

## Westfield Begins Major PR Push for Its New Mall Expansion

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Westfield appears to be gearing up for a major PR push for its proposed Century City mall expansion. The expansion would include over 300,000 square feet of new retail space and a forty story condominium tower with three stories of retail.

The Tract No. 7260 board has not yet taken a position on the project. Tract No. 7260 supported Westfield's previous expansion, which brought the new AMC theaters and dining terrace to the mall and also added a second story of retail space to one building.

In mid-November, community leaders received calls from "Jamie" of the "Century City Coalition." During the calls, Jamie would state, "You signed a letter of support for the project at an HOA meeting."

When pressed, Jamie could not indicate at which HOA meeting the support letter was signed. When further pressed, Jamie of the "Century City Coalition" identified herself as Jamie Fontaine, who works for Burnside Associates, a political consulting firm.

The "Century City Coalition" appears to be a manufactured group launched to create the impression of community support for the Westfield expansion project.

Separately, a representative from Greer/ Dailey/-Minter, a PR firm, has been arranging walking tours of the project with Councilman Jack Weiss. This seemed a bit odd to many as it would usually be the Councilman's field deputies that would arrange for meetings with the councilman.

Councilman Weiss has already come out in support of the project. In a January, 2007 interview with PlanningReport.Com, Weiss said:

*" I will support their [Westfield's] proposal for a high-rise, truly mixed-use building, which will have residential on top, commercial in the middle, and hopefully several stories of retail on the ground floor along Avenue of the Stars. "*

Greer/ Dailey/Minter and its employees have contributed tens of thousands of dollars to L.A. politicians and thousands more to Councilman Jack

Weiss. Westfield contributed at least \$100,000 to the Mayor's PAC.

The Greer/ Dailey/Minter group follows a well-practiced playbook to get projects approved and has been kind enough to publish the tactics on their website. ([www.greerdaileyminter.com](http://www.greerdaileyminter.com)) The playbook calls for creating a "credible, solid base of supporters."

Creating that "*credible*", solid base of supporters appears to be what *Jamie* was doing when she informed people that they had signed a letter of support for the project.

And in the "it's a good thing, really" category, the publicists proudly state that they had secured "full entitlements" for a "Major hotel, retail, commercial office complex proposed for a nearly three-block area of the famed Sunset Strip in West Hollywood ... despite significant opposition from Los Angeles residents."

That would be residents they want to "overcome." Us. People who live here and vote here and SHOP here.

Again, the Tract No. 7260 board has taken no position on the Westfield expansion. The project could be a fantastic addition to the area. It could also contribute unacceptably to the Westside's deteriorating infrastructure.

Tract No. 7260 hopes that the project and its impacts receive a full and fair review and that the desires of the constituents in surrounding communities are heard and not just seen as something to be "overcome."

Hopefully all voices will be given equal weight and the tactics mentioned above will not be employed to the detriment of the community. Only time will tell how Westfield intends to interact with the community--its customers.

Visit [www.Tract7260.Org](http://www.Tract7260.Org) for updated information on the Westfield project.

## Bellwood Project Files EIR Paperwork Tract 7260 Asks For Opposition Petitions

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The paperwork for an Environmental Impact Report for the Bellwood project has been filed with the City. The Tract No. 7260 Board believes the Bellwood project would have major impacts on homeowners in the immediate area, through traffic on Olympic, and safety for those turning onto Olympic from Kerwood. It would also put more pressure on police, fire, and schools.

Please take a moment to complete the enclosed petition and fax it to the Tract No. 7260 board. The Tract No. 7260 Board will be doing everything in its power to make sure that this project does not go forward as proposed.

## Accident Blocks Beverly Glen at Mississippi

*Motorcycle v. Car accident highlights increasing traffic issues on Beverly Glen*

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An accident occurred at the intersection of Beverly Glen and Mississippi mid-afternoon on Sunday, November 4th. Fire Station 92 and West LAPD responded while local residents helped direct southbound Beverly Glen traffic onto Mississippi. Northbound Beverly Glen traffic was directed back toward Olympic.

Tract No. 7260 residents have noticed increased difficulty entering or leaving the area as traffic and speeds on Beverly Glen have increased. At the same time, Beverly Glen residents have complained about the dangers of simply getting into and out of their driveways.

Beverly Glen residents have also noticed increased U-Turn activity near La Grange.

Finally, the alley on the west side of Beverly Glen just below Santa Monica Blvd. is now closed due to a new development project.

## **Neighborhood Emergency Awareness & Response Meeting (NEAR) Earthquake Preparation Meeting**

*From Susan Silver...*

Come learn how you and your neighbors can survive a major quake or other emergency at the kickoff meeting of NEAR (Neighborhood Emergency Awareness & Response)—a grassroots network of neighbors helping neighbors so that *in an emergency, our neighbors will be NEAR.*

This meeting will focus on Tract No. 7260 between Olympic and Pico and Beverly Glen and Fox Hills Dr.

Wed., Jan. 30, 7-9 pm,  
for Tract 7260 Neighbors  
at Temple Isaiah on Pico

For more info and to **RSVP**, please email [NEARnetwork@gmail.com](mailto:NEARnetwork@gmail.com).

### **Coyote Roaming Northern Tract 7260**

A coyote has been seen in the area of Benecia, La Grange, Dunkirk, Comstock & Fox Hills. Residents should keep pets inside.

Animal services has been called but cannot do anything unless the coyote threatens humans or is injured.

### **Tract No. 7260 sends letter to Gail Goldberg on Growth and Infrastructure**

The Tract No. 7260 board joined the Miracle Mile Residential Association and the Bel-Air/Beverly Crest NC and sent a letter to Gail Goldberg which requests that the City complete its mandated Annual Report on Growth and Infrastructure prior to allowing more development.

The "annual" report has not been completed since 1998. The full letter can be found on the Tract No. 7260 web site – [www.Tract7260.Org](http://www.Tract7260.Org).

Tract No. 7260 No. 7260 Association, Inc.  
2057 Kerwood Ave.  
Los Angeles, CA 90025

Resident

Tract No. 7260  
Homeowner's  
Association, Inc.

[www.Tract7260.Org](http://www.Tract7260.Org)



Neighborhood Update

December 2007

**Bellwood Opposition  
Petition Enclosed.  
Please Complete & Fax**

[Outreach@Tract7260.Org](mailto:Outreach@Tract7260.Org)

## Pico/Olympic “Virtual One-Way” Plan Being Implemented

*Tract 7260, Community Leaders Surprised By Announcement.*



The Mayors of Los Angeles and Beverly Hills joined councilmembers Bill Rosendahl and Jack Weiss in presenting a “virtual one-

way” plan for Pico and Olympic Boulevards. John Fisher of the Los Angeles Department of Transportation was also present. The plan is not theoretical. It is being implemented.

The plan would restrict left turns onto “minor” streets, restrict parking during peak travel hours and change the number of lanes on both streets to encourage a counter-clockwise flow throughout the area. It would also eliminate the “permissive left turn” from eastbound Olympic to northbound Beverly Glen – a turn used by many 7260 residents to get home.

Read the full story at [www.Tract7260.org](http://www.Tract7260.org)

The proposal came as a complete surprise to just about everyone as there had been no activity, at least public activity, on the Pico/Olympic one-way plan for months. Several months ago Jack Weiss had formed a Pico/Olympic task force to review the issues involved with making changes to the two major streets. None of the task force members, homeowner associations or neighborhood council members were consulted before the current plan was announced.

When asked about public input, the elected officials stated:

1. We used the public input from the previous proposal so there was public input.
2. We intend to seek input from homeowners and residents.
3. The signs are currently being fabricated.

According to John Fisher and Sean Skehan of LADOT, the proposal will displace the Adaptive Traffic Control System (ATCS) on Pico and Olympic. ATCS currently monitors existing conditions and reacts by changing the amount of green time a flow of traffic has based on the number of cars approaching an intersection. It reacts to existing traffic. The new proposal will be proactive instead of reactive. It will attempt to change the driving behavior of West L.A. residents as opposed to reacting to it. In doing so, LADOT and the elected officials hope to improve the flow of Pico and Olympic.

### From LADOT: Plan Summary

- Traffic congestion levels along Olympic and Pico Boulevards justify the implementation of all available traditional measures and consideration of non-traditional operational measures.
  - Supervisor Yaroslavsky’s proposal was evaluated by the Department of Transportation (DOT) and elements of the proposal were found not to be feasible.
  - DOT has evaluated other alternative measures and has determined that the three measures of (1) the addition of peak period lanes; (2) directional signal operation; and (3) preferential directional flow are feasible.
  - The addition of peak period lanes for both the AM and PM peak periods will have initial adverse impacts to parking availability until schools, religious institutions, businesses, and customers can adjust to the new parking restrictions, as has occurred elsewhere in the City.
- Directional signal operation and preferential directional flow would improve traffic flow for traffic traveling westbound on Olympic Boulevard and eastbound on Pico Boulevard, but would degrade traffic flow for traffic traveling eastbound on Olympic Boulevard and westbound on Pico Boulevard. However, the overall benefit is that motorists would have travel choices for improved directional flow that are not achievable through conventional measures.
  - Each of the three feasible measures hold the potential of incrementally reducing commuter traffic on neighborhood streets along the Olympic/Pico Corridor due to improvements in traffic flow on the arterial routes. Further, access to and traffic volumes on Motor Avenue and Overland Avenue (northerly of Pico Boulevard) would be incrementally reduced due to metered left turn phasing to those routes.
  - A three-phase approach (first peak period lanes, followed by directional signal operation, followed by preferential directional flow operation) would allow the impacts of each phase to be assessed before advancing to the next phase.
  - The cost to implement the first phase is estimated to be \$300,000, which can be entirely financed from the Special Parking Revenue Fund. The cost to implement the second phase is estimated to be \$300,000, which can be financed from a combination of the West Los Angeles Improvement and Mitigation Specific Plan Fund and the ATSAC Trust Fund. The cost to implement the third phase is estimated to be \$1,500,000, which could be financed from the West Los Angeles Improvement and Mitigation Specific

Plan Fund and other funds to be designated.

- At this time, funding is requested only for Phases One and Two.

#### Phase 1: AM and PM Peak Period Lanes on Olympic/Pico Boulevards

Peak period lanes provide added capacity during peak periods by utilizing the area reserved for curbside parking as travel lanes. Typically, major arterials have continuous peak period lanes to provide a consistent or maximum number of travel lanes. An inconsistency in peak period lanes limits roadway capacity in critical segments by not allowing continuous travel lanes, creating traffic merging conditions and increasing the potential of rear-end and side swipe accidents. The primary drawback of the installation of peak period lanes is the loss of on-street parking during the peak periods.

The objective of this alternative is to achieve continuous peak period curb lanes in each direction during both the AM and PM peak periods by implementing uniform peak period parking restrictions on Olympic and Pico Boulevards within the study segment. Along the study segments of Olympic Boulevard between Centinela Avenue and La Brea Avenue, and Pico Boulevard between Centinela Avenue and San Vicente Boulevard, there are significant distances where peak period lanes are already in place. However, there are sections where either an AM peak period restriction, PM peak period restriction, or both are not present. In addition, in some sections the hours are not consistent from block to block. This concept will require the addition of peak period lanes and parking restrictions in the missing sections and consistent hours along the streets.

This phase is expected to improve overall travel speeds by 2 mph in those sections where peak period lanes and parking restrictions do not exist.

The cost for Phase 1 is approximately \$300,000 and can be financed from the Special Parking Revenue Fund.

#### Phase 2: Directional Signal Operation

Among the many benefits of one-way streets are increased travel speeds and reduced delay accomplished in part by improved traffic signal timing. However, a one-way pair operation of Olympic and Pico Boulevards is not feasible because of the distance of separation between the two streets ( $\frac{1}{4}$  to  $\frac{1}{2}$  mile). Instead, DOT has developed a strategy to treat these two-way streets as a pair and time the signals to favor one direction of travel over the other. This strategy is termed "directional signal operation". According to this strategy, Olympic Boulevard would favor westbound travel and Pico Boulevard would favor eastbound travel.

This phase is expected to improve travel speeds by 6 mph (from 17 to 23 mph) in the preferential directions, with a small degradation of 1 mph (16 to 15 mph) in the opposite directions. Although the preferential direction benefits and the minor direction degrades, the overall benefit is that motorists have a choice and a smooth-flow option not otherwise available through conventional measures.

The cost for Phase 2 is approximately \$300,000. The portion westerly of Beverwil Drive would cost approximately \$150,000 and is eligible for financing from the West Los Angeles Improvement and Mitigation Specific Plan Funds. The remainder can be financed from the ATSAC Trust Fund.

#### Phase 3: Preferential Directional Flow Operation

DOT has developed a strategy to operate two-way streets in an alternative way – with preferential flow in a given direction. Under this concept, Olympic Boulevard would provide preferential treatment for westbound through

traffic and local access only for eastbound traffic. Likewise, Pico Boulevard would provide preferential treatment for eastbound through traffic and local access only for westbound traffic. This operational concept is termed "preferential directional flow". It is feasible between Centinela Avenue and a point east of La Brea Avenue. It has been tried on a much smaller scale along Figueroa Street between Olympic and Exposition Boulevards and along Hill Street between 1<sup>st</sup> and 12<sup>th</sup> Streets. There is no known similar operation of two paired streets separated by such a great distance ( $\frac{1}{4}$  to  $\frac{1}{2}$  mile), of which DOT staff is aware, anywhere in the nation.

Simply stated, preferential directional flow would have the peak period lane plus the adjacent lane to provide transit service and local access for the "minor" move. All other lanes would serve the opposing preferential flow. Phase 3 complements the Phase 2, directional signal operation, which would tend to attract more motorists to the street and direction that offers improved directional flow. As motorists gravitate to the preferred direction and traffic volume increases, it is possible that the travel times and speeds might decrease. Therefore, the implementation of this alternative would be necessary to accommodate the increase in traffic volume in the preferred direction and maintain the initial benefit of Alternative 4 (+6 mph in the preferred direction).

The cost for Phase 3 is approximately \$1,500,000 and is eligible for financing from the West Los Angeles Improvement and Mitigation Specific Plan Fund and other funds to be designated. Final funding will be identified when a decision is made to move forward to Phase 3.

Full information including the full plan can be found at [www.Tract7260.Org](http://www.Tract7260.Org)

Date: \_\_\_\_\_ Name: \_\_\_\_\_ Address: \_\_\_\_\_

Dear Tract No. 7260 Association: \_\_\_\_\_ Email Address: \_\_\_\_\_ @ \_\_\_\_\_

Please accept this letter as an indication of my opposition to the project being considered for Bellwood off of Olympic Boulevard. I believe this project would materially impact me and my neighborhood. I support the Tract No. 7260 Association and my neighbors in their opposition to the project.

I oppose this project because:

**It would materially impact views of existing single family/R1 properties.**

Homes on Orton, Keswick and Kerwood that border the proposed project currently have views to the north which look over the existing structures without obstruction. The placement of structures higher than the R1 property would represent a fundamental change in the views for those properties. The result would be to "box-in" existing single-family homes.

**It would materially impact privacy for residents of existing single family/R1 properties.**

Residents of homes on Orton, Keswick and Kerwood that border the proposed project would suffer a complete loss of privacy should structures be allowed above the grade of the existing single-family/R1 property. This is especially true since windows and/or balconies facing R1 homes are part of the project.



Existing 1 and 2 story structures

**It would cause disruption of local and regional traffic on Olympic Boulevard.**

Traffic on Olympic is already at a critical level. The addition of a project that increases density on Bellwood would result in increased left turn queues from Olympic onto Bellwood. The turn queues would likely spill into the Number One lane on Olympic and would block through traffic. Left turns from Bellwood to westbound Olympic would be impossible and/or exceptionally dangerous. Further, increased use of Bellwood would impact eastbound traffic on Olympic as more people would merge into the flow of traffic. Increased traffic to Ralph's would also represent a major problem since the nearest crosswalk is at Century Park West. A new light or crosswalk to solve the safety problems created would result in significant traffic delays on Olympic.

**It would create a material safety issue for people exiting the Tract No. 7260 area on Kerwood.**

Hundreds of Tract No. 7260 residents currently use Kerwood as an egress point from Tract No. 7260. The merging process is already a dangerous maneuver since drivers must navigate into the heavy, fast-moving traffic on Olympic. The addition of a new traffic source so close to Kerwood would result in increased safety problems.

**It would place R3 or greater density abutting R1 property without any R2 buffer area.**

The project represents an extremely dense use of land which directly abuts R1 property. This is contrary to the buffering concept where R1 flows into R2, then into R3. The placement of R3 or greater density near R1 property is inconsistent with good planning principles.

**It would materially impact Westwood Charter which already is overcrowded.**

The local school, Westwood Charter Elementary, is already impacted to the point that local students may not be guaranteed a place at the school. Replacing bachelor apartments with higher-end multi-bedroom units that would attract families (and thus students) would exacerbate an already impacted school.

**It would place an increased demand on LAPD and LAFD.**

The project would add to the ever-increasing workload of both the fire department and the police department. The cumulative impacts of this and other such projects cannot be overlooked. Station 92 has seen significant increases in population yet no increases in manpower or equipment.

**It would eliminate affordable housing**

The project would result in the demolition of 113 affordable housing units. Adding insult to injury is the fact that the developers are seeking a density bonus because they plan to add 8 "affordable" units. These affordable units would sell for a quarter of a million dollars. The developer is seeking a density bonus despite the fact that the project would result, at best, in a net LOSS of 105 affordable units.

I do not believe that a developer should be allowed to make money while damaging the neighborhood, decreasing the value of surrounding homes and eliminating critical affordable housing. I ask that this project be opposed.

**FAX TO 310-943-1837**

Dear Neighbor,

Please take the time to fill in the **Bellwood Project opposition petition** on the reverse side of this document and fax it to Tract 7260 at 310-943-1837. If you cannot fax the form, you can mail it by folding and stapling this form. Be sure to affix a first class stamp.

The Bellwood Project as proposed would impact Tract No. 7260 property values, impact traffic on Olympic and also displace over 100 affordable housing renters. It would also put even more pressure on our local schools, police and firefighters.

**Tract 7260 needs your help to show widespread opposition to the project.**

Tract 7260 will update the Bellwood issue and also other neighborhood issues at the Tract 7260 website – [www.Tract7260.Org](http://www.Tract7260.Org).

Thank you in advance.  
Tract No. 7260 Association, Inc.

**Fax the other side to 310-943-1837 OR fold, apply a first class stamp, staple and place in the mail.**

Affix  
Stamp  
Here

Tract No. 7260 Association  
Attn: Bellwood Project Committee  
2057 Kerwood Blvd.  
L.A. CA 90025

Staple Here