



Westside Neighborhood Council Meeting Minutes
Thursday, September 8, 2011
Westside Pavilion
10800 West Pico Boulevard
Meeting Room A

Call to order: 7:04PM by Terri Tippit

Attendance:

Barbara Broide (Seat 7), Steve Spector (Seat 4), Mike Eveloff (Seat 10b), Lisa Morocco (Seat 2), Terri Tippit (Seat 8), Shannon Burns (Seat 14B), Jerry Asher (Seat 6), Mary Kusnic (Seat 11), Drew DeAscentis (Seat 9), Letty Bugarin (Seat 5), Bob Guerin (Seat 13), Melissa Kenady (Seat 16), Charles Horowitz (Seat 15), Colleen Mason Heller (Seat 12)*, Mike McIntyre (Seat 3)*

*arrived at 7:15 pm

Absent:

Ty Vahedi (Seat 17)

2. Approval of August 11, 2011 Minutes:

Charles moved to approve the minutes

Jerry seconded the motion.

The motion passed 11 – 0 – 4 (Seats 2, 10, 13, 16 abstained)

3. Public Forum:

Colleen commented on the recent article about the Gold Line and reminded us that we have been told by Metro that Expo will be like the Gold line. We need to be vigilant to make sure our community does not have the same time line issues in addressing impacts that the Gold line residents did.

Barbara urged constituents to send comment to the Board of Supervisors regarding the proposed redistricting of our area and county.

The Board of Supervisors will vote September 27th.

5. Agenda Items:

Barbara Broide:

Update of Sign Ordinance

Barbara reported on the sign ordinance first approved on March 26, 2009. Proposed changes to this ordinance first made public on July 22, 2011 seem to seriously weaken the ability of the city to protect citizens from negative impacts.

Negative impacts of concern in the revised ordinance include but are not limited to;

- Proposing to grandfather a dozen pending sign district applications, creating a possibility of new off site signage without a single billboard being taken down which was previously necessary.
- Broadening the comprehensive sign program to allow the possibility of placement of commercial advertising in city parks and recreational facilities.
- Electronic signage allowed on site or business signs anywhere in the city.

Steve Spector suggested there may be a middle ground since some signage can revitalize an area as evidenced on Abbot Kinney and Culver City's local flavor signage.

Barbara agreed as long as signage was legally defensible and consistent.

A community meeting Q + A will be held on September 15, 2011 At Jerry's Deli in Westwood. NCs are encouraged to file Community Impact Statements and impact statements before the next PLUM meeting October 18, 2011.

The following motion was made by Barbara Broide and seconded by Charles Horowitz;

"The Westside NC opposes adoption of the revised citywide sign ordinance now pending before the City Council Planning and Land Use Management committee because it would allow a proliferation of commercial advertising on both private and public property without a significant reduction in existing billboard and signage blight, and would allow new electronic signage without addressing energy use, light pollution, traffic safety, and other issues that could negatively affect communities throughout the city."

Mike Eveloff introduced the following three friendly amendments that were accepted:

- A) Motion to ask the City Attorney for an opinion on the impact of the donor sign language in the proposed sign ordinance on public parks
- B) Motion to ask the City Attorney for an opinion on the impacts of the campus sign language in the proposed sign ordinance on tall residential and commercial buildings surrounding a campus location.
- C) Motion to ask the City Attorney for an opinion on the CEQUA implications of the Santa Monica Bus plan to install digital signs on the sides of their buses.

Motion and amendments passed 14 – 0 – 1 (Seat 5 abstained)

Barbara Broide made the following motion that a letter regarding Community Care Facilities ordinances be sent to Ed Reyes, head of PLUM;

"The Westside NC strongly urges that the proposed Community Care Facility Ordinance be brought before the full City Council for a vote as soon as possible".

Motion was seconded by Jerry Asher and passed unanimously.

Eric Wright from L.A. Department of Transportation (eric.wright@lacity.org) spoke about DOT "Watch the Road" signage program.

100 signs have been donated to the WNC in order to highlight road safety and to encourage pedestrian and bike traffic.

Signs should be placed on private property only and not be a distraction in heavy trafficked areas.

Website for more information www.watchtheroad.org

Lisa Morocco reported on the following;

Pico Beautification

A total of \$318,000.00 was raised to match \$1.5 million proposed which was 20% of the total.

Unfortunately due to the many projects presented, Pico Beautification was not funded.

However, the Plant Pico project is moving forward with a \$200,000.00 budget which includes planting of the flowering pear trees along Pico Blvd as well as a 2 year maintenance program for the trees.

There will be a meeting on September 15 @ 2pm Pico and Patricia with the City to determine when the project can move forward. The WNC will reach out to the community for volunteers to plant the trees.

Barbara Broide suggested that the new trees have some sort of bilingual signage noting Westside NC tree program and the city code on trimming trees.

Lisa Morocco made the following motion for funding;

"The WNC moves to fund meetings and appearances by Kathy Cerra, landscape architect for the Pico Beautification project, in the amount of \$500". The motion was seconded by Mary Kusnic.

Motion passed 14 – 0 – 1 (Seat 4)

Lisa also announced hotline for Pacific Graffiti Solutions (310) 204-2749. Yvette will give a report of where PGS removed graffiti in our area at our next meeting as per our agreement when we allocated funds for graffiti removal.

WNC stakeholders should utilize this phone number to report graffiti in our area.

6. Updates:

LAPD:

SLO Gonzales reported that the first homicide in our division recently occurred. It is believed to be retaliation for an incident that occurred a few years ago. Theft from motor vehicle is still high. Do not leave any items visible in your vehicle even if it's in your driveway.

CD5:

Jay Greenstein reported on CD5's Emergency Preparedness Events taking place this Sunday at the Sherman Oaks Galleria and the Century City Westfield Shopping Center. WNC will have a table at the event. Terri, Lisa, Melissa and Dick will man the table.

Outreach:

Lisa and Melissa reported on the first 2 Saturdays of Take Me Home Days. 4 cats and 4 dogs have found homes. We have 3 more Saturdays to help find homes for these animals. Councilmember Koretz will be holding office hours at the last one on September 27th from 1-4pm.

Outreach Committee Meeting on September 19th at 7pm Meeting Rm B to discuss Pico Tree Planting and Pick Pico Weekend.

Mobility:

Lisa announced the next Mobility Committee meeting will be September 19th at 6pm to discuss a request for speed humps on Tennessee, Prosser to Beverly Glen.

Chair:

Terri reminded the board that the WRAC Mayor Town Hall will be this Monday at 6:30pm at Felicia Mahood Center.

WRAC will be hosting a Town Hall Meeting on September 27th at the Iman Center at 7pm to discuss changes to the Neighborhood Council system voted on by the city council on August 16, 2011. BH Kim, DONE General Manager, will be a guest speaker. NC board members are encouraged to come.

Motion To Adjourn at 8:20pm

Motion By: Jerry

Second By: Drew

Motion passed: Unanimous

Submitted by Recording Secretary