

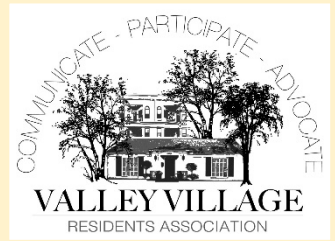
THE VALLEY VILLAGER

VALLEY VILLAGE RESIDENTS ASSOCIATION

VOL. 31 NUMBER 3

June 2021

P.O. BOX 4916, VALLEY VILLAGE, CA 91617



Valley Village July 4th Food Drive



Come to our Food Drive. Even though we are emerging from the pandemic, it has not given us enough time to put on our usual much-loved Parade – we have to start gearing up for that in January for all the cogs to be synchronized and purring by July. So, we have accepted the challenge for one more

year and spirited our usual corn dogs and watermelon extravaganza into a much-appreciated Food Drive, helping neighbors in need. We hope you will join our Association again in generously supporting this event, spearheaded as before by our own Dorothy Apple and our loyal group of volunteers. We will collect food donations for the North Hollywood Interfaith Food Pantry (www.nhifp.org) to distribute on their donation days.

Here's how it will work: We will accept drive-by contactless donations between **10am and noon** on Sunday, July 4th at **Valley Village Park, which is at 5000 Westpark Drive**. If you drive down Huston Street and turn left on Westpark, you will see the donation station there and be guided by our volunteers who will off-load the donations from your car. We will also set up our Association table as usual, and will be ready to answer questions, chat, and take any financial donation or membership payment you might care to make. We will also have thank-you swag to give out, so keep driving slowly.

Here's a short list of what is appreciated at the Food Pantry: Chunky soup, cans only, please; Peanut butter, not family size, Canned fruit 14-15oz cans only, 1 lb bags of white rice, Dry cereal, not family size, Individual bags of cookies, chips, energy bars, Canned protein foods. Also, gently used men's jeans.

We are also proud to honor a long-time resident of Valley Village, Aaron Epstein, as our Grand Marshal this year.

And we will be joined by Congressman Brad Sherman, Assembly-member Adrin Nazarian, Councilmember Paul Krekorian and City Controller Ron Galperin at some point during the event.

And what's Independence Day without decorations! We encourage you to re-think what's possible from the Parade. Please let's decorate our homes and vehicles as we did our bikes and wagons and animals in previous years, and make this a great event to ring in our new name and celebrate life in Valley Village. **See you on the 4th!**

Grand Marshal Aaron Epstein

By his own admission, Aaron Epstein is an anything-but-silent member of the Silent Generation. An Angeleno born and bred, he went from a Business degree from UCLA and a stint at CSUN into the family business, the much-loved Pickwick Bookshops in Hollywood.

Aaron has consistently fought to preserve his own business and civil rights and those of others, invoking the Brown Act successfully when necessary and fighting for better working conditions in many of the country's major retailers operating here in the Southland.

And in February of this year, he took on AT&T, investing a considerable sum of money to run ads in Dallas, Texas (home to the company's HQ) and New York, insisting that AT&T provide internet service faster than 3 Mbps/sec. in our area. His efforts have resulted in AT&T laying fiber optic cable in the vicinity of Gentry Avenue and Addison Street, with a promise to work on much improved speeds in our area over the next twelve months.

Among the many things Aaron is keeping an eye on as he enters his 91st year is the creeping practice of tearing down our signature single-story homes and wedging mega mansions into the same space. We have no doubt that Aaron will continue to work for the good of our Village on this and other issues and "will continue to speak out for truth and fairness in government."

Congratulations to this year's July 4th "Parade" Grand Marshal, Aaron Epstein!

Board Notes

At its meeting on May 3, the Board of Directors made a motion to promote the Association's work by distributing door hangers before the Food Drive on July 4th ~ There was discussion on the ongoing lack of affordable housing, with a short history of its beginnings in the Reagan era, and an alert about the upcoming Metro HoHo Housing project which is treated elsewhere in this newsletter ~ Board members are carefully following and providing input regarding the Burbank Airport noise situation, and SB9 and SB10, offspring of SB50, which propose housing density in residential neighborhoods ~ Since the July 4th Parade is such an important event for the Association and comes so close to the July Membership meeting, it was agreed to drop the July Membership meeting and hold just 3 during the rest of the year (January, April and October); also agreed that the three formal meetings will start at 6:30pm ~ Noted that the issue of the sign ordinance may come up again soon and that the Association will be ready to support Scenic L.A. in its efforts whenever requested to do so ~ The Board was happy to support Colfax Elementary school in the Covid version of its annual World Fair this year.

The VVRA Board:

President: Beth Fulton

Vice President: Dorothy Apple

Secretary: Ellen Wilhelm

Treasurer: Jenna Schwartz

Boardmembers at Large:

Glenn Block

Paul Hatfield

Sandy Hubbard

Pam Moeck

Linda Simon

Marc Woerschling

EDITORIAL STAFF

Publisher: Peter Sanchez

Editor: Gil Shorr

Editor Emerita: Breice Reiner

Contributors:

Dorothy Apple Glenn Block

Beth Fulton Linda Simon

Ellen Wilhelm Marc Woerschling

Phone: 818-506-5158

A Letter from the President

Hello Villagers,

Please join or renew your membership in the Valley Village Residents Association. VVRA is a voluntary, neighborhood association that advocates for quality of life issues that affect us all.

By making your nominal \$20 dues payment you will be informed on community events and news, stay involved within your community and be a supporter of the much-beloved July 4th Parade.

We encourage and welcome your involvement at our events, as a member of one of our committees and/or as a member of our board. Please consider volunteering in an area of interest to you. Your voice and ideas are valuable and welcome.

We look forward to seeing you again in person very soon!

Beth Fulton, President

From the Secretary's Desk

A Message about Email Addresses

To the 350+ member households who have provided us with your email addresses, we would like to say Thank You. This avenue of communication makes it quick and economical to reach out to you with our email blasts and bulletins and The Valley Villager newsletter.

As you rejoin, please consider providing us with a personal or work email address so you may be assured that you are receiving our emails.

Communication with our members is very important to the Board. We are careful not to send too much out to our members, but when we do, it's because we consider it something you would benefit from knowing.

However, some households have only given us one email address and we request that as you rejoin you provide us with your spouse's/partner's email address too. After all, they might be interested in our news and with your busy life, the information may not always be shared.

We recommend that you add "mail@ValleyVillageRA.com" to your computer's address book so our emails won't land in your spam box.

Thank you. Your membership and support is appreciated.

Renewal Note: If you did not receive an envelope with this newsletter, don't worry! You are one of our members who paid twice during our fiscal year or you paid after January 2021, and as a courtesy your membership has been extended to June 30, 2022. If you have any concerns, please contact VVRA's Secretary, Ellen Wilhelm, at mail@ValleyVillageRA.com or 818-506-5158.

Affordable Housing Proposal

With the affordable housing crisis in Los Angeles reaching historic levels, Metro has an opportunity to improve the situation in North Hollywood. With 16 acres (about 700,000 sq. ft.) of publicly owned land surrounding the North Hollywood Station at Lankershim and Chandler boulevards, Metro is proposing **District NOHO** – a \$1 billion mixed-use joint development plan.

However, the current plan includes only 20% affordable units in segregated buildings at the outskirts of the development, which the Association sees as problematic.

As presently designed by Trammell Crowe, the District NOHO project proposes to construct more than 500,000 sq. ft. of office towers, 100,000 sq. ft. of restaurant/retail space and 1,500 residential units. And here's the problem: Only 300 (20%) of the residential units are designated affordable – and these affordable units are segregated in two buildings at the southwest and northeast edges of the development.

The North Hollywood Station is one of the busiest transit centers in Los Angeles. It is the terminus of the heavily used Red and Orange Lines, and has anticipated connections to the proposed North San Fernando Valley and North Hollywood/Pasadena BRT (bus rapid transit) lines. And, the North Hollywood Station sits in the middle of a vibrant but vulnerable community.

While the Association welcomes planning of affordable housing in our area, we are considering a formal endorsement of Metro's planned joint development, dependent upon a more equitable siting of the residential units. The North Hollywood Station is strategically placed in the very center of North Hollywood and offers an excellent opportunity to build a more equitable and affordable Los Angeles but it must be based on 100% affordable, and 0% segregated housing.

New Name, New Yard Signs

Fellow members, for many years our Association has thought of itself as a community organization welcoming to all residents. To reflect that, we have changed our name and logo.

In January of this year, at our annual Membership Meeting, the membership approved the Board's recommendation that we become the Valley Village Residents Association. The Board also thought that our logo should reflect all our different housing choices and honor the many and varied trees that make Valley Village such a pleasant place to live.

To proclaim this change to all those who live here in Valley Village, we have had new lawn signs printed,



and they are available at no cost to any members who would like one. Just reach out to Dorothy Apple at appledorothy@gmail.com and she will work with you to have it delivered or picked up.

Private Patrol Goes 24/7

By now, probably most Valley Villagers have seen the white patrol cars moving slowly down many of our streets several times a day. This is due to VVRA members and organizers of the Valley Village patrol, Jon Sanserino, Jimmy Martinez and Marilyn Kay. They have negotiated a 24/7 patrol service agreement with Valley Village-based Interagency Response Patrol. The service includes six drive-by checks per day of each subscriber's property, and other services such as a vacation watch.

Feedback from members has been positive, with reports of friendly officers responding within 3-5 minutes of a call. While overall crime seems to be on an upswing, reports of car and home break-ins, creepers and porch pirates in Valley Village are down since the patrol started earlier this year.

The service costs about \$1 a day. If you would like to find out more, email Jon Sanserino at valleyvillagesocal@gmail.com for more information, or go to <https://lasafe1.com/valley-village-sign-up-1> to sign up. The more subscribers, the more time the patrol cars spend on your block and in Valley Village.

Interagency Response Patrol is neither sponsored by nor is it in any way connected with VVRA.

Trees, Trees, Trees – Tree Planting

The Valley Village Residents Association is planning and organizing a tree-planting project during the fall months and we hope you will participate.

One of the many things that make our neighborhood so special is the number of beautiful, mature trees. However, we are losing many of our trees to disease, old age and development.

In the spirit of maintaining our lovely neighborhood, and providing significant environmental benefits, VVRA is working with CityPlants to plant parkway trees for whoever is willing to take on their maintenance.

Your yard might be perfect for a “parkway” tree – that means a tree planted within 6’ of the street. If you are interested in participating in the program or to get more information, please email us at mail@ValleyVillageRA.com with ‘Trees’ in the subject line.

We hope that you will consider participating in our tree-planting program. If we do not plant more trees, we run the very real risk of seeing the environment of our beautiful neighborhood change.



Why Planting Trees During A Drought is a Great Idea!

The idea that we should not invest in watering and planting trees and shrubs during a drought is a misconception. Trees and shrubs can be responsibly planted and maintained during drought, even one as severe as the current one. Newly planted, young trees only require between 10-20 gallons of water every week to maintain whereas lawns require approximately 62 gallons for every 10-square-foot patch weekly. Mature trees can be sustained on less water than a lawn if watered using deep-root techniques 2-4 times per month. Trees are also long-term investments and provide greater benefits to things like property value, energy and water use reduction as well as air pollution reduction.

Trees, especially drought-tolerant, native species, also provide critical services that directly attack some of the consequences of drought. Native trees send out deep, water-seeking roots into the soil to tap into local groundwater and draw it to the surface. This water is redistributed laterally and vertically through the root system in a process called hydraulic redistribution. Trees do this to prevent root death and retain soil moisture. In the process of redistributing water along root systems, trees filter water and make some available to plants with shallower root systems. As the plants use water in photosynthesis it is released from the leaves in a process called transpiration, which cools the surrounding air. In semi-arid, Mediterranean climates, like ours, this cooling can be 80% dependent on water redistribution by trees. Tree cover also prevents evaporation from rivers, reservoirs and soil, saving water for drinking and agriculture.

Tree cover shades and cools an area. In cities this is particularly important. If you’ve ever stepped onto asphalt on a summer day you have some idea of why. Urban landscapes are made of materials that absorb sunlight and heat more than soils or planted landscapes, making cities hotter than the surrounding landscape. Scientists call this “the heat island effect.” Tree cover can cut the temperature by about 10 degrees in heat islands, meaning trees can be the difference between a comfortable 80 and a hot 90. Benefits like these don’t happen overnight. Trees are a long-term investment, requiring thought and tender care throughout their lives. If we want to reap the long-term benefits of trees we need to water and care for the trees we already have and plant trees for the future. We also need to avoid planting things, like lawns, that waste water and provide no drought benefits. Drought in California is cyclical. There’s strong evidence that cyclical drought has been a part of California for the past 7000 years, if not the entirety of California history, with some droughts lasting decades. Planting and maintaining trees to help us cope with drought is essential for the long-term health of our cities and towns.

Reprinted from OurCityForest.com

Please Renew Your Membership

Your participation in our work is so important to us and we do hope you will continue supporting the Association by renewing your membership. This past year has been a busy one for the Board – we have been in touch with you regularly via our email blasts, newsletters and bulletins. We have held, and many of you have come to, all four of our general (zoom) meetings with prominent guest speakers like U.S. Congressman Brad Sherman, California State Senator Robert Hertzberg and California Assemblymember Adrin Nazarian. And we have actively advocated for affordable housing and followed changes to community zoning regulations and the routes of the planes above our heads. We also finally changed the name of the Association to reflect the ever-changing make-up of our Village.

The volunteer Board is so grateful for our members, many of whom respond to our political calls for help and send us emails thanking us for keeping our fingers on the pulse of what's going on. To thank you for your support, we will be distributing Valley Village Residents Association insulated shopping bags, pens and lawn signs at the July 4th Food Drive. Don't be left out. Drop by with your food donation and get some VVRA swag! And if it's convenient, consider it a good time to drop off your membership dues too. You can read all about the Food Drive on page one.

Can you help us grow? We have 370+ member households and dream of growing bigger. Please recommend us to your Valley Village friends and neighbors.

In the meantime, thank you for your membership!

Our Parade On Display

Thanks to the Valley Village Residents Association, Neighborhood Council Valley Village and the volunteers who helped with the work, we now have a brightly painted utility box in our name, located at Radford Avenue and Huston Street. The project to make our streets more interesting conceived and carried out by MURALism, a nonprofit organization that engages the talents of adults with special needs in the creation of the many vibrant boxes gracing our Village. Ernie Merlan of MURALism (and a VVRA member) is planning a ceremony to dedicate our box when those who worked on it will sign a rendering of the Declaration of Independence that is planned for the back panel.



Mosquito Reminder

As we go to press, National Mosquito Awareness Week (June 20 to 26; #NationalMosquitoWeek) is in high gear and we are reminded that its message is good throughout the summer. So here are a couple of tips from their website, www.tiptosstakeaction.org.

- Mosquitoes can transmit West Nile Virus and other vector-borne diseases and birds can also become infected and die from one of these diseases. So dead birds are good indicators of where these diseases might be active. That's why, if you find a dead bird, you should report it to 877-WNV-BIRD who will investigate it further.
- The best way to protect yourself from mosquito bites is to use any repellent containing at least 15% of DEET, Picaridin, IR3535 or Oil of Lemon Eucalyptus.
- Make sure any standing water on your property is eliminated, even if it's just a saucer on the patio – mosquitoes will happily make their home in a thimbleful if it's available.

Residents Association Membership Meeting

DUE TO THE CORONAVIRUS PANDEMIC,
WE HAVE CANCELED OUR USUAL MEMBERSHIP MEETING
ON WEDNESDAY, JULY 21



WE LOOK FORWARD TO SEEING YOU
AND GATHERING UP YOUR DONATIONS
AT OUR FOOD DRIVE
ON SUNDAY, JULY 4th

**Mark Your
Calendar:**

2021 Membership Meetings will be on Wednesdays

** Oct 20*

2021 Board of Directors Meetings will be on Mondays

** June 28 * Aug 9 * Oct 18 * Dec 13*

VALLEY VILLAGE RESIDENTS ASSOCIATION



**P.O. BOX 4916
VALLEY VILLAGE, CA 91617
818-506-5158
www.ValleyVillageRA.com**

"Communicate, Participate, Advocate"

TOP 5 REASONS TO JOIN THE VALLEY VILLAGE RESIDENTS ASSOCIATION

JULY 4th PARADE

VVRA hosts the annual July 4th Parade. If you love the Parade and the party at the park, please support VVRA to ensure its continuation. (This year in lieu of the parade we are hosting a food drive).

VOICES MATTER

VVRA provides leadership and a strong voice in the halls of local, county and state government. The larger our membership, the more politicians listen to us.

COMMUNITY MATTERS

VVRA serves as a watchdog for all land use proposals and transportation systems, including airport expansion and rapid transit. VVRA places a top priority on protecting the Valley Village Specific Plan.

SAFETY MATTERS

VVRA promotes Neighborhood Watch, Emergency Preparedness and Graffiti Removal. VVRA also works with local services on addressing the homeless population challenge.

COMMUNICATION MATTERS

VVRA communicates shared neighborhood issues at our quarterly general meeting as well as online and in the published newsletter, *The Valley Villager*.

To join or renew, please **COMPLETE THIS FORM** or go to www.ValleyVillageRA.com

MEMBERSHIP RENEWAL – July 2021–June 2022



Annual dues per household:

Patron Level = **\$50.00** Receive *The Valley Villager* by email or U.S. Mail **(Circle One)**

Donor Level = **\$30.00** Receive *The Valley Villager* by email or U.S. Mail **(Circle One)**

Basic Level = **\$20.00** Receive *The Valley Villager* by email only

Name(s): _____ Email: _____

_____ Email: _____

Address: _____ Zip: _____

Home Phone: _____ Mobile: _____ Work: _____

Would you like to volunteer for events? Personal Areas of Interest: _____

The Valley Village Residents Association welcomes your opinions and volunteer time.

Please make your check payable to: **Valley Village Residents Association**

Mailing Address: **VVRA, P.O. Box 4916, Valley Village, CA 91617**

PayPal is available at our Association website: www.ValleyVillageRA.com or **Venmo QR Code**

