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Volume 18 Issue 121

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@smdailypress @smdailypress Santa Monica Daily Press smdp.com

New Venice burger spot hopes low prices will entice Window shoppers



Courtesy image

BURGER: The Window is located at 5th and Rose in Venice.

ANGEL CARRERAS
Daily Press Staff Writer

Venice has a new restaurant and — surprise — it's cheap, and that's exactly what the owners want.

The Window is the newest burger joint to coming to Venice, bringing a walk-up casual atmosphere and low-cost but high-quality foods with it. East Coast-style burgers, Impossible burgers, fried chicken sandwiches, kale salads and grain bowls will be

SEE **BURGER** PAGE 7

ARB reviews 188 apartments in four buildings

MADELEINE PAUKER
Daily Press Staff Writer

Four new buildings will provide 188 apartments downtown and in Mid-City, including 40 designated for low-income seniors and 30 for other low-income households.

1514 7th St. and 1445-1453 10th St. will be entirely affordable, while 1235 5th St. and 1543 7th St. will be mixed-use buildings with 23 and 100 units, respectively. The Architectural Review Board gave

SEE **APARTMENTS** PAGE 7

Samohi breaks ground on new Discovery Building



Madeleine Pauker

SMMUSD: Santa Monica High School's Discovery Building is officially under construction as of Tuesday.

MADELEINE PAUKER
Daily Press Staff Writer

Construction on a new building at Santa Monica High School officially began Tuesday.

The Discovery Building, which is scheduled to open by the end of 2021, will house 38 classrooms for the school's M and O houses, including science and computer labs, three multipurpose rooms, common areas and seminar rooms. The building will also be home to a full-service kitchen and cafeteria, an Olympic-size swimming pool, a suite for medically fragile students and a rooftop garden classroom. 288 parking spaces will be incorporated into the three-story, 280,000 square-foot complex.

Voters approved Measure ES in 2012 to fund the Discovery Building and other facilities improvements with $385 million.

"We are so grateful to the community for its continuing and unwavering support of our plans to improve the facilities at Santa Monica High School over the years," said Richard Tahvildaran-Jesswein, president of the Santa Monica-Malibu Unified School District's board of education.

Samohi held a groundbreaking ceremony Tuesday, where Principal Antonio Shelton said the building

SEE **BUILDING** PAGE 7

Isabel A. Ash Esq.
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NOTICE OF A PUBLIC HEARING BEFORE THE SANTA MONICA PLANNING COMMISSION

SUBJECT: A Public Hearing will be held by the Planning Commission on the following:

• **2002-2018 Twenty-First Place / 2020 Virginia Avenue, Development Review 06DR-007, Tract Map 06TM-021, and Environmental Impact Report 09EIR-004.** A continued public hearing will be held by the Planning Commission to consider the following request: A Development Review Permit to construct a two-story, 22.5-foot high, 19-unit townhouse style condominium project above a semi-subterranean parking level for 43 parking spaces that includes guest parking spaces and long-term bicycle parking. The proposal will combine four adjoining residentially-zoned lots totaling about 28,935 SF and comprised of 15 units in six, one-story apartment buildings and three garage structures located on the southwest corner of Virginia Avenue and 21st Street within the R2 (Low Density Residential) District. The replacement project requires demolition of all existing buildings on site. The proposed project is vested and has the right to proceed under the 2006 Zoning Ordinance. Pursuant to SMMC Section 9.04.08.06.060 (h) and Table 9.04-2 of the 2006 Zoning Ordinance, a Development Review Permit is required for projects exceeding 15,000 SF of floor area in the R2 District. The project encompasses approximately 27,370 square feet of development. A Vesting Tentative Tract Map to facilitate airspace subdivision and create 19 market-rate, for sale condominium units. Pursuant to SMMC Section 9.20.02.090 of the 2006 Zoning Ordinance, the Planning Commission is the responsible authority to review and approve, conditionally approve, or deny tentative subdivision map applications. Certification of a Final Environmental Impact Report (09EIR-004) and adoption of a Mitigation Monitoring and Reporting Program and Statement of Overriding Considerations will be necessary because the Environmental Impact Report (EIR) found that the project will have significant and unavoidable impacts related to cultural resources and construction-related groundborne vibrations. The Final EIR includes responses to comments as well as minor revisions to the Recirculated Draft EIR. The Recirculated Draft EIR was prepared and released for a 45 day public review period beginning on March 13, 2018 and ending on April 27, 2018. All other potential impacts can be mitigated to a less than significant level. The public hearing for this project was opened by the Planning Commission on May 28, 2014 and continued for further discussion. A second public hearing was conducted on February 6, 2019 to consider the revised design and CEQA analysis and continued with comments. [Planner: Rathar Duong] **Applicant/ Property Owner: Park Virginia, LLC.**

• **1707 Cloverfield Boulevard, Development Review 17ENT-0297 and Tentative Map 17ENT-0299.** The applicant requests approval of a Development Review Permit (DRP) to allow a new five-story (60 ft.), 67,049 square foot mixed-use building with 63 residential units, 940 square feet of ground floor commercial space, and 116 automobile spaces and 84 bicycle spaces located at-grade and two-levels subterranean garage. The existing 73,665 square foot storage facility (Extra Space Storage) will remain on the site and the proposed development is generally located on the eastern half of the site. Pursuant to SMMC Section 9.40.020, a DRP is required to permit this Tier 2 project because the floor-area-ratio (FAR) exceeds the maximum Tier 1 limit of 1.75 for the BAP-BTV (Bergamot Area Plan - Bergamot Transit Village) District. The project also includes a Vesting Tentative Parcel Map to create two parcels for vertical airspace subdivision purposes. [Planner: Grace Page] **APPLICANT/ PROPERTY OWNER: Extra Space of Santa Monica, LLC. [Continued from March 20, 2019.]**

• **1802 Santa Monica Boulevard, Development Review 17ENT-0122.** Development Review Permit 17ENT-0122 and Conditional Use Permit 18ENT-0271 to allow the construction and operation of a new automobile dealership and showroom (with ancillary auto repair service) within a building that is two-stories, 35-feet in height with three subterranean levels below grade. The building contains a total of 76,815 square feet (including subterranean floor area) and includes parking for a total of 77 spaces not including any car inventory storage areas. [Planner: Scott Albright] **Applicant: Shahab Ghods (Plus Architects). Property Owner: Venice One, LLC.**

• **2300 Wilshire Boulevard, Conditional Use Permit 19ENT-0005.** The applicant (Trader Joe's) requests approval of a Conditional Use Permit (19ENT-0005) to allow for the general sale of alcohol for off-site consumption (Type 21) Alcohol Beverage Control license in conjunction with the operation of a 14,377 square foot neighborhood market within the Mixed Use Boulevard (MUB) District. According to Section 9.31.040(B) of the Zoning Ordinance, a Conditional Use Permit is required to dispense alcoholic beverages for on-site or off-site consumption. [Planner: Michael Rocque] **APPLICANT: Trader Joe's c/o Flaherty and O'Hara PC. PROPERTY OWNER: East Pacific Properties, LLC.**

WHEN: **Wednesday, April 17, 2019 at 7:00 p.m.**

WHERE: Council Chambers, City Hall
1685 Main Street
Santa Monica, California

HOW TO COMMENT
The City of Santa Monica encourages public comment. You may comment at the Planning Commission public hearing, or by writing a letter or e-mail. Information received prior to the hearing will be given to the Planning Commission at the meeting.

MORE INFORMATION
If you want additional information about this project or wish to review the project, please contact the project planner at (310) 458-8341. The meeting facility is wheelchair accessible. If you have any disability-related accommodation request, please contact (310) 458-8341, or TYY Number: (310) 458-8696 at least five (5) business days prior to the meeting. Santa Monica "Big Blue" Bus Lines #1, #2, #3, Rapid 3, #7, #8, #9, #10R, and #18 service the City Hall and the Civic Center. The Expo Line terminus is at Colorado Avenue and Fourth Street, a short walk to City Hall. Public parking is available in front of City Hall and in the Civic Center Parking Structure (validation free). Pursuant to California Government Code Section 65009(b), if this matter is subsequently challenged in Court, the challenge may be limited to only those issues raised at the Public Hearing described in this notice, or in written correspondence delivered to the City of Santa Monica at, or prior to, the Public Hearing.

ESPAÑOL: Esto es un aviso de una audiencia pública para revisar aplicaciones proponiendo desarrollo en Santa Monica. Si desea más información, favor de llamar a Peter James en la División de Planificación al número (310) 458-8341.

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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Wednesday, April 3

Mindfulness Meditation
Organizers invite you to enjoy a pause in the day in which to refresh yourself by simply sitting and paying attention to your senses, feelings, and thoughts. You are welcome to stay for 5 minutes or for the entire 30 minutes. Natalie Bell, Mindful Wellness consultant, and/or guest facilitators from UCLA Mindful Awareness Center, will guide the session, 1st and 3rd Wednesdays each month. Montana Avenue Branch Library 5:30 - 6 p.m.

Website Workshop Series
This series of 90-minute workshops teaches you the basics of creating websites using HTML and CSS. To register, email ideashappen@smgov.net by April 1. Series is scheduled for April 3, 10, 17 & 24. Main Library Computer Classroom, 2nd Floor 6 - 8 p.m.

GED/HiSET Prep Class
Get prepared to take the Language Arts subject test of the GED or HiSET. Main Library Community Meeting Room, 2nd Floor 6:45 - 8:45 p.m.

Planning Commission Meeting
The Santa Monica Planning Commission normally meets on the first and third Wednesdays of every month in the City Council Chamber. City Hall Council Chamber 7 p.m.

Westside Writers Mingle
A monthly meeting of SCBWI, an organization of children's writers and illustrators. Open to all. MG/YA Critique night Ocean Park Branch Library 7 -8:45 p.m.

Thursday, April 4

Library Board Meeting
Library Board Meeting in Administration Conference Room, 2nd Floor near computer commons. Main Library, 7 – 9 p.m.

Money Smart Week: Bank Your Bucks
Learn banking basics such as reasons to use a bank, types of banks, opening accounts, and tracking account activity. Co-presented by OneWest Bank. Main Library, 6:30 – 8 p.m.

Current Events Discussion Group
Join organizers for a lively discussion of the latest news with your friends and neighbors. Fairview Branch Library, 1 – 2:30 p.m.

Friday, April 5

DIY Ribbon Easter Eggs
Get together with your friends for a fun day of Easter crafts! Make beautiful satin ribbon eggs to give to someone or keep it for yourself. Pico Branch Library. 2:30 – 4 p.m.

Open Art Critiques
Art Critiques for all facilitated by international visual artist Claudia Borgna www.claudiaborgna.org In collaboration with special guest poet Verónica Reyes www.poetryfoundation.org/poets/veronica-reyes. Open to artists in all genres at any stage of their creative practice wanting feedback on their work. For more information or to register, visit https://www.eventbrite.com/e/open-art-critique-sessions-with-claudia-borgna-and-veronica-reyes-tickets-58402272770. 1 – 4 p.m. 1450 Ocean.

Saturday, April 6

Financial Independence Workshop
Celebrate financial literacy month with a full day of financial workshops. Presentations throughout the day on budgeting, financial health, credit, managing bankruptcy, and paying college loans. Plus, have the opportunity to have a one-on-one conversation with a financial expert from our living library! Pico Branch Library 9 a.m. - 4 p.m.

For help submitting an event, contact us at
310-458-7737 or submit to events@smdp.com

COMMUNITY BRIEFS

GRAND CANYON NATIONAL PARK

Man sickened after eating gluten at Grand Canyon hotel sues

A Los Angeles artist's lawsuit against a Grand Canyon hotel-restaurant that alleges he was negligently served gluten is now in federal court.

Court documents show Todd Serlin's complaint against Xanterra Parks & Resorts, initially filed in Coconino County Superior Court, moved to U.S. District Court last week.

According to Serlin, he suffered permanent injuries after eating at a restaurant in the park in December 2016 and continues to feel pain.

He is asking for damages in an amount that would be determined at trial.

Serlin, who suffers from celiac disease, says he checked several times with the staff that a French onion soup could be prepared gluten-free.

He fell ill an hour later.

Attorneys for Xanterra declined to comment when reached Tuesday. An attorney for Serlin was not immediately available.

ASSOCIATED PRESS

SACRAMENTO

Delay sought on ruling allowing high-capacity magazines

California's attorney general says high-capacity magazines of ammunition are likely to start flowing into the state for the first time in nearly two decades because of a federal court order tossing out a statewide ban.

Attorney General Xavier Becerra said Tuesday that he's asked a federal judge to delay the ruling while he appeals it to the 9th U.S. Circuit Court of Appeals.

San Diego-based U.S. District Judge Roger Benitez on Friday declared unconstitutional a law that bans possessing, buying or selling any magazines holding more than 10 bullets.

California has prohibited buying or selling such magazines since 2000. Those who had them before then were allowed to keep them.

With the ban lifted, even temporarily, Becerra and a lawyer for gun owners say there is evidence sales have begun.

DON THOMPSON ASSOCIATED PRESS

NEW YORK

Walmart partners with Google on grocery shopping via voice

Walmart will now allow its shoppers to order their groceries by voice through Google's smart home assistant, its latest attempt to challenge Amazon's growing dominance.

Starting this month, shoppers can add items directly to their Walmart grocery cart, according to a company blog post on Tuesday. Walmart Inc. says it can quickly identify the items customers are asking for, based on information from prior purchases with Walmart. For example, if a customer tells Google Assistant to add milk to the cart, it can make sure to add the specific milk the customer buys regularly.

The new features come almost two years after the retailer announced a partnership with Google.

Amazon.com's Echo will capture 63.3% of smart speaker users in 2019, while Google Home will account for 31%, according to eMarketer.

ANNE D'INNOCENZIO AP RETAIL WRITER

LOS ANGELES

Hussle slaying involved personal dispute, police chief says

The gunman suspected of killing Nipsey Hussle had a personal dispute with the rapper that did not involve gang activity, the Los Angeles police chief said Tuesday as he urged the man to surrender.

Hussle and the suspect, 29-year-old Eric Holder, knew each other, Chief Michel Moore said, but he did not reveal how they were acquainted or offer any details about the dispute.

Hussle was fatally shot Sunday outside his South Los Angeles clothing store. Moore said Holder repeatedly approached Hussle and talked with him before returning with a gun and opening fire. Holder then fled in a waiting car driven by a woman, the police chief said.

Moore, speaking at a news conference that was being broadcast live, said he was confident that Holder was watching. "I ask you to surrender," he said.

Holder was arrested later in the day.

The police chief and the president of the city's Police Commission had been scheduled to meet with Hussle on Monday to discuss the relationship between the police force.

Moore said he was devastated when he learned Hussle had been killed.

Mayor Eric Garcetti said Hussle's killing occurred during a surge of gun violence, and he announced plans to deploy new resources to roll it back.

A fight apparently broke out Monday night at a memorial for Hussle, and a stampede ensued, leaving at least 19 people hurt, including two who were taken to hospitals in critical condition. Dozens of police officers cleared the memorial site.

At least one of the critically injured persons was struck by a car, and the other one had a "penetrating injury," although it was unclear whether that person was stabbed or cut by broken glass, a fire department spokeswoman said.

Two other people suffered serious injuries and 15 had injuries that were considered non-life threatening.

An autopsy completed Monday showed that Hussle, 33, died after being shot in the head and torso. The rapper, whose real name was Ermias Asghedom, had recently purchased the strip mall where the shop is located and planned to redevelop it into a mixed-use commercial and residential complex.

The plan was part of Hussle's broader ambitions to remake the neighborhood where he grew up and attempt to break the cycle of gang life that lured him in when he was younger.

ANDREW DALTON AND JOHN ANTCZAK ASSOCIATED PRESS

EL PASO

US resorts to expanded 'catch and release' as migrants surge

The surge of migrants arriving at the southern border has led the Trump administration to dramatically expand a practice it has long mocked as "catch and release."

With processing and holding centers overwhelmed, the administration is busing migrants hundreds of miles inland and releasing them at Greyhound stations and churches in cities like Albuquerque, San Antonio and Phoenix because relief organizations in towns close to the border cannot keep up with the flow.

Since Dec. 21, U.S. Immigration and Customs Enforcement has set free about 108,500 people who came as families. On some days, more than 1,000 people were released in Texas' Rio Grande Valley alone.

San Antonio received part of that surge in recent days, forcing the city to open a help center for migrants arriving at the downtown bus station.

CEDAR ATTANASIO AND ASTRID GALVAN ASSOCIATED PRESS



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Curious City

Charles Andrews
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I've Had It With People

TOTALLY DISGUSTED

Not all people. Not the overwhelming majority of them. But the worst just continue to sink even lower. And therein lies danger.

I still believe like a Pollyanna that all people at their core are good and want to do good and be liked and even loved. I believe that all people understand at some level of their consciousness that we are all connected, every person worth as much as the next no matter what their trappings of gender, religion, work, wealth, race, intelligence, abilities, you name it.

Some of you who would agree would put it this way: we are all children of God. An explanation I could get behind... after a fashion... philosophically and probably not the way you mean it. But I would mistrust you until I knew more because lately, in this country especially, too many who claim to be God-fearing (now there's a telling expression) Christians have given Christianity a really bad name. I would lovingly advise that, since you believe in Hell, you might want to step back and take another look what you stand for.

THE BAD GUYS

Are the ones who, I believe, have lost touch with their connection to humanity. They've come to believe that it's them against the world and that their own survival depends on how much they can accumulate. (And it's never enough.) They have come to be uncaring about the destruction in their wake. They have abandoned their own humanity and sold their souls. They are not even close to the majority but they do number in the millions in this country. And like the mad dog you can't reason with, we must protect ourselves from them, which is really hard because they have marshalled so much money and political power. I have finally had to recognize that some mad dogs are as big and bad and intransigent as T. Rex (not the band), and I now believe that…

WE MUST KEEP OUR AIRPORT AN AIRPORT

I know I will be pilloried, but consider that I have never really weighed in. I always thought spending so many millions to try to fight the US Government (FAA) was folly because they will do what they want in the end. We are a pesky gnat. But we won! (Sort of. Did we?) When the legal ruling left it an airport until 2029 I kind of chortled and backed off the hot-button issue; that's a long way off.

I supported LC and voted for it, primarily because I don't think an airport should be nestled among houses. Someday Harrison Ford won't be able to hit the golf course and some unlucky homeowners will be having him drop in unannounced for dinner (all of them BBQ'd to a crisp, likely). It's a disaster waiting to happen. The noise is a problem, the pollution from jet fuel even worse. And of course for years we were giving away bags full of money to fortunate businesses there who somehow got leases you usually have to obtain with a mask and a gun.

YOU WANT A PARK?

You're never going to get a park. Why not!? We have it in writing. It's law.

That 227 acres is worth billions. Billions. Developers have been salivating uncontrollably for decades, and have probably already lined up their Council candidates for 2028. They will find a way. They always do. Because of all I wrote above: the bad guys are insane with greed and will do anything for a few hundred million bucks and are not about to let our petty laws and feckless representatives get in their way.

I always knew that, but was pushed to speak out now by a disturbing op-ed in Sunday's LA Times by Steven Sharp that makes it clear the disinformation campaign has already begun, 10 years early. You should read it. I'm not going to break it all down. But I will tell you that Sharp, as co-founder and editor of Urbanize LA, is a very visible foil for big urban development. He also works for Kindel Gagan, "public affairs advocacy … we represent some of the largest commercial and residential developers in Southern California on complex developments seeking multiple entitlements."

But before I thought about his pedigree I was struck by the phrases he used. Regarding the ability now to build a park, in his fourth sentence he asks, "is that really what's best for Santa Monica?" Shades of Islas, another guy telling SM what they should do. He calls the "opening of a 227-acre site on the Westside … a once-in-a-generation opportunity — housing has to be part of the equation."

He misrepresents our daily influx of 150-200,000 visitors. He writes that "even well-compensated tech employees… either can't find or can't afford housing" near their SM jobs. Baloney. If you've got $4K/mo for rent, and most of them do, you can have your pick. He fibs about the cause of the traffic patterns plaguing us. He chides us for already having more access to parks than Angelenos, by almost half.

Most telling, as most of this ilk do, he interchanges Westside and SM as it suits his narrative. And finally at the end he makes his blatant pitch: "setting aside a portion of the [airport] for housing is common sense, no matter how politically difficult it may be."

Get lost Steven Sharp, and all your low developer friends in high rise places.

Charles Andrews has lived in Santa Monica for 33 years and wouldn't live anywhere else in the world. Really. Send love and/or rebuke to him at therealmrmusic@gmail.com

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Parents could face tax charges, big fines in admissions scam

BY ALANNA DURKIN RICHER
Associated Press

A wide-ranging college admissions cheating scheme allowed wealthy parents not only to get their kids into sought-after schools but to write off the bribes on their taxes, federal authorities say.

Now some parents who are already facing possible prison time could be hit with additional criminal charges and stiff financial penalties, experts say.

And a slew of others who paid into the foundation that an admissions consultant used to mask the bribes, but haven't been charged in the scam, are also sure to face IRS scrutiny.

The IRS has "been known as the follow the money crowd since the days of Al Capone so they will be following those lists and that money very carefully," said Mark Matthews, a former deputy commissioner of the agency who's now an attorney at Caplin & Drysdale in Washington.

Consultant Rick Singer funneled millions of dollars from parents through his tax-exempt organization and then used it to pay coaches and other insiders to designate applicants as athletic recruits or cheat on entrance exams, prosecutors allege.

Among the 33 prominent parents charged in the case are Hollywood stars Lori Loughlin and Felicity Huffman, who haven't publicly commented on the case. The actresses and others — including Loughlin's fashion designer husband Mossimo Giannulli — are scheduled to make their initial appearances this week in Boston federal court.

The parents' bribes were disguised as "donations" to the Key Worldwide Foundation, which purported "to provide education that would normally be unattainable to underprivileged students, not only attainable but realistic."

Singer's foundation sent the parents letters thanking them for the donation that claimed "no goods or services were exchanged," allowing many of them to deduct the payments from their taxes as charitable contributions, prosecutors say.

After Singer began cooperating with investigators in September in the hopes of getting a lenient sentence, the FBI had him call the parents and pretend that his foundation was being audited by the IRS in an attempt to get them to admit their involvement in the scheme.

"So what I want to make sure is that you and I are both on the same page because what I'm going to tell them is that you made a 50K donation to my foundation for underserved kids and not that (the proctor) took the test for (your daughter)..." Singer told one parent, according to court documents.

"Dude, dude, what do you think, I'm a moron?" Agustin Huneeus, Jr. a Napa Valley, California, vintner, replied. An email was sent to Huneeus' attorney on Monday.

The IRS, which has been investigating the criminal case jointly with the FBI, has said it is looking into the parents' payments.

Though prosecutors outlined the tax deduction scheme when the parents were arrested last month, none of them have been charged with tax evasion. Some experts suspect officials are holding the additional charge, among others, over the parents in an attempt to convince them to quickly plead guilty.

To convict them of tax crimes, prosecutors would have to prove that they not only purposely underpaid, but knew they were breaking the law when they did. If may be a difficult sell, but parents could try to argue that their statements on the phone calls don't prove that they knew the deductions were illegal.

"Ignorance is no excuse for breaking the law, but in the tax area is it," said Philip Hackney, who worked in the IRS' office of the chief counsel and now teaches at the University of Pittsburgh School of Law.

But parents are sure to pay harsh penalties to the IRS, experts say.

In addition to paying back the taxes they owe, parents could get hit at a minimum with a 20% penalty for claiming a deduction when they shouldn't have, said Lloyd Hitoshi Mayer, a professor at the University of Notre Dame Law School. Some could be on the hook for a civil tax fraud penalty that's equal to 75% of the amount they underpaid, Mayer said.

"Certainly the exchanges that (Singer) had with those parents are enough to support a fraud penalty," he said.

Some parents are accused of paying Singer's charity through their own family foundations, which could face their own set of civil penalties and lose their tax-exempt status, experts say.

Key Worldwide Foundation should have reported to the IRS all contributions over a certain threshold, said Meghan Biss, who spent a decade with the IRS before joining Caplin & Drysdale.

That means that in addition to clawing back taxes from the parents who've been charged, the IRS will likely be going through those names to determine whether the other donations were legitimate, she said.

"Are there more people who have potential criminal charges or just civil fines out there?" she asked.

CITY OF SANTA MONICA
REQUEST FOR PROPOSALS

NOTICE IS HEREBY GIVEN that the City of Santa Monica invites sealed proposals for

RFP: # 223 MASTER DATA MANAGEMENT SOFTWARE

- **Submission Deadline is April 30, 2019 at 5:00 PM Pacific Time.**

Proposals must include forms furnished by the City of Santa Monica. Request for Proposals may be obtained on the **CITY'S ONLINE VENDOR PORTAL.** The website for this Request for Proposals and related documents is: **Planet Bids** or **http://vendors.planetbids.com/SantaMonica/bidsearch4.cfm.** There is no charge for the RFP package.

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BUILDING

FROM PAGE 1

will make Samohi more cutting-edge.

"This building is planned to support 21st-century, future-ready learning with larger classrooms, breakout spaces and common areas that will support differing modalities of learning," Shelton said.

The building replaces the Science and Technology Buildings, which were demolished last summer, and follows the fall 2015 completion of the neighboring Innovation Building, which provided 15 science labs, 18 classrooms and common areas.

Samohi student body president Ryan Chien said he is excited to see the school continue to develop following the passage of Measure SMS, a $485 million bond, last November.

"The innovation of Santa Monica and our school does not stop here," Chien said. "We've gotten this far because of such a close-knit supportive community and we should have no intention of holding back."

madeleine@smdp.com

BURGER

FROM PAGE 1

among the options available to customers.

Restaurateurs Paul Hibler and Jeff Goodman American Gonzo Food Corporation (Pitfire Pizza and Superba Food + Bread) and Bruce Horowitz (The Tasting Kitchen) are responsible for the burgers-n-fries-n-fried-chicken joint, a cheap, chef-driven restaurant they hope Venice locals take kindly to.

Hibler, a Venice resident, is well aware of the area's gentrification problems and accompanying neighborhood angst to newer restaurants. He says he wants The Window to be a low-cost place people can go several times a week, something that is "old school, not a fancy modern thing" in an area that's been radically changed in recent years.

"There was a lot of angst when we asked to do this restaurant," Hibler said. "Do people keep their promises anymore? We promised Venice we would do something like this restaurant here, in spite of how expensive it'd be. We promised that we would put back what we were replacing. A lot of developers forget their promises. We didn't."

Despite high rent and high restaurant turnover in the area, the restaurateurs are confident The Window will have staying power as their restaurants have survived the test of time.

"We have a lot of restaurants, and we have been able to succeed because we give people more than they expect," Goodman said. "We take fine dining ethics and boil that down to a simple, affordable experience."

The Window will be a carry-out burger joint with some outdoor seating. A quick glance at the menu shows a burger place based on the ethos of minimalism— the menu contains only seven food items (eight, if you include the It's-It Ice Cream Sandwiches) with no item over $7.95

Hibler says he hopes the restaurant will bring an "ad hoc, come as you are" environment, which he hopes captures the spirit of Venice and the attraction of customers.

"We really wanted to serve the neighborhood and community well," Hibler said. "We're not here to be the sexy new car on street. We're focused on fundamentals. We want people to feel like they got more than they paid for."

The Window opens Thursday, April 4 at 11 a.m at 425 Rose Avenue.

angel@smdp.com

APARTMENTS

FROM PAGE 1

initial feedback on three of the buildings on Monday.

Non-profit EAH Housing, Inc. is planning to build a four-story building, Magnolia Villas, with 40 affordable one-bedroom units and 10 parking spaces at 1445-1453 10th Street by February 2020. Seniors with incomes at 60 percent or less of the median income will be able to apply for a unit.

The site is across the street from Kaiser Permanente and near UCLA Medical Center, as well as numerous bus routes and the Expo Line. It is made up of two adjoining lots, one of which is a parking lot for a car dealership and the other a single-family home that was most recently used as an office, said Steven Spielberg, EAH Housing's director of new business development for Southern California.

EAH Housing acquired the property last September for $5,250,000. The City of Santa Monica provided the developer with a $6,585,000 loan to cover acquisition, predevelopment and demolition costs of existing structures on the property. The company is the first new affordable developer to work with the City in several years.

The Santa Monica architecture firm DE Architects is designing the project, which will feature a courtyard with a community garden, a meeting room and fitness rooms. Renderings submitted to the Architectural Review Board show a white and gray facade comprised of projecting, receding, and overlapping cubes.

1235 5th St. is a five-story building with about 1,800 square feet of commercial space on its ground floor, 23 apartments, five of which will be affordable and 20 parking spaces. Two of the units will be studios, 13 will be one-bedrooms, five will be two-bedrooms and three will be three-bedrooms.

The project from West Coast Investors will rise on a vacant lot between two other mixed-use buildings. It will be more colorful than its neighbors, however, sporting a facade made up of red, orange, yellow and brown panels. There will be four small balconies above its glass-fronted ground floor, and the top two levels will be stepped back to allow for balconies spanning the entire facade.

The largest building, at 1543 7th St., will be eight stories tall with a smooth gray and white facade and contain 100 market-rate apartments, almost 4,500 square feet of ground-floor commercial space and 85 non-required parking spaces. 65 units will be one-bedrooms, 20 will be two-bedrooms and 15 will be three-bedrooms. The development will replace a four-story apartment building built in 1990.

The company behind the project, NMS15437, LLC, will build a separate 25-unit building at 1514 7th St., a vacant lot across the street from Vons, to fulfill its affordable housing requirement. Plans for that building have not yet been submitted.

madeleine@smdp.com

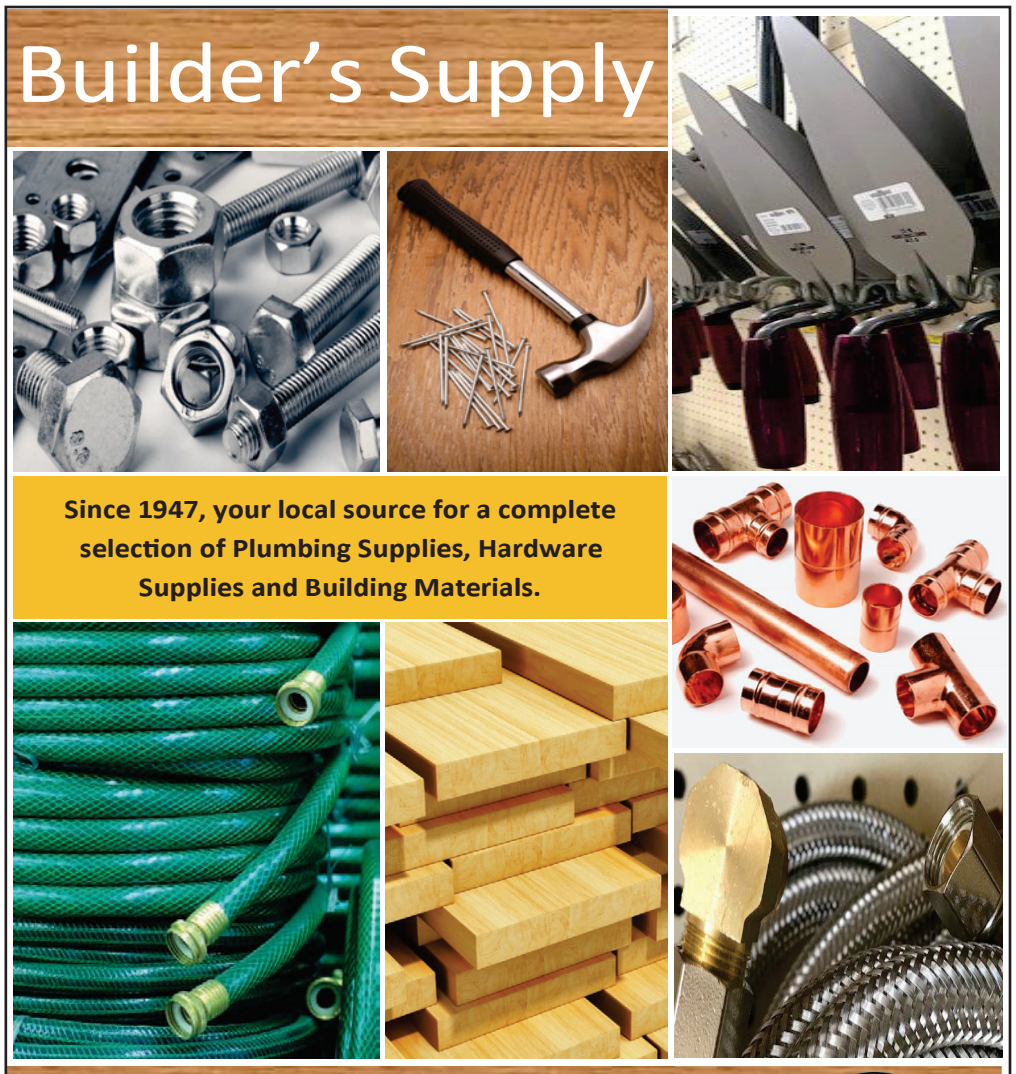
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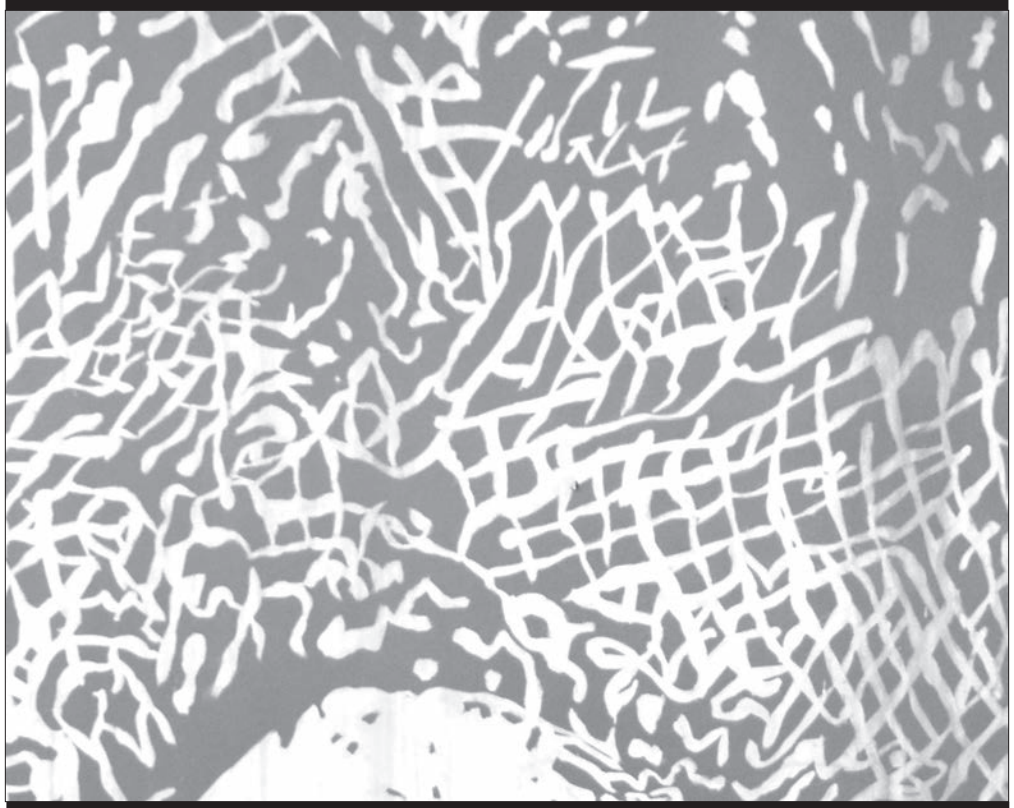
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MYSTERY PHOTO

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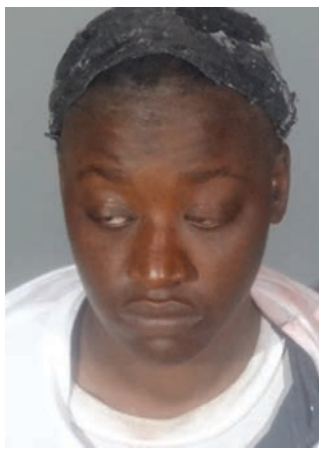
CRIME WATCH

BY DAILY PRESS STAFF

Crime Watch is culled from reports provided by the Santa Monica Police Department. These are arrests only. All parties are innocent until proven guilty in a court of law.

ON MARCH 20, AT ABOUT 4:13 P.M.

Officers responded to a radio call for service at Broadway Wine & Spirits - 1011 Broadway - regarding a female subject causing a disturbance and breaking merchandise. Officers determined the female subject entered the store and selected merchandise - bag of chips, candy bar. The subject placed the items in a white plastic bag she was carrying. As the subject was walking out of the store without paying for anything, the store owner told the subject she needed to pay for the items she had taken. The subject refused and walked towards the exit. The owner stopped the subject at the doorway and a struggle ensued over the bag. The subject pushed the victim in an effort to get him to release the bag and pull away. The victim was able to retrieve the bag. The suspect pushed the victim several more times and attempted to punch the victim. The subject remained in the store until police arrival. The subject was placed under arrest. Chantel Stultz, 27, from Los Angeles was arrested for robbery. Bail was set at $50,000.



File Photo

CHANTEL STULTZ

DAILY POLICE LOG

SMDP STAFF CHOSE THE FOLLOWING FROM 413 CALLS ON APRIL 1

Burglary 800blk Santa Monica Blvd 1:50 a.m.
72 hour psychiatric hold 1400blk 3rd Street Prom 2:38 a.m.
72 hour psychiatric hold 1400blk 3rd Street Prom 2:51 a.m.
Battery 1500blk Santa Monica Blvd 3:24 a.m.
Auto burglary 1000blk Ocean Park Blvd 6:27 a.m.
Burglary 800blk Santa Monica Blvd 6:33 a.m.
Trespassing 300blk Colorado Ave 7:15 a.m.
Person with a gun 800blk Ocean Ave 7:34 a.m.
Hit and run 2000blk Santa Monica Blvd 7:51 a.m.
Battery 1500blk 2nd St 7:56 a.m.
Indecent exposure 2100blk Santa Monica Blvd 8:17 a.m.
Drunk driving 1800blk Stewart St 8:45 a.m.
Abandoned vehicle 2000blk Ocean Ave 8:54 a.m.
Elder abuse 1900blk 6th St 9:06 a.m.
Traffic collision - unkn injuries 20th St / Olympic Blvd 9:08 a.m.
Petty theft 1300blk 3rd Street Prom 10:32 a.m.
72 hour psychiatric hold 300blk Olympic Dr 11:01 a.m.
Out of order traffic signals 4th St / Olympic Blvd E 11:08 a.m.
Petty theft 500blk Colorado Ave 11:08 a.m.
Panhandling 1200blk Wilshire Blvd 11:32 a.m.
Indecent exposure 800blk Pacific Coast Hwy 11:44 a.m.
72 hour psychiatric hold 300blk Olympic Dr 11:48 a.m.
Burglary 500blk Santa Monica Blvd 12:01 p.m.
72 hour psychiatric hold Stewart St / Colorado Ave 12:01 p.m.
Critical missing person 300blk Santa Monica Pier 12:39 p.m.
Urinating/defecating in public 1100blk 3rd St 12:56 p.m.
Burglary 3000blk 3rd St 1:02 p.m.
Threats 1500blk 14th St 1:32 p.m.
Battery 10th St / California Ave 1:39 p.m.
Bike theft 300blk Colorado Ave 2:16 p.m.
Traffic collision - no injuries city prop involved 9th St / Santa Monica Blvd 2:16 p.m.
Traffic collision - no injuries 1500blk 2nd St 2:29 p.m.
Mark & tag abandoned vehicle 400blk Hollister Ave 3:24 p.m.
Mark & tag abandoned vehicle 3200blk 18th St 3:26 p.m.
Indecent exposure 3000blk Santa Monica Blvd 3:27 p.m.
Mark & tag abandoned vehicle 1800blk Montana Ave 3:33 p.m.
72 hour psychiatric hold 700blk 21st Pl 3:48 p.m.
Battery 500blk Olympic Blvd W 4:14 p.m.
Domestic violence 1700blk Wilshire Blvd 4:19 p.m.

DAILY FIRE LOG

SMDP STAFF CHOSE THE FOLLOWING FROM 43 CALLS ON APRIL 1

Structure fire 1000blk Ocean Ave 12:36 a.m.
EMS 2400blk Hill St 1:54 a.m.
EMS 1400blk 3rd Street Prom 2:58 a.m.
EMS 2500blk 33rd St 3:42 a.m.
EMS 1400blk Ocean Ave 8:32 a.m.
Odor of natural gas 1300blk Georgina Ave 8:53 a.m.
EMS 400blk 18th St 9:01 a.m.
EMS 900blk Wilshire Blvd 9:09 a.m.
EMS 1500blk Ocean Front Walk 9:48 a.m.
EMS 2nd St / Santa Monica Blvd 9:57 a.m.
EMS 500blk Olympic Blvd W 11:09 a.m.
EMS 300blk 17th St 11:10 a.m.
EMS 2600blk 11th St 11:17 a.m.
EMS 1600blk Ocean Front Walk 11:18 a.m.
EMS Centinela Ave / Arizona Ave 11:39 a.m.
EMS 3100blk Main St 11:57 a.m.
EMS 1500blk 2nd St 11:59 a.m.
EMS Main St / Bay St 12:27 p.m.
EMS 1700blk Ocean Ave 1:10 p.m.
EMS 500blk Olympic Blvd W 1:34 p.m.
Wires down 5th St / Hollister Ave 2:28 p.m.
EMS 2200blk Santa Monica Blvd 2:29 p.m.
Automatic alarm 200blk San Vicente Blvd 2:35 p.m.
EMS 800blk Pico Blvd 2:57 p.m.
EMS 1800blk Pico Blvd 3:17 p.m.
EMS 1400blk 16th St 3:39 p.m.
EMS 3000blk Santa Monica Blvd 3:47 p.m.
Wires down 2000blk 20th St 3:49 p.m.
EMS 1300blk 15th St 3:57 p.m.
EMS 1400blk 17th St 4:24 p.m.

DAILY LOTTERY

POWERBALL
Draw Date: 3/30
21 52 54 64 68
Power#: 4
Jackpot: $54 M

MEGA MILLIONS
Draw Date: 3/29
5 14 15 62 66
Mega#: 3
Jackpot: $88 M

SUPER LOTTO PLUS
Draw Date: 3/30
10 21 31 37 47
Mega#: 24
Jackpot: $32 M

Fantasy 5
Draw Date: 4/01
7 9 13 31 39

DAILY 3
Draw Date: 4/02
Midday: 1 8 1
Draw Date: 4/01
Evening: 6 6 0

DAILY DERBY
Draw Date: 4/01
1st: 2 - LUCKY STAR
2nd: 5 - CALIFORNIA CLASSIC
3rd: 8 - GORGEOUS GEORGE
RACE TIME: 1:42.62

Although every effort is made to ensure the accuracy of the winning number information, mistakes can occur. In the event of any discrepancies, California State laws and California Lottery regulations will prevail. Complete game information and prize claiming instructions are available at California Lottery retailers. Visit the California State Lottery web site at http://www.calottery.com



SURF FORECASTS

WATER TEMP: 62.4°

WEDNESDAY - **FAIR** - SURF: 2-3 ft+ waist to stomach high occ. 4 ft
Modest WNW swell. Lingering SSW swell. Potential onshore WNW winds and problematic conditions early. Mid to late morning may have a window.

THURSDAY - **FAIR** - SURF: 2-3 ft+ waist to stomach high
Easing WNW and SSW swells.

SOLUTIONS TO YESTERDAY'S CROSSWORD

F	A	M	E	■	B	L	A	D	E	■	P	L	U	S
L	O	A	N	■	R	A	N	I	N	■	R	I	N	G
U	N	I	V	■	A	C	T	E	D	■	O	M	I	T
B	E	L	I	E	V	E	I	T	O	R	N	O	T	■
■	■	■	S	E	E	■	■	■	W	I	T	■	■	■
B	A	S	I	L	■	A	G	T	■	D	O	U	B	T
E	C	H	O	■	C	H	O	I	C	E	■	N	R	A
T	H	I	N	K	B	E	T	T	E	R	O	F	I	T
O	O	F	■	U	S	A	B	L	E	■	N	I	N	E
N	O	T	E	D	■	D	Y	E	■	L	A	T	E	R
■	■	■	R	O	W	■	■	■	S	O	N	■	■	■
■	C	O	N	S	I	D	E	R	I	T	D	O	N	E
C	O	N	E	■	T	O	T	A	L	■	O	K	O	K
O	A	T	S	■	C	R	A	N	K	■	F	R	O	G
B	L	O	T	■	H	A	S	T	Y	■	F	A	N	S

Sudoku

Fill in the blank cells using numbers 1 to 9. Each number can appear only once in each row, column, and 3x3 block. Use logic and process of elimination to solve the puzzle.

SOLUTIONS TO YESTERDAY'S SUDOKU

7	8	3	6	4	1	5	2	9
1	2	5	8	9	3	6	4	7
4	9	6	2	7	5	3	8	1
9	3	2	7	6	8	4	1	5
8	7	1	5	2	4	9	6	3
5	6	4	1	3	9	2	7	8
2	5	9	4	8	7	1	3	6
3	4	8	9	1	6	7	5	2
6	1	7	3	5	2	8	9	4

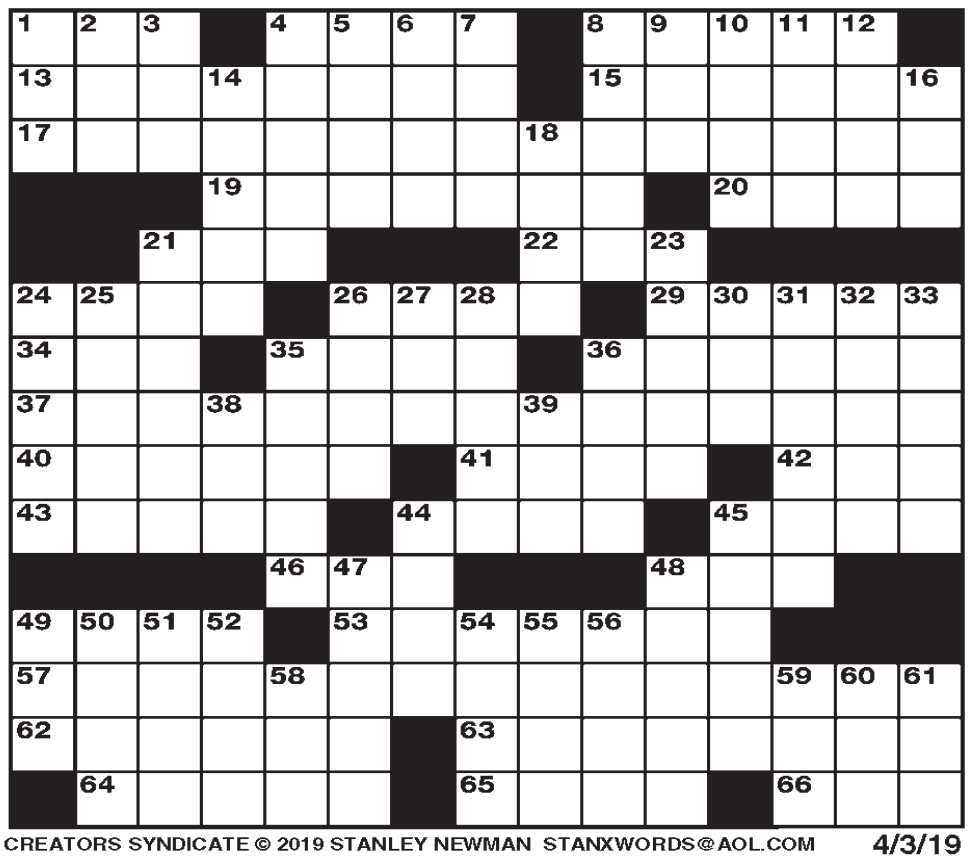
		4		7	5			
	5						7	
		8	1			3		6
				4	8		1	
8		3				2		4
	1		7	9				
3		9			6	7		
	4						3	
			2	5		6		

Newsday Crossword

TASTY TIME-OUT by Charles Slack
Edited by Stanley Newman
www.stanxwords.com

ACROSS
1 IRS form expert
4 Dog biter
8 Bread that's browned
13 Demolish
15 Curved parts of feet
17 Suggestion when stressed at work, part 1
19 Vending machine eatery of yore
20 "Nothing to it"
21 Antiquated
22 High-school dance locale
24 The Red Planet
26 Hydrant attachment
29 National bird
34 Airport screen posting: Abbr.
35 Butcher's inventory
36 Bleak and desolate
37 Suggestion, part 2
40 Persuade to volunteer
41 "Tra" followers
42 Pizza order
43 Bird food
44 Work station
45 Extend credit
46 "__-hoo!"
48 Passing craze
49 Satirical piece
53 "Shores of" place in "The Marines' Hymn"
57 End of suggestion
62 South Dakota's capital
63 Leaks slowly
64 Less exciting
65 Early automaker
66 Tiny bite

DOWN
1 St. Louis summer clock setting
2 Split __ soup
3 Inquire
4 Deceitful practice
5 Strong yearning
6 Cave sound
7 Molecule part
8 Shabby
9 Poetic sphere
10 Farm measure
11 __ butter (moisturizer)
12 Pekoe and oolong
14 Pond ducks
16 Where to see clouds
18 Angry display
21 Fortune-teller
23 Ben Stiller's mom
24 Dishes (out)
25 Make amends
26 What ovens provide
27 Rowboat propeller
28 Pizazz
30 Slot machine lever
31 Was crabby
32 First Soviet premier
33 Wrapped up
35 Needing neatening
36 Greater part
38 Jar topper
39 Western treaty grp.
44 Explorer on Nickelodeon
45 Animal retreats
47 Furry river mammal
48 Is unsuccessful
49 Source of syrup
50 Informal shirt
51 Bright thought
52 Semester
54 In that case
55 Cocktail garnish
56 Was in debt
58 "Right you __!"
59 Very, very long time
60 Parisian assent
61 Fuel additive brand



CREATORS SYNDICATE © 2019 STANLEY NEWMAN STANXWORDS@AOL.COM 4/3/19

TODAY'S BIRTHDAY (April 3)

Your people already know the value of what you bring to the table, but they'll appreciate you even more as outsiders take notice, praising and promoting you in the glow of your solar return. You'll get the support you need for your special agenda in June. You'll see more of the world in 2020 and get special travel deals. Libra and Leo adore you. Your lucky numbers are: 9, 40, 33, 14 and 28.

ARIES (March 21-April 19). If you're going to forget something about an interaction, forget the bad parts. That won't be the natural thing to do, but it will be the move that will make you happier and more effective.

TAURUS (April 20-May 20). Don't mix up mistakes and crimes. Give yourself and others the wide margins for error that everyone needs when learning something new. This awkward phase will be over soon enough.

GEMINI (May 21-June 21). It's a strange thing to ask yourself to consider your emotions from a less emotional perspective, but some amount of detachment will benefit you as you sort through recent happenings and decide how you'd like to react.

CANCER (June 22-July 22). Getting out, active and moving in the world will be so crucial to your mood and progress. You'll need the influence of other people, as well as some fresh air and sunshine, to be your best self.

LEO (July 23-Aug. 22). Swap nostalgic stories with people you've known awhile – it cements the bond, brings good cheer and lends a healthy perspective of time to everyone's mindset.

VIRGO (Aug. 23-Sept. 22). The goal is no longer seeming doable, but this is not a sign that you should drop the goal. Change up your action steps. A different approach will yield different results.

LIBRA (Sept. 23-Oct. 23). You're not thinking about your own interests as you go into today's venture, ready to do whatever you can to make things better for everyone else. It just works out that by helping the others, you wind up helping yourself.

SCORPIO (Oct. 24-Nov. 21). Remind yourself of your own happy history. You've much to be proud of. It's one of those days when the active efforts you take to bring yourself up will work well to keep your heart buoyant and your mood resilient.

SAGITTARIUS (Nov. 22-Dec. 21). Tune in to what's going on inside you. When you can find peace in your own heart, there is nothing to worry or fear about any other place on the Earth.

CAPRICORN (Dec. 22-Jan. 19). Decision paralysis is caused by having too many options to choose from. But when you really analyze your choices today, there are far fewer that make real sense for you. In fact, there are but two.

AQUARIUS (Jan. 20-Feb. 18). You don't absolutely have to complete each and every daily task in order to feel happier, but it helps! Things left undone weigh disproportionately on your mind, and handling them gives you a lift.

PISCES (Feb. 19-March 20). Negotiations ensue. The values on the table being haggled over are not the sum total of what is at stake. With wisdom, this can work better than expected for all involved.

Cosmic Fight Choreography

With prevalent cosmic energies in spiritual Pisces and the warrior sign Aries, the line between a dance and fight can be fine indeed. Dancing and fighting are acts that require the same muscles, the same incredible amount of motor skill, balance, strength and agility. The big difference is intent, which can be all the difference in the world.

ASTROLOGICAL QUESTION

"I'm in a squabble with my friend, a Libra. It started over something so dumb – a text message on her birthday. She hinted that I should have given her an actual card. I did get her a gift, which I gave her the next time we got together, but without a card. Well, one thing led to another, and we got into an argument and she brought up that she thinks it's obnoxious the way I generally use text messages instead of handwritten or spoken correspondence. For instance, I didn't send holiday cards. I just texted them. And on New Year's, I texted instead of calling. But I think it's better to communicate in whatever way is easiest! I'm a Gemini. What do you think, Holiday?"

Perhaps your point of view is on trend, as text is a more acceptable form of communication than it used to be, for many types of messages. But Libras can be very traditional and are sensitive to levels of formality and the respect they convey. The thought and presentation that goes into your communication is extremely important to your Libra friend. Texting is a casual medium that doesn't convey the same significance and warmth as a card. Your Libra friend sees text as a way to set up your next communication (with the details of date, time and location) and not as the communication itself.

CELEBRITY PROFILES

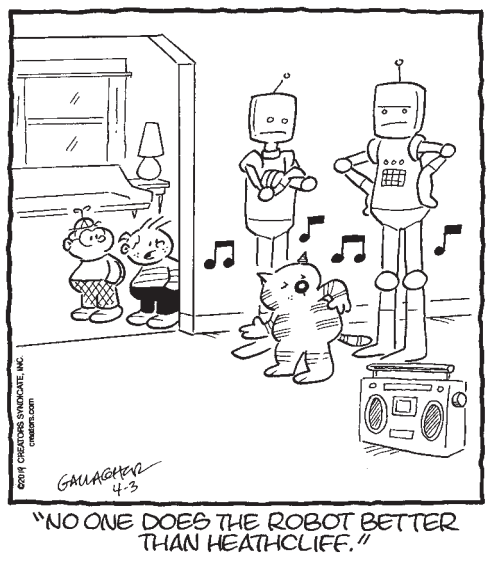
Alec Baldwin talked about his youthful ambition of being the president of the United States, before he knew he would someday win awards for impersonating an American president on television. The Aries actor, philanthropist and podcast host taps into his natal Venus and Mars in Aquarius when he depicts charming eccentricities of characters like network executive Jack Donaghy on "30 Rock."

WORD UP!

Versify
verb [vur-suh-fahy]
to relate, describe, or treat (something) in the form of poetry.

Heathcliff

By PETER GALLAGHER



Strange Brew

By JOHN DEERING



Agnes

By TONY COCHRAN



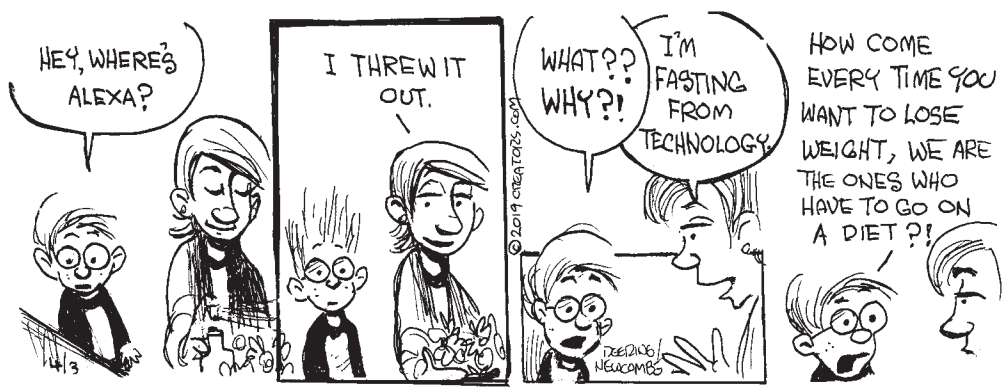
Dogs of C-Kennel

By MICK & MASON MASTROIANNI & JOHNNY HART



Zack Hill

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Scam ads promoting fake tax breaks prosper on Facebook

AMANDA SEITZ AND MAE ANDERSON
Associated Press

Hundreds of ads on Facebook promised U.S. homeowners that they were eligible for huge state tax breaks if they installed new solar-energy panels. There was just one catch: None of it was true.

The scam ads used photos of nearly every U.S. governor — and sometimes President Donald Trump — to claim that with new, lucrative tax incentives, people might actually make money by installing solar technology on their homes. Facebook users only needed to enter their addresses, email, utility information and phone number to find out more.

Those incentives don't exist.

While the ads didn't aim to bilk people of money directly — and it wasn't possible to buy solar panels through these ads — they led to websites that harvested personal information that could be used to expose respondents to future come-ons, both scammy and legitimate. It's not clear that the data was actually used in such a manner.

Facebook apparently didn't take action until notified by state-government officials who noticed the ads.

The fictitious notices reveal how easily scammers can pelt internet users with misinformation for months, undetected. They also raise further questions about whether big tech companies such as Facebook are capable of policing misleading ads, especially as the 2020 elections — and the prospect of another onslaught of online misinformation — loom.

"This is definitely concerning — definitely, it's misinformation," said Young Mie Kim, a University of Wisconsin-Madison professor who studied 5 million Facebook ads during the 2016 elections. "I keep telling people: We don't have any basis to regulate such a thing."

Experts say websites and apps need to be more transparent about the ads that run on their platforms.

Last year, Facebook launched a searchable database that provides details on political ads it runs, including who bought them and the age and gender of the audience. But it doesn't make that information available for other ads. Twitter offers its own database of ads and promoted tweets. Google has an archive for political ads only.

The partial approaches allow misleading ads to fester. One problem is the fact that ads can be targeted so narrowly that journalists and watchdog groups often won't see them.

"That allows people to do more dirty tricks," said Ian Vanderwalker, senior counsel at the Brennan Center for Justice's Democracy Program.

In mid-March, some websites linked in the fake solar-energy ads disappeared. After complaints from governors' offices, Facebook inactivated nearly all of the ads and several pages affiliated with them.

"These scammy ads have no place on Facebook," company spokeswoman Devon Kearns said in a statement. "We removed these pages and disabled these ad accounts recently and will continue to take action."

Facebook says it uses an automated process to review the images, text, targeting and position of ads posted to its site. In some cases, employees review the ads. Users can also give feedback if they believe the ads violate company policies.

Governors' offices were alarmed to see photos of top politicians featured alongside claims such as "you can get paid to go solar."

Helen Kalla, a spokeswoman for Nevada Gov. Steve Sisolak, said she notified Facebook last month after staffers saw them.

Facebook took them down days later, although some continued to re-appear days after that complaint. Facebook also yanked ads featuring images of governors in Texas, Illinois, Colorado, Arizona, South Carolina and other states. But the ads had already been running for some time.

After researching solar-panel options for his two-story home in Mount Tabor, New Jersey, 37-year-old Chris Fitzpatrick saw an ad claiming he might qualify for "free" solar panels because Gov. Phil Murphy planned to release "$100 million solar incentives." He was skeptical because none of the solar companies he worked with mentioned such incentives, but worried others might not be.

"It's very frustrating because it preys upon innocent people," Fitzpatrick said.

The Associated Press found that some of these ads directed people to solar-energy websites that listed the same business address — a mailbox in Carlsbad, California — that had been used by a company once under investigation by the Federal Trade Commission, the government's consumer protection agency. In 2012, the FTC sued Jason Akatiff and his company — then called Coleadium, also known as Ads 4 Dough — for running fake news websites that marketed unfounded health benefits of colon cleanse and acai berry products, according to court records.

Akatiff settled the allegations without admitting guilt and agreed to a $1 million fine. Akatiff changed his company's name to A4D Inc. in 2015, according to California business filings.

Akatiff did not respond to messages left with his California business.

Though the FTC can investigate fake ads, sue to stop them and seek compensation for victims, thousands of ads targeting select groups run online daily, making it harder to catch suspect advertisers.

Scam ads are popular in certain industries, such as insurance or solar power, where companies are looking for people they can target later for products and services, said Peter Marinello, vice president of the Council of Better Business Bureaus Inc.

The scammers sell the personal information they collect to other companies looking for potential customers, Marinello said. "That's how this whole process plays out."

Associated Press investigative researcher Randy Herschaft contributed to this report.

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