand traffic is an important issue. We have a large number of current and future families in the WNC and we will answer to both the community and WNC. Several participants in the audience raised their hands to show they came to support the school. This is a 30 yr lease so we are committed to making it work with the neighborhood. Want to thank the WNC Board for its prior support. If you want to meet with us call Executive Director Valerie Braimah at 310-273-2489, vbraimah@citycharterschools.org.

Brandon Behrstock seated replacing Mr. Silvers.

Mr. McMillan is seated.

Steve Spector rescued himself and stepped out of the room.

C) Randy Brant, Macerich, proposed project for the Westside Pavilion Site, randy.Brant@macerich.com.

Randy Brant, VP of Real Estate from Macerich. I started reaching out to community leaders a year to year and one half ago. We knew Nordstrom would be leaving and moving to Century City. That was the beginning of the end of a typical regional mall that exists today. We gauge our success in terms of sales per square foot. Average sales for our 52 stores are \$600/sq ft and Westside Pavilion is at \$314/sq ft. It's a disaster. The other thing is costs are higher in Southern California. Escalators are also very expensive. Our common maintenance area is \$50/sq foot here, very high. We have \$150 million loan on the property. We need to see what wants to be here. We looked at a lot of things: hotels, residential, etc. Those things require height and we know that is not popular.

Before the recession we had 72 malls. We built too many shopping centers. Most retail used to be in regional shopping centers and the downtown areas. Major changes in the mall business with the internet. Box stores like Target have also changed retail. There are many more alternatives than there used to be 5 years

ago. Five years ago, Macy's was valued at \$38 million and now it's \$25 million; TJ MAX was \$12 million now its \$48 million.

The tenants that want to be here are shops like Whole Foods/Gelsons, Nordstrom Rack, Dicks Sporting Goods, Bloomingdales Outlet, Sacks Off Fifth. *Mr. Brant went through poster renderings.* Please do not look at this architecturally. We are more focused currently on the interior. We need the floors flat for tenants. Light rail is a plus we think. Westwood/Pico is a portal into the light rail and we are thinking about having shuttles to the light rail.

Levels 1 and 2 would be retail and box stores. The second level future tenants want parking outside their door for their customers, the structure of which would be 17 feet high. We are concerned about houses on Ayres. Parking will be shielded and landscaped; there will be less noise than currently. Right now, Nordstrom has customer service in the basement; that will be torn out and become parking. There will be an upscale grocer on the entry level where current Nordstrom is, at Pico/Westwood. Whole Foods is interested. Third level creative office is planned; internet companies. We want to do windows and balconies under the atrium for the third floor.

Macy's owns their property and parking deck; it stays as it is. In Century City, Macy's and Bloomingdales have control over the mall. Nordstrom is going into the current Macy's footprint in Century City and leaving Westside Pavilion.

Member of Audience – You made a determination this is big box territory. How did you determine that was needed when 3rd St, the Grove, etc don't have that? I would like to see numbers that show why that is needed.

Member of Audience 2 – What is traffic and parking going to look like?

Mr. Brant – We are studying traffic. When we initiated paid parking, it was not to make money; it was because we were getting poached from people who were not shopping on the property. We don't know how the Metro stop will impact us. We need to figure it out. We need enough parking to attract good tenants. In our model, there would be 300 more parking spaces. I will be honest and a Whole Foods would cause more traffic.

Ms. Burns – You have a lot of tenants with leases. One thing I like about the mall are the services like jewelry and watch repair. Will you maintain that?

Mr. Brant – No.

Mr. Shabsis – I understand they are conceptual renderings. None seem to have indoor outdoor space. How will you activate Pico?

Mr. Brant – We are going to have a storefront that is appealing for stores. The sidewalk is as wide as it is going to get unless the City wants to do something more. The only way you get traffic is to create it and that is what we are going to do.

Ms. Morocco – The Macy’s area on Overland is neglected. If you are beautifying this side, can you activate that side too?

Mr. Brant – We have money in the budget to do that.

Mr. McMillan – I am happy with what you are proposing as someone who lives adjacent. What are some of the options you looked at besides the current plan?

Mr. Brant – We looked at tearing it down. But the only thing that makes sense with a tear down is something that has a height of 85-100 ft. It just did not make sense given the neighborhood opposition we would get.

Mr. Behrstock – How long will it take to build?

Mr. Brant - 18 months.

Ms. Tippit – That is after the two year approval process.

Mr. Brant – I forgot to mention the bridge stays. There will be an escalator that takes you down to the second level stores.

Mr. Shabsis – Along Pico, was there thought to having restaurants as a front with the shops in the back?

Mr. Brant – We have had that space open for restaurants for years and nobody has taken a bite; excuse the expression.

Ms. Antler made a motion to approve the concept design for the Westside Pavilion as presented.

Second: Ms. Kusnic

Passed, 13-0-1

Seats in favor: 1,2,3,6,7,8,9,10,11,13,15,16,17

Seats Abstaining – 14

Mr. Spector is reseated.

D) Jeff Stodel, current Deputy District Attorney who is running for LA County Superior Court Judge. I live a few blocks away; your concerns are my concerns. I have worked on child molestation cases, gang cases and have an interest in

white color crime cases. I wanted to see if there was any interest for deputy DAs to come talk about these issues? I want to make myself available.

Ms. Burns – We also have Susan Strick in the City who talks with us, but we would really appreciate your connection too. What would be great is coordinating with Adult Protective Services.

Jeff Stodel – People often do not know the resources available to them. There are hotlines and help.

E) CD-5 Field Deputy Philip Bennett

I was selected to sit on a jury, so I have been away from everything. The VA master plan has been released and you can provide feedback. DWP Customer Service Day is for Saturday, 11/14 on Sepulveda by the park. There will be additional community meetings to discuss water and power rates. There was a meeting last week about homelessness near the 405 and I would like to ask Barbara to give an update.

Ms. Broide – Caltrans has stepped up to do daily checks. They are considering a lease of that property so the area is maintained. People were not happy to learn the tenant being considered is Quick Silver Tow. There were questions about the process to find a tenant. People are also concerned about maintenance of the sidewalks and graffiti.

Mr. Shabsis – Did anyone ask if Caltrans will partner with some homeless agencies for social service use of that site?

Ms. Broide – It was not discussed. It is the beginning of a conversation. There was discussion of hardcore homeless who do not want to be helped. There was discussion of homelessness of veterans. It is suspected that some not so noticeable locations people previously lived are no longer available.

Mr. McMillan, chair of the WNC ad hoc Homeless Committee– On Dec 2nd, I will host an open meeting for stakeholders for input on homelessness in the area. We will cover how to identify problem spots and talk about how to address the issue. The veterans at least have resources and we can help plug them in. It's an issue that is not going away. You can disperse people from one location and they are going to find another. The VA Master Plan can be found at:
<http://www.helpouselavets.com/>.

Mr. McMillan reported that the Homeless Count Walk will be held January 26-28th. Ms. Tippit asked the board if the WNC would like to participate again this year. It was unanimous that the WNC participate again this year. Mr. McMillan will follow up at our next board meeting with the final details.

VA Master Plan comments can be given at:

<http://www.regulations.gov/#!submitComment;D=VA-2015-VACO-0001-0251>.

Jay Handal – I have worked on homelessness issues 27 years, which demarcates our collective failure to adequately address the problem. People call me 5-6 times a week with housing vouchers, and there is nowhere to put people. We need 1,000 one bedroom units. The homeless get kicked out of their dormitories after 90 days and get housing vouchers they cannot use. One bedrooms in this area are expensive, so that is why people are on street. What is needed is housing. I urge you to tell the VA to build housing.

Mr. Rosenfield - Thank you to Councilman for being a tremendous advocate for the community here, especially on the upzoning of Pico and as we attempt to mitigate some of the grade level impacts of the Expo Line. Is the Councilman on the MWD Water Board?

Mr. Bennett – Yes.

Mr. Rosenfield – I know the Councilman is just one vote on a large board, but I wanted to remind your office the WNC opposed the governor's plan to build the \$20 billion water tunnels. There are more sustainable ways to reconcile our water problems. The MWD is using our dollars to buy land in Northern California when that money could be spent locally to help with drought solutions.

Mr. Shabsis left the room.

F) Selection Election November 2016

Ms. Tippit – Jay has graciously said he will be our neutral third party for our selection election. We have to redo the candidate verification worksheet again because it was lost by the City. Verification will be Driver's license, passports etc to document candidates can hold that seat. The minimum voting age is 16. The vote count will be by hand. The budget is \$500. We have been promoting at several events already.

Jay Handal – I am the Director of Elections for the City Clerk. We have 12 independent election administrators. We are going to help you reach out. Nation

Building - We are going to populate your nation with anyone who has an email through their voter registration. We are going to get your election information out to the community. I hope we have contested seats. You need an election committee. We will also work with the Chamber to work with businesses. We need more people voting and the goal is we are going to do it differently.

Mr. Behrstock – This last time we did a whole lot to get the vote out. It might be fair to look at our neighbors too.

Mr. Handal - Palms and West LA had hundreds of voters. Westwood had over 1000 voters. You can change the date of your selection to coincide with Pick Pico.

Mr. Behrstock – There is a reason the presidential election is not in a park. I support getting people out, but I think it is fair to look at how hard we worked at doing it the last time around.

Ms. Broide – There should be a vetting process.

Mr. Handal – Venice has their candidates come to a forum where they tell people how much work being on the council is, and that is the vetting. If you hide in a room, they won't come. If you go to the public, they will.

Mr. Behrstock – We could not have done more through Pick Pico and to say we were not in the public is not accurate, we have been.

Ms. Tippit – Seven seats changed hands last time.

Ms. Shaw – But nobody ran against anyone.

Mr. Handal – Your main job is to represent stakeholders. If you are having elections, you should be able to go back to groups you gave money and say we need your help getting the word out. My email and phone is – jay@empowerla.org, 310-466-0645. We are going to have bus benches and pole banners through a contract with AAA Flag and Banner to do promotions for the NCs. This will be emailed to Terri and you can use it for Pick Pico.

Mr. Spector made a motion to approve the candidate verification stipulation worksheet on how we conduct the selection process as discussed.

Second: Ms. Antler

Passed, 14-0-0

Seats in favor: 1,2,3,4,6,7,8,9,10,11,13,14,16,17

Mr. Shabsis is reseated.

G) Adrian Nelson, parent at Westwood Charter. Thank you for giving us books, which say thank you to the WNC on them. I am back asking for more money. We have a great gardening program, but it is not free. This year we are focusing on water conservation. Our irrigation system is broken and we want a mobile unit. We would like to purchase a pressure filled tank with a sprayer. Our campus is large and with the mobile unit, you can fill once at the source. It wastes less water and you do not trip over the hose. It costs about \$1000. We have taken that and combined it with our regular gardening budget for seeds and soils. Our teacher's focus is on edible gardens and they make lip balm. This is for the main items in our budget. The WNC would provide for the gardening budget for this year for Westwood Charter.

Motion by Mr. Shabsis for funding for up to \$2000 for Westwood Charter School for gardening supplies.

Second: Mr. Rosenfeld

Passed, 15-0-0

Seats in favor: 1,2,3,4,6,7,8,9,10,11,13,14,15, 16,17

H) Short Term Housing

Mr. Rosenfeld read Bonin-Wesson's City Council Motion.

Ms. Broide read the WRAC Motion.

Mr. Rosenfeld – Will the city vote before our January meeting?

Ms. Tippit – No.

Ms. Broide – The City estimates 1000 units are being lost a month due to short term rentals.

Jill Jacobson – There is neighborhood business called Salon Dione that wrote a letter. The letter stated the following: We have heard some people are against rent by owner. I believe a homeowner should be able to do whatever they want with their property. That is why people want to own. The economy has been hard on people and without these options, people can fall into depression. Stop interfering with people's rights to rent their homes.

Parvin Reza – I am from Westwood, not your area. I deal strictly with UCLA people, students, parents, etc. Most people walk, so they are not contributing to traffic. We are not interfering with hotels. Take us off the market, than people cannot afford to come to this part of the city. I live in an apartment and rent one

bedroom more than 60 days per year. We want it regulated and to pay taxes, but 60 days per year is ridiculous. Most people come for two nights. More than 10 day stays almost never occur. She is a renter that sublets.

Shabila Shobsin – I own my own condo. My daughter left for New York and I was incapable of paying my own bills. I lost my UCLA job and make minimal money as a bookkeeper. My daughter suggested I go on Airbnb. Most renters are going to UCLA. Many of the students the come look at me as a mother away from home. I do all the cleaning myself. I only accept females. As to why not rent longer term, who wants to have someone in their home all the time? People come for a short time, not a disturbance and leave. \$80-\$110 a night is the rate and 3% goes back to Airbnb.

Mary Williams – I live on Kerwood. I purchased my home in 1999. I'm a full time single parent. Lost my business in the recession. This income has been a lifeline for me. No complaints from neighbors. I only accept reservations from people with prior references from Airbnb. Opposed to companies that are commercializing this. Rental \$120/nt. I pay TOT and have a business license. If I can only rent 5 nights; \$600/mo is not enough. There is a lot of over-complexity to the WRAC motion. The WRAC motion as it stands I don't think is worth your support. Last night's meeting there was a vote to strike 60 days and there were other strikeouts. Thank you for your consideration. I am working on a career change, but this has given me a lifeline to be there for my kid. I rent 25 nights a month. I have a 2 night minimum and the average is a 4 night stay. Never has someone not been respectful to me or the outside neighborhood.

Rich Birecki – My neighbors know I am renting. I make sure the people I rent to are respectful by their reviews. It is self-policing because if someone gets a bad review, they won't be able to rent again. We provide superior services to hotels; you get a big room and kitchen for half the price. I pay taxes. To limit it for 60 days is something I cannot comprehend. I live in an apartment and sublet the apartment when I am gone.

Susan Shatz, 90025 – I take two references before people stay with me. My neighbors know everything that is going on at my house. If anything is abnormal in my neighborhood, I am calling the police. It is my husband's house. We reinvest into our house the proceeds. We just got a drought tolerant landscape.

Mary Kate Denny, lives on Ilona – I have lived in Rancho Park for 51 years. I am a homeowner and have served as a block captain. Recession hurt my business. Then, I found out about Airbnb. I bring breakfast to my guests. The short term renters have been better behaved than long term renters who I had bad

experiences with. I pay taxes. My house is to code. I fully vet guests. I urge you to support the Bonin-Wesson motion and not the WRAC motion.

Ms. Tippit – I talked to the Councilman two years ago about this. It is your new pot shop problem. Some people do the right thing and 10,000 don't. I have one problem house down the street. We live in an area where developers are coming in and putting up six apartments instead of two. This should have been dealt with two years ago. Owners are kicking people out to do Airbnb. How is the City equipped to regulate this? The City can't enforce what they are supposed to now.

Ms Burns – The WRAC motion is not likely legally enforceable.

Ms. Broide – It is illegal to do short term rentals in R1s and duplexes. In Venice, 12% of housing is estimated to be short-term. 4 platforms have most of the market and the business is changing. It is diminishing the housing stock.

Mr. Shabsis/Ms. Antler – It is a new day and if people can make ends meet, let them. There are changing circumstances for people who bought 30 years ago and have a need.

Ms. Burns – WRAC motion goes too far.

Mr. Rosenfield – Both are insufficient to deal with the issue.

Ms. Tippit – We need a committee to form language.

Committee - Eric, Brandon, Shannon (chair), Stacey.

Ms. Kusnic left; Ms. Morocco rescues herself and has left the room.

I) Manny Barin, mahbarin30@gmail.com, 323-297-3088. *Developer presented renderings of the proposed project at 10604 Santa Monica Blvd. Presently a hotel and is up for sale. Two proposals, the first of which we are asking your support for: (A) 20 unit – RAS4 50 feet high, 4 story/over commercial & parking, condos or a luxury rental. (B) 32 unit –55 ft high, 4 story. Already talked to WSSM, who approves Option A. Right behind the development is a property 55 ft high.*

No billboards will be used. Option A has 2 parking spaces per unit. We are providing bike parking and up to six guest spots. Option A is 4 two bedrooms and 16 three bedrooms. We will make a condition not to have Airbnb. 2 bedroom would be at least \$750,000. Recently built projects include: 10269 Santa Monica Blvd, 1910, 1911 Manning, 1820 Holmby, 10317 Missouri, and 1828 Glendon.

The people who live behind alley want a lower height project of 50 feet and instead the development would be allowed to be built to the alley (Option A).

Ms. Broide – 2 concerns – alley congestion and roof top parties.

Mr. Barin – On the alley concern, I have reoriented garage flow so that parking comes in and out differently. On the rooftop, we can limit the hours.

Motion by Ms. Antler to support Option A for the project at 10604 Santa Monica Blvd as proposed.

Second: Ms. Beale-Rosano

Passed, 13-0-0

Seats in favor: 1,3,4,6,7,8,9,10,13,14,15,16,17

Ms. Morocco is reseated.

J) Ms. Tippit – Update on Trammell Crow Funds – There is \$102,000 in an escrow account to which we will provide recommendations. Councilman wanted to fix sidewalks with the money. Stacey and Barbara are the areas the money will be spent, but it is geared for traffic issues. They will sit on a committee that Barbara will chair.

K) Ms. Tippit – Projects outside our boundaries: We cannot fund projects outside the WNC boundaries, even if there is a benefit to our stakeholders. For example, we cannot fund Emerson because it is outside our boundaries. But, if they do a project within our boundaries we can fund that specific project.

L) Motion by Ms. Tippit to take a reconsideration vote on the Ring Motion from our last meeting.

Second: Ms. Morocco

Passed, 14-0-0

Seats in favor: 1,2,3,4,6,7,8,9,10,13,14,15,16,17

Motion by Ms. Morocco to approve the following motion as amended: "That the WNC fund a Non-purpose Grant of up to \$1,000.00 toward the FOWLA discounted

purchase price for the Ring device, to be allocated at \$10.00 per device, to enable the WNC stakeholders to purchase a Ring security device at a discount through the FOWLA, ~~except where the stakeholder's HOA is already providing the \$10.00 discount to avoid a duplicate reimbursement.~~"

Second: Ms. Antler

Passed, 13-1-0

Seats in favor: 1,2,3,4,6,8,9,10,13,14,15,16,17

Seats against - 7

M) Ms Burns on the Monthly Treasurer's Report: We are getting a \$5,000 annual budget increase this year from \$37,000 to \$42,000.

This month's expenses include: \$4.72 and \$45.97 for Verizon, \$5.00 from Union Bank (that we are trying to get reversed) and a credit of \$41.59 for a telephone reversal for a \$14.10 subtotal.

In September the WNC voted to provide up to \$4800 to Palms Park for a garden payable to the LA Parks Foundation. This amount has not yet been deducted from the budget and is outstanding.

Motion by Ms. Burns to approve the MER with expenditures of \$14.10 for October with a remaining balance of \$37,685.42 and with recognition that up to \$4800 is outstanding per the above.

Second: Ms. Broide

Passed, 14-0-0

Seats in favor: 1,2,3,4,6,7,8,9,10,13,14,15,16,17

N) Motion by Ms. Morocco for Funding for 2016 Website Hosting Service for one year for up to \$120.00.

Second: Mr. Burns

Passed, 14-0-0

Seats in favor: 1,2,3,4,6,7,8,9,10,13,14,15,16,17

Mr. Shabsis – Last year we voted for \$500 for outreach for Math and Science Night. The check was never cut.

Ms. Tippit – It is too late to re-cut it now.

Ms. Morocco – Put this on the January agenda.

O) Motion by Ms. Burns to cancel the December Meeting and continue remaining items to our next meeting in January.

Second: Mr. Antler

Passed, 14-0-0

Seats in favor: 1,2,3,4,6,7,8,9,10,13,14,15,16,17

Ms. Burns made a motion to adjourn at 10:50 pm.

Unanimous

Submitted: By Aaron Rosenfield, Secretary