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JUNE 12-13, 2010
Volume 9 Issue 183

Santa Monica Daily Press

MERCURY: ANOTHER ONE BITES THE DUST
SEE PAGE 7

We have you covered

THE ON A WING AND A PRAYER ISSUE

Developing a new identity for Downtown

BY REBECCA KHEEL
Special to the Daily Press

DOWNTOWN Jonathan Dahms stumbled into living here four months ago. He knew nothing about the area, other than it was near Venice Beach.

He now knows Downtown Santa Monica, with its popular restaurants and retail and its proximity to Palisades Park and the boardwalk, is the perfect place for him to live because he enjoys "the vibe that it has."

"It's really relaxing, not really crazy because everybody is calm and relaxed," he said.

But had more information been available about Downtown Santa Monica as a residential area, Dahms said he could have made a more informed decision about whether to move here.

The Bayside District Corp.'s rebranding initiative could help potential residents like Dhams, who may think of Downtown as simply a shopping and entertainment district comprised solely of the Third Street Promenade and Santa Monica Place mall.

Bayside, the private-public company that manages Downtown for City Hall, is in the process of rebranding the area to align public perception of Downtown with its reality, to promote areas outside of the promenade and to clarify the mission of the corporation. This comes more than a year after Downtown property owners voted in favor of taxing themselves at a higher rate to pay for added services, ensuring Downtown can remain competitive with other popular retail/entertainment destinations in the region.

Bayside District officials just finished the research phase of the branding process, finding the public sees Downtown as a commercial area comprising solely or mainly of the promenade. The next step is to come up with a new identity for Downtown, which will be followed by creating a physical representation of that identity to be placed throughout the area, such as a new logo, said Debbie Lee, the director of marketing and communications for Bayside who is overseeing the project.

"From the public perception, the Third Street Promenade is the most well know area,

SEE BRANDING PAGE 11



Brandon Wise *brandonw@smdp.com*

THERE'S MORE OUT THERE: **It's another busy day on the Third Street Promenade, one of the most popular features of Downtown, but not the only one. Bayside District Corp., the public-private management company that oversees Downtown Santa Monica, is in the process of rebranding to draw people to other areas of Downtown, now a growing residential area.**

AZ boycott could disrupt $3M mobile-home deal

BY NICK TABOREK
Daily Press Staff Writer

CITY HALL If you thought the Santa Monica City Council's boycott of Arizona businesses was merely ceremonial, with few real-world implications, think again.

It now appears that a proposed $3 million deal to acquire 20 manufactured homes for the City Hall-owned Mountain View Mobile Home Park could be at risk because of the policy, which the council unanimously adopted May 25.

If the council cuts off negotiations because of the boycott that could mean a loss in taxypaper money in the form of man hours put in by city staff.

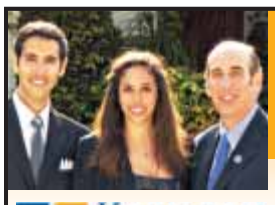
The council discussed past and future business with the state of Arizona before adopting the boycott, but there was no mention of what it might mean for a proposal to purchase replacement homes from Phoenix-based Cavco Industries Inc.

Cavco was selected from a field of seven firms after a 6-month review process that included a presentation to residents at Mountain View and analysis by City Hall staff and members of the Planning Commission and Housing Commission.

With its headquarters in Phoenix, the company is "one of the largest producers of manufactured housing, park model and cabin vacation homes in the United States," according to its website. It operates three manufacturing plants in the Phoenix area and one plant in Seguin, Texas.

Like many other cities, Santa Monica

SEE BOYCOTT PAGE 8

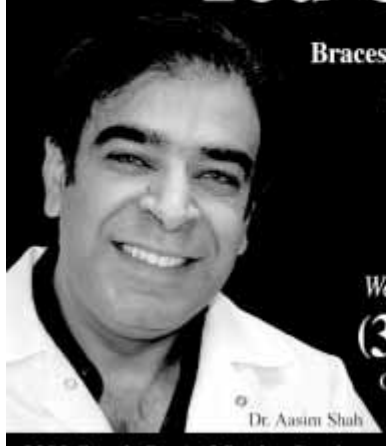

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WHAT'S UP
WESTSIDE
OUT AND ABOUT IN SANTA MONICA AND SURROUNDS



Saturday, June 12, 2010

'Jesse Boy'
Ruskin Group Theatre
3000 Airport Ave., 8 p.m.
"Jesse Boy" is a Southern Gothic tale of one family, trapped by its own tradition. The obsession with an American icon brings hope of salvation for them, as they continue to invest in the dream that American pop culture promises. "Jesse Boy" also plays on Sunday at 2 p.m.

Comedy night
Morgan-Wixson Theatre
Pico Boulevard at 27th Street, 8 p.m. — 10 p.m.
Acclaimed playwright Christopher Durang presents two one-act comedies, "The Actor's Nightmare," a spoof, and "Sister Mary Ignatius Explains It All For You," a satire. Tickets cost $18 or $15 for students and seniors. For more information, call (310) 828-7519.

A race with tradition
SM Pier, 8 a.m. — 4 p.m.
Kick off summer with the Santa Monica Pier Paddleboard Race, featuring up to 250 paddle contestants, outrigger canoe and dory boat demonstration competitions and a paddle gear exhibition. The event is a benefit for Heal the Bay, an environmental nonprofit dedicated to making Southern California coastal waters and watersheds, including the Santa Monica Bay, safe, healthy and clean. Santa Monica-based Heal the Bay and its public marine education facility, the Santa Monica Pier Aquarium, will receive a portion of gross proceeds from the event. The start and finish of the races will take place on the sand immediately adjacent to the pier with the course running north and south in the heart of the Santa Monica Bay. For more information contact Joel Brand at info@pierpaddle.com.

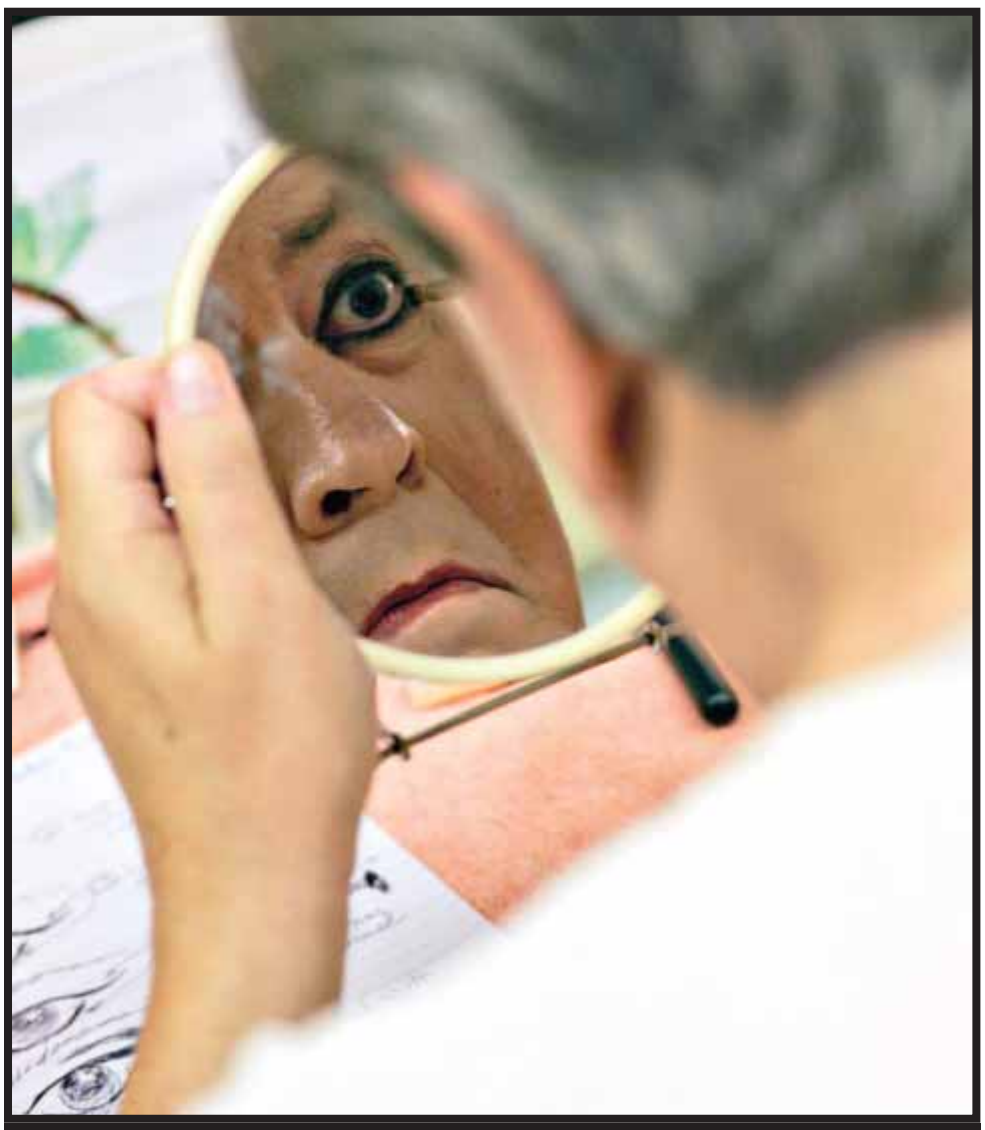
Sunday, June 13, 2010

Making friends with food
17th Street Cafe and Bakery
1610 Montana Ave., 6 p.m.
Come to the Santa Monica Dinner Club, meant for people who live and work in Santa Monica to meet and make new friends over dinner. To RSVP, e-mail Mlasst@LCOonline.com.

A walk in the park
Palisades Park
3 p.m. — 6 p.m.
The Santa Monica Conservancy hosts its first walking tour of Palisades Park. Docents will be stationed throughout the route, ending at the Senior Center, to provide information about and interpretation of the various sights. Historical sights include a Works Progress Administration statue of Saint Monica and architecture along Ocean Avenue. At the end of the tour will be an exhibition of historic postcards and artwork of the park. Refreshments will be served. Tickets are $10 for members and $15 for the public. For more information, visit www.smconservancy.com or call (310) 496-3146.

For more information on any of the events listed, log on to smdp.com and click the "Events" tab for the given day's calendar.

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TABLES TURNED

Brandon Wise *brandonw@smdp.com*

Actor John Achorn, who plays Lady Bracknell, applies eyeliner before a performance of 'The Importance of Being Earnest' at the Miles Memorial Playhouse at Reed Park on Thursday night. The production is part of The Wicked Wilde Shakespeare Festival presented by the Los Angeles Women's Shakespeare Company. Male and female actors switched roles for a gender-bending production.

Doctors use 'magic eraser' to save boy

BY DAILY PRESS STAFF

MID-CITY A doctor at Saint John's Health Center traveled to Belgium to successfully use a "magic eraser" to remove a terminal brain tumor from a little boy's brain stem, a spokesman for the hospital said.

Dr. Amin Kassam said the device, called a Nico Myriad, was used to remove a tumor that had wrapped around the 4-year-old's brain stem, making it impossible to use normal surgical techniques to save the child's life.

The boy, identified only as Tristan, was facing certain death from a chordoma, a rare, malignant brain tumor, according to the hospital. Although chordomas are slow-growing, they can cause pain, paralysis, problems with vision, swallowing and death. In 2006, NFL Running Back Craig William "Ironhead" Heyward died of a recurrent chordoma.

Kassam went to Belgium with the new-fangled device, which is described as an automated device that can cut the tumor up into microscopic strands without producing

SEE **SURGERY** PAGE 11

Sea of criticism for parents of adrift young sailor

BY JOHN ROGERS
Associated Press Writer

LOS ANGELES What were her parents thinking? Many people were asking that question as a 16-year-old girl sat adrift and alone in the frigid southern Indian Ocean, her ship's mast dashed along with her around-the-world sailing effort.

Abby Sunderland's ship was rolling in 20- to 30-foot waves as she waited to be rescued by a boat that was expected to arrive early Saturday morning Pacific time.

She set off a distress signal Thursday after rough seas disabled her ship and her satellite phone reception. There were 20 hours of tense silence before a search plane launched from Australia's west coast made brief radio contact with Sunderland and found her alive and well Friday morning.

SEE **SAILOR** PAGE 11

COMMUNITY BRIEFS

CITY HALL

Top honors for CityTV

For the eighth time in the last 12 years, Santa Monica's public television station CityTV earned the prestigious Overall Excellence Award at the STAR Awards.

In all City TV took home four awards during the 2010 States of California and Nevada Chapter (SCAN) of the National Association of Telecommunications Officers and Advisors (NATOA) Conference in Long Beach, held June 3. CityTV won first place in the Promo, Environmental Program, and Performing Arts categories, going up against cities like Long Beach, Inland Empire and Lakewood.

CityTV of Santa Monica's coverage of the Twilight Dance Series and swing band Squirrel Nut Zippers helped earn them a spot atop the Performing Arts podium. Their Santa Monica Public Library Living Room video helped them nab first prize for the Promotions category, while their eco-friendly "Be Green" videos granted them first place in the Environment category.

Additionally, CityTV Santa Monica received second place for Public Service Announcements, second place for Public Meeting Coverage, and third place in the Training category.

CityTV of Santa Monica is the government community cable channel for the city of Santa Monica. It is funded, programmed and operated by City Hall. The channel is available to every cable television subscriber within the city of Santa Monica and reaches approximately 24,000 households.

Programming can be found on channel 16. CityTV provides live, gavel-to-gavel unedited coverage of City Council, school board, Planning Commission and Rent Control Board meetings. All meetings air live and are replayed on CityTV2, cable channel 20.

DAILY PRESS

SMMUSD HDQTRS

Looking for volunteers

Interested in public service for the benefit of your local public school district?

The Santa Monica-Malibu Unified School District is currently accepting applications for membership on its district advisory committees (DACs). The committees advise the school board on a variety of topics that impact the classroom.

Applications (in both English and Spanish) can be found at www.smmusd.org or picked up at the district office: 1651 16th St., Santa Monica. The Board of Education will be making appointments to these committees at its July 14 board meeting, so completed applications are due to the superintendent's office no later than July 6. Members of the public and district employees are encouraged to apply at any time, even after July 6.

Individuals may apply to be on the Early Child Care DAC, English Learners DAC, Health and Safety DAC, Special Education DAC, or the Visual and Performing Arts DAC.

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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Harsh words for school district

Editor:

We just finished defeating Measure A and the school district is already trying to pick our pockets again. There is a hearing scheduled at the district office on June 18 at 7 p.m. where the school board is planing on adopting a resolution to increase the Measure R parcel tax assessment by 1.4 percent to $350.84 (CPI increase). It is exhausting to keep up with these criminals that are continuously conspiring to steal every penny possible. This new tactic, (sneaky meetings announced by a small print announcement tucked into the SMDP) is not surprising. When are these thieves going to give it a rest? It has just been two weeks since Measure A failed and they again have their hands in my wallet. What part of no doesn't the SMMUSD understand?

Lori Emerson
Santa Monica

Rent control protects bad tenants

Editor:

I read that City Hall wants to give more protections to tenants so they can't be evicted ("Rent Control Board wants powers expanded," June 3). Where I live, only bad tenants who cause problems in my building are protected. The good tenants like me and my neighbors who obey the rules have to suffer their bad behavior because my owner says he can't do anything to evict them because City Hall has made it impossible and the courts won't listen. Rent control keeps my rent low, but it doesn't protect us from the tenants who are troublemakers. The City Council should do something about that.

Graciella Flores
Santa Monica

Israel's policies are hurting Jews

Editor:

Who will replace Helen Thomas in the White House Press Corps with her poignant questioning of presidents over war and American militarism? Sadly, no one.

Thomas' comments on Israel which led to her resignation as a journalist this week are actually understandable. Her remarks also reflect those feelings of more and more Jews who are and were historically opposed to a Zionist state because of the likes of the problems Israel has brought upon itself today.

Israel's dilemma, in addition to facing up to its' massacring of activists on a humanitarian mission in international waters, is with its apartheid practices: racist practices of the people and government of South Africa, which Israel was cozy with not so long ago.

For Israel has made it more dangerous for Jews in the world, not safer. While that country started off from the reality of the persecution of Jews, today it has clearly turned the tables to become a persecutor nation of peoples because they aren't Jews. And Jews worldwide would be safer and better off without the Zionist state but rather with an Israel as a civilized, multi-cultural democratic nation with equal rights for all: Palestinians and Arabs alike.

Andy K. Liberman and Katherine McTaggart
Santa Monica

Taxing tourists to pay for schools

Editor:

Let's try some new ideas for raising funds for our schools. How about an entertainment/education surcharge? Millions of tourists flood our city all year long (at least it seems like millions.) They come here for movies, restaurants, rent bikes and to walk around and enjoy our community. How about a 1 percent entertainment/education tax on those venues? Someone who buys a $10 sandwich isn't going to object to paying an extra 10 cents to help support our schools. I bet a lot of other people have ideas too.

K. Zompa
Santa Monica

WHAT DO YOU THINK?
Send letters to **editor@smdp.com**



Modern Times

Lloyd Garver — Send comments to editor@smdp.com

Kissing the king's … ring

ONE THING OUR FOUNDING FATHERS WERE sure of is that they didn't want a king in this new country. They didn't want one person to be regarded as something so special that people would have to bow down to him and treat him almost like a god. Well, I wonder how the founding fathers would feel right now as there is a campaign throughout the country regarding someone known as King James.

In case you're one of those people I don't understand who's not a sports fan, this young man's name is actually LeBron James, he's a great basketball player, and his contract is up. As James decides where he'll play basketball next, ordinary citizens and government officials are treating him like, well, a king.

James is a fantastic player, he's charismatic, and would bring baskets full of cash to whatever city lands him. He wears 23 on his jersey, but in the free-agent market, he is number one. He's only 25 years old, so he probably has many years of basketball left. If you have teenage kids that you'd like to pursue a higher education, don't let them hear LeBron's story. He never went to college, and his next contract will probably be in the hundreds of millions of dollars. That's nine figures! The downside, of course, is that he has missed out on cramming for organic chemistry and analyzing "The Scarlet Letter."

Yet, some people think he's a bargain. His being on a team guarantees more people in the seats, and his being in a city means more visitors, more full hotels and restaurants, and more forged autographs being sold on the street. That's why so many people are kissing this king's ring, or something else of his.

For the past seven years, he's played in the not-so-flashy city of Cleveland. Now, flashier places like New York, Chicago, and Los Angeles are trying to lure him away from that city on Lake Erie. James is from Akron, Ohio, just a few of his giant steps from Cleveland. This is one of the reasons that he just might stay and play in Cleveland. One Clevelander has started a website called pleasedontleave23.com. There's also a 212-member LeBron James Grandmother's Fan Club. The Cleveland Orchestra has made a video praising LeBron, as has Ohio's governor. Ted Strickland.

Chicago Bulls fans have a website called, sendLeBrontochicago.com. David Geffen, media mogul, music producer, and all-around rich guy "guarantees" that he can get LeBron to join the Los Angeles Clippers. Supposedly, all that Geffen is asking is for Clippers owner Donald Sterling to sell him 51 percent of the team. If that minor miracle happens, we'll actually see LeBron playing in the Staples Center. But knowing the Clippers, they'd still find a way to lose.

And then there's New York. New York City has a campaign called "C'mon LeBron" that includes T-shirts, billboards, and messages on taxis begging James to come to New York. New York's Mayor Bloomberg actually made a video trying to get LeBron to take a bite of the Big Apple. Fortunately, it's not a music video, but it's still unseemly and embarrassing. Some might even think it's blasphemous (a word that I don't think I've ever used in a column before). At the end of the video, the mayor says, "As the good book says, lead us to the promised land." And then with a wink and bad comic timing he adds, "And that's a quote from the King James version."

AS [LEBRON] JAMES DECIDES WHERE HE'LL PLAY BASKETBALL NEXT, ORDINARY CITIZENS AND GOVERNMENT OFFICIALS ARE TREATING HIM LIKE, WELL, A KING.

I know what it is to be a sports fanatic. I admit that I have watched the exact same Sports Center show more than once in a four-hour period. But this goes way beyond the usual abnormal behavior of sports fans. I understand that it's about money and civic pride, but how much pride can a place have if it's willing to do anything to get a 25-year-old kid to play a game in their city?

In case you don't think it's more than a bit weird that James has gotten all this attention, there's more: President Obama has weighed in on the subject. First he said that it would be great if James played in Obama's hometown of Chicago. Then I guess his advisers or pollsters told him that statement was a mistake, so Obama said it would be nice if James stayed in Cleveland.

That's right. The president of the United States actually gave his opinion on this issue of vital interest. Who's next? The Dalai Lama? Could be. "Come on, LeBron, play in Tibet. We won't just give you money. If you sign for five years with an option for six plus revenue sharing for public appearances, I'll throw in the secret of life."

LLOYD GARVER has written for many television shows, ranging from "Sesame Street" to "Family Ties" to "Home Improvement" to "Frasier." He has also read many books, some of them in hardcover. He can be reached at lloydgarver@gmail.com. Check out his website at lloydgarver.com and his podcasts on iTunes.

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OPINIONS EXPRESSED are those of the writer and do not necessarily reflect those of the Santa Monica Daily Press staff. Guest editorials from residents are encouraged, as are letters to the editor. Letters will be published on a space-available basis. It is our intention to publish all letters we receive, except those that are libelous or are unsigned. Preference will be given to those that are e-mailed to editor@smdp.com. All letters must include the author's name and telephone number for purposes of verification. All letters and guest editorials are subject to editing for space and content.

On the Beat

NRO Joseph Cortez

Send comments to editor@smdp.com

Ensuring a safe celebration

Q: ARE FIREWORKS LEGAL IN THE CITY OF Santa Monica?

A: No fireworks, including the so-called "safe and sane" fireworks, are allowed within the city of Santa Monica, even if they are legal for use within the city they were purchased. According to section 8.40.020 of the Santa Monica Municipal Code, police and fire department personnel shall seize all fireworks, including "safe and sane" fireworks that are stored, used or handled within the city limits, except when permitted for such use by the city of Santa Monica. Police and fire have teamed up to enforce the use of fireworks within the city limits.

There are several reasons the city of Santa Monica has outlawed the use of fireworks within the city. Several hazards are associated with the use of fireworks, including the "safe and sane" fireworks. According to the National Fire Protection Association, nearly 10,000 people are treated each year in the United States for fireworks-related injuries. The majority of these injuries are associated with Fourth of July celebrations.

The use of fireworks also presents a substantial risk to property damage. According to the National Fire Protection Association, fireworks cause approximately 32,600 reported fires a year. These fires included structure, vehicle and outdoor fires. With the limited space within the city and the amount of dry brush in the area, a fire can happen very quickly.

You can report illegal firework activity to the Santa Monica Police Department by calling the non-emergency dispatch line at (310) 458-8491. If you are reporting a fire please dial 911.

Independence Day is a day of celebration, and the Santa Monica Police Department urges you to leave the fireworks up to the professionals.

Q: Will the city of Santa Monica have a Fourth of July fireworks show or celebration?

A: The city of Santa Monica will not be sponsoring a fireworks show at the beach this year, but has teamed up with Santa Monica College to present the "Celebrate America" picnic and fireworks show held at the college on June 26, 2010. This celebration is one-of-a-kind in Santa Monica and is on the college campus with free parking off of Pico Boulevard at 17th Street. The celebration includes live musical entertainment, food and a spectacular fireworks show. The gates open at 7 p.m. and the fireworks start at 9 p.m. This is an enjoyable event for all ages.

There is also the Fourth of July Parade taking place on Sunday, July 4, at 9:30 a.m. This is the fourth annual parade and is sure to be great. The parade route starts on Main Street at Pico Boulevard and travels south to Marine Street. Invite your family and friends to line Main Street to enjoy the parade. I participated in this parade and it is a great time. For more information about this parade, please visit the Ocean Park Association website at www.opa-sm.org.

SUMMERTIME CRIME PREVENTION TIP:

The last thing anyone wants to do is come home to find their residence has been broken into. I am here to remind you to close and lock all your doors and windows before leaving your home. Often with the heat of the summer many people leave a window open to keep their residence cool while they are away during the daytime. This gives burglars the opportunity to enter your home with relative ease. One way to keep your residence secure while still keeping it cool is to install a locking device that only allows your window to open about two inches.

And speaking of residential security, make summer the time when you really take a look at "hardening the target." One key to burglary prevention is adequate interior and exterior lighting. For the interior of the home, timers on the lights are recommended. For the exterior, each outside doorway should be lighted with a minimum of a 60 watt light over the entrances. For homes with wide or deep yards or parking areas, a high-pressure sodium security light with a light sensor (photo-electric cell) may be considered.

Another area of your home that you should pay attention to is the shrubbery around your property. It can provide concealment for burglars. Always keep it trimmed, away from doors, windows, and yard lighting.

For crime prevention information, visit our website at www.santamonicapd.org.

If you see any suspicious activity, report it to the Santa Monica Police Department by calling (310) 458-8491, or 911 if you witness an emergency. Remember, do not confront individuals! Instead, be a good witness and be aware. Your life is precious, materials can be replaced.

This column was prepared by Neighborhood Resource **OFFICER JOSEPH CORTEZ** (Beat 4: Montana Avenue to Interstate-10, 20th Street to Ocean Avenue, excluding Downtown). He can be reached at (424) 200-0684.



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PUBLIC NOTICE
City of Santa Monica
Water Resources Division

The City of Santa Monica Water Resources Division wants you to know that plans are on schedule to reactivate shuttered water wells in conjunction with the **Charnock Well Field Restoration Project**. Water from the Charnock Well Field will be used in our system starting in August 2010. The City's primary goal is to return the Charnock Well Field to full production by December 31, 2010 which will fully restore local groundwater supplies, reduce the use of imported water from Northern California and the Colorado River, and help meet the City's sustainability objectives.

The Charnock Well Field, located in Mar Vista, has been used as a drinking water source since 1924. In 1996, the well field was shut down after routine water testing revealed that the gasoline additive, Methyl tertiary-Butyl Ether (MTBE) had infiltrated the aquifer supplying the wells. The source of the gasoline compound was leakage from underground storage tanks at local gasoline service stations. After subsurface investigation and site cleanup was instituted, the City of Santa Monica pursued restitution and eventually reached a monetary settlement agreement with the principal responsible parties.

After years of studies to evaluate the optimum solution for treating the water, the City has installed a Granular Activated Carbon filtration system to remove MTBE and another potential gasoline additive, tertiary-Butyl Alcohol (TBA) from the Charnock Well Field water. The MTBE and TBA plume is not expected to reach the Charnock wells for at least two years after pumping starts, based on computer modeling by expert hydrogeologists commissioned by the City.

An additional component of the Project is the replacement of the City's obsolete water softening facility at the Santa Monica Water Treatment Plant, with a new Reverse Osmosis softening system that includes Fluoridation and Chloramination capabilities. The facility is located in West Los Angeles.

In order to ensure that all water quality regulations and drinking water permitting requirements for the new treatment facilities are being met, the City is working with the California Department of Public Health (DPH), the responsible agency for regulatory oversight and the enforcement of the federal and California Safe Drinking Water Acts to assure the delivery of safe drinking water to Santa Monica residents.

AVAILABILITY OF DOCUMENTATION:
The City prepared a series of technical reports to support the drinking water permit application to the Department of Public Health and the City is soliciting comments or input from its customers. Documents regarding the Charnock Well Field Restoration Project may be viewed at the Water Resources Division, 1212 Fifth Street, 3rd Floor, Santa Monica and the following

City Engineering Division
1437 4th Street, Suite #300
Santa Monica, CA

City Clerk, Room 102
1685 Main Street
Santa Monica, CA

City Planning Counter, Room 214
1685 Main Street
Santa Monica, CA

Santa Monica Public Library
Montana Avenue Branch
1704 Montana Avenue
Santa Monica, CA

Santa Monica Public Library
Main Branch
601 Santa Monica Bl.
Santa Monica, CA

Santa Monica Public Library
Ocean Park Branch
2601 Main Street
Santa Monica, CA

Santa Monica Public Library
Fairview Branch
2101 Ocean Park Blvd.
Santa Monica, CA

Public Work's Counter
1685 Main Street, Room 113
Santa Monica, CA

REVIEW PERIOD: A 30-day public review period for the document will commence on June 9, 2010 and end on July 8, 2010. The City of Santa Monica welcomes public comments on the document during this period. Any written comments must be received within the public review period. **Comments may be submitted, in writing, by 5:30 p.m. on July 7, 2010** and addressed to:

Myriam Cardenas
City of Santa Monica
Water Resources Division
1212 Fifth Street, 3rd Floor
Santa Monica, CA 90401
E-mail: myriam.cardenas@smgov.net



The Re-View
Merv Hecht
Send comments to editor@smdp.com

It's the only game in town

I GUESS ALMOST EVERYONE GOES TO Westwood Village from time to time. Years ago, we went to the Hamburger Hamlet, after its demise, we switched to its successor, the Hamlet Gardens. And now that it's also closed, we've switched yet again, this time to the Napa Valley Grille, one of the last upscale restaurants in Westwood (there is also Palamino). So many restaurants have come and gone in Westwood it's hard to keep track of them.

The Napa Valley Grille offers pretty standard California fare. It features a large, almost factory-like interior, with ample seating, both inside and outside. The outside patio provides customers a welcomed option on warm days.

Looking over customers' comments on the Internet, it's clear that almost everyone loves the service. And there are a lot of compliments about the happy hour. Diners most often mention the tacos and sliders, mac-n-cheese, and garlic fries. With a perceptive nod to its clients' wishes there are two happy hours, one in the afternoon and another late at night.

When I taught a wine class at UCLA, we ended about 10 p.m. and usually most of us would adjourn to the Napa Valley Grille for a snack. We found it very pleasant that time of night, and in the immediate vicinity it was the only place open that late serving quality food and wines. And the clincher: they let us bring in the leftover wines from the class to drink with dinner.

In my last visit I enjoyed a very delicious charcuterie plate consisting of crisp toast, lean ham, salami, pickled vegetables, caramelized walnuts, pitted olives and pieces of cheese. I followed that with black bean soup with the proper texture (I hate it when it's too thick) and full of good, full-flavored beans and vegetables.

My friend John had a pretty good paillard of chicken, which is quite popular there, and a César salad which we both thought was too bland, also the cheese was not properly grated (but then again we can be sticklers).

Then, not wanting to miss out on one of my favorite dishes, we shared an order of crab cakes. It turned out to be one of the best ever, filled with crab and not over fried, and served with a mild sauce flavored with horseradish.

My first glass of wine, a Jordan Chardonnay was boring, but a couple of glasses of Napa Cab restored my taste buds.

Every table was full at a Wednesday lunch, and it was pretty loud.

The Napa Valley Grille is not a top end, fine-dining restaurant, and it's not what you would call "cozy," but it's a good find for a typical California lunch or dinner, with excellent service, a comprehensive wine list, and some very good food at reasonable prices. And it's now pretty much the only game in town. The chef is Joseph Gillard — experienced, friendly, and helpful. Tracy Thayer, the general manager, is also a pleasure. You can lunch well for about $20, and dine well at night for about $30. Wine prices are reasonable.

If you go:

NAPA VALLEY GRILLE
1100 Glendon Ave., Westwood
(310) 824-3322

Lunch: Mon-Sat 11:30 a.m. to 3 p.m.
Dinner: Mon-Thur 5:30 p.m. to 9:30 p.m., Fri 5 p.m. to 11 p.m., Sun 5 p.m. to 9 p.m.
Brunch: Sun 11 a.m. to 3 p.m. with jazz
Happy Hours: Mon-Sat 3 p.m. to 7 p.m. and 9 p.m. to midnight; Sun 3 p.m. to 11 p.m.

MERV HECHT, the food and wine critic for the Santa Monica Daily Press, is a wine buyer and consultant to a number of national and international food and wine companies. He can be reached at mervynhecht@yahoo.com

Love marinating? Learn to love flank steaks

JIM ROMANOFF
The Associated Press

Flank steak may not be the most tender cut of meat you'll ever eat, but it could be the tastiest. And it's often a good bargain.

The flank is a long, flat and fibrous muscle, so it needs to be either seared and served moderately rare or braised until tender. Either way, carving this steak into thin slices across the grain at a 45 degree angle makes for a more pleasant bite.

The flank is thin and boneless (with almost no waste), so it's a perfect candidate for marinades, which will penetrate well.

This ginger-soy marinated flank steak can be grilled and enjoyed on its own or turned into this Asian-inspired sandwich by surrounding it with crunchy toasts, sweet and spicy mayo and a generous handful of peppery, fresh watercress.

Marinate the steak in the morning for a quick and delicious supper from the grill.

Ginger-soy marinated flank steak sandwiches

START TO FINISH:
30 minutes (plus 2 to 24 hours marinating time)
Servings: 4

FOR THE MARINADE:
2 tablespoons rice vinegar
2 tablespoons light brown sugar
2 tablespoons reduced-sodium soy sauce
2 tablespoons canola oil
1/4 cup grated fresh ginger
2 teaspoons chili-garlic sauce, or more to taste
4 scallions, ends trimmed and thinly sliced
1 1/4 pounds flank steak

FOR THE SANDWICHES:
Eight 3/4-inch-thick slices crusty country-style bread
1 tablespoon extra-virgin oil
3 cups loosely packed watercress or arugula

1.) In a small bowl, whisk together the vinegar, brown sugar and soy sauce until the sugar is dissolved. Whisk in the oil, ginger, chili-garlic sauce and scallions. **2.)** Place the steak in a shallow glass dish. Add the marinade and turn to coat the meat well on both sides. Cover and refrigerate for at least 2 hours and up to 24 hours, turning once. **3.)** Heat a gas grill to medium-high or light a charcoal fire. **4.)** Brush both sides of the bread slices lightly with olive oil. **5.)** Grill the steak until the underside is well browned, about 5 minutes. Turn the steak over and grill about 4 minutes longer for medium-rare. While the steak is grilling, place the bread slices around it to toast, about 1 minute per side. **6.)** Let the steak stand for 5 minutes, then cut it across the grain into thin slices. Spread a thin layer of the chili-garlic mayonnaise on each toasted bread slice. Arrange the steak over four of the slices. Top with watercress or arugula and the remaining bread slices.



Tornante

Steve Parker
Send comments to editor@smdp.com

Farewell Mercury: Another car company bites the dust

IT'S OFFICIAL: ANOTHER U.S. CAR BRAND has been killed, going the way of Saturn, Oldsmobile, Pontiac, Hummer and Saab (so far). This time it's Mercury, part of the Lincoln-Mercury Division of Ford Motor Co.

Late last month, with Ford flying high and dealers relatively happy with their products, Alan Mulally and other top Ford execs figured it was a good time to kill the Mercury division and pay off their dealers. Most all Mercury stores are also Lincoln dealers, so no one will be missing any meals.

Someone tell me what a Mercury is, what are its values, its reputation? In other words, what does the name Mercury mean to the car-buying public?

I contend it's been an eternity since Mercury had its own solid, well-defined image. But was it an upscale Ford or a downscale Lincoln? No one seemed to know since Mercury was founded in 1935 by Edsel Ford and came to market in 1939. After WWII, when sales of all cars were booming, Mercury was incorporated into a single division with Lincoln, and then the customer confusion really began.

Bad-boy Mercury's were all the rage throughout the 1940s and '50s with their customized gangster look and appeal and an overall sinister-appearing exterior. Mercury gained its own acceptance into the world of custom cars through the work of customizers and body-builders throughout the country who saw special potential in the cars. A "lead sled" Mercury owned by Bob Hirohata (the Hirohata Mercury) is one of the best-known and still-extant custom cars of any kind.

Though some of the facts about the Hirohata Merc may have been lost to history (as often happens with custom cars), the Mercury was built by Sam Barris, brother of the well-known George Barris, who to this day calls himself, "The King of the Kustomizers."

So Mercury had a shot to differentiate itself from boring Fords and expensive Lincolns, but the division never capitalized on the vast numbers of young people, potential future customers, who liked the Mercs they saw at car shows and in movies and TV shows. But the window closed in the mid-'50s and since that time no one really knew what a Mercury was.

Mercury's been foundering for the past 20 years or so, offering nothing more exciting than gussied-up versions of existing Ford products; Mercury has no one model specific to their division alone.

Just a few years ago, actually for what seemed like five minutes, Ford scion Bill Ford Jr. ascended to the top level of corporate management and put a large emphasis on ecologically friendly cars and trucks. It didn't take long for someone at Ford to remember that until EVs are here and common on roadways, the company still needed to build cars, the kind people had been buying since Ford was created in 1903.

Then, recently, Elena Ford, a great-great granddaughter of Henry the first, and the only female Ford to ever work directly for the company, was put in charge of global marketing for the company as a whole, and she was also supposed to work some special magic with Mercury.

IT'S A LESSON OTHER CAR-MAKERS HAVE LEARNED THE HARD WAY TOO: BUYERS WANT A CAR THAT MAKES A DEFINITE STATEMENT, WHICH KNOWS ITS PLACE IN THE MARKET.

Well, she didn't work the kind of magic the board of directors had in mind, because not long after she took over the Mercury responsibility the rumors were flying about the end of the division.

After Henry Ford's son Edsel started Mercury so many decades ago, perhaps the height of irony was that after the failure to thrive of the car called the Edsel, which happened in just three years in the mid-'50s, it was folded into Lincoln-Mercury and the division was known for a short time as the Mercury-Edsel-Lincoln division. A very short time.

The trouble for Mercury all started because in the early '50s, the Ford family decided the company could use a cash infusion to help them develop and build more new models and be more similar to G.M. So company stock, which had been owned exclusively by the Ford family until that time, was offered to the public and you can imagine the excitement about the chance to buy part of a great American industrial corporation.

Yet rather than taking that new money and making Edsel a winner (the company definitely undelivered on what they'd promised Edsel would be) and create a strong image for Mercury, Edsel bombed and Mercury was as lost as ever. And that single missed opportunity branded Mercury as the "What the hell is it?" division for all time.

It's a lesson other car-makers have learned the hard way too: buyers want a car that makes a definite statement, which knows its place in the market. A perpetual question mark like Mercury has absolutely no chance of survival in a marketplace that's smaller and more focused than ever before.

Mercury, we hardly knew ya'.

STEVE PARKER is a two-time Emmy Award-winner who has covered the world's auto industry and motor racing for over 35 years. Contact Steve through his website www.thecarnut.typepad.com.

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BOYCOTT
FROM PAGE 1

adopted a boycott of Arizona businesses and banned official travel to the state to protest the law known as SB1070, which requires Arizona police to check immigration papers when they have a "reasonable suspicion" someone they've stopped could be in the country illegally. Critics have said the law, which is set to take effect July 29 pending court challenges, will lead to racial profiling.

Housing Administrator Jim Kemper this week said he was not sure how the boycott will affect his department's recommendation to purchase the homes from Cavco. The proposal was part of a plan to replace older dwellings at Mountain View, where 80 percent of the units were built before 1976, according to a City Hall report.

The City Council has final say on the proposed contract and is tentatively scheduled to vote on the deal by July, Kemper said.

He said there's been no decision about whether to pull the recommendation or to re-open the bidding process.

"We're going to present all the facts to the council and then they, of course, will decide," he said.

City Councilman Terry O'Day, who proposed the Arizona boycott, on Friday said he had not been aware of the proposal to purchase manufactured homes from an Arizona company.

"I'm sure it was a very involved selection process, but I'm sure we can get them elsewhere, too," he said.

When the council adopted the boycott, council members discussed the possible impact it could have on a proposed $2 million contract with Trapeze Group, a software company with an Arizona facility that is the front runner for a contract to provide real-time signs for Big Blue Bus stops.

That proposal is yet to get the council's approval, but Stephanie Negriff, the BBB's director, has said that the contract wouldn't violate the boycott because Trapeze is headquartered in Canada and will handle the proposed contract through its Cedar Rapids, Iowa, office.

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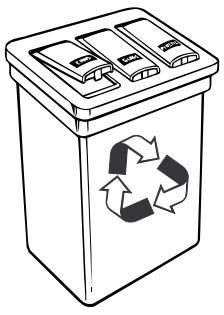
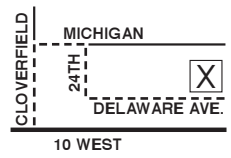
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The Q Line

Rents on the rise

This past week, Q-line asked:
The Rent Control Board last week approved a 2 percent rent increase for the coming year. Is this a fair increase?
Here are your responses:

"FAIR? I DON'T THINK SO. ALL THESE RISING taxes, fares, fees, etc., especially in this greedy city, are a big burden to the normal citizens. Of course the bums and moochers, not even citizens of the city, go merrily along in hog heaven: free food, free living quarters, free clothing. And any SSI or similar income they have can go to drugs, booze and any other playthings they want. The yuppies and any city employee doesn't have to worry either. They are well provided for."

"ONCE AGAIN, WELCOME TO THE SOVIET Monica. OK, this rent control increase does not benefit the homeowners and landowners who have been here for years trying to make a business and a life by renting apartments to tenants, including those on Section 8. Also the increase is a slap in the face to apartment owners who have been trying to get low-paying tenants out of their buildings. If the renters do have to complain about a 2 percent increase, they can go to L.A. or into Lynwood or Hawthorne ... just get out of Santa Monica. You have no business here."

"DUE TO DECONTROL-RECONTROL, A GOOD many apartment building owners are able to maintain higher rents due to the turnover of tenants in those buildings being more likely due to the higher rental costs. After each tenant moves, the owner may again raise the rental fee of the vacated unit to whatever price the new renter is willing to bare, thus enabling the owner to maintain a form of market value. Still there are those owners who have not been able to benefit from decontrol-recontrol due to the tenant structure of their buildings remaining stable. These owners depend on the annual increase. A 2 percent increase across the board seems fair to me."

"THIS IS COMMUNISM, PURE AND SIMPLE. If you think this raise is fair, then the City Council should vote to lower city workers' pay back to 1979 levels. They should tell our plumber, gardener, electrician and insurance people that they can only charge what they got in 1979. Wow! If my plumber got 10 bucks an hour, instead of $100, then we might just break even on our apartment building. Just think how rich our schools would be if teachers and administrators got paid what they got 30 years ago."

"THERE WAS NEVER ANY REASON FOR rent control. The truly poor can get HUD rental assistance. It is outrageous that landlords have to subsidize a tenant who makes much more than they do."

"IT DOESN'T MATTER HOW MUCH THE rent increase is. The tenants will complain it's too much and the landlords will complain it's too low, so what's the point?"

"TO BE FAIR, UTILITY AND INSURANCE costs should all be passed down to the renters, especially the water bill. The city keeps squawking to save water, but renters have no incentive to save unless they are paying their fair share."

"MY NEIGHBORS AND I HAVE TAKEN UP a consensus that we are willing to pay the increase if the landlords would please apply that to repairs in the building. ... Some of us don't have heat. Most of our landlords, if we complain it is really frowned upon. People are also afraid of losing their homes."

"WELL, I DIDN'T GET A 2 PERCENT RAISE last year, but what's that got to do with my landlord spending hundreds of thousands of dollars buying an expensive piece of property in this town, then trying to get good tenants, which is an even bigger risk when renting to the entitlement generation. I remember when those lovable, commie bumpkins Tom Hayden and Jane Fonda were the symbols for rent control and SMRR. Rent Control was originally about containing the rampant apartment/property speculation. Now it has morphed into city-controlled, low-income housing. Forty years ago you could find a lot of private, low-income housing. Now it's just Big Brother. Two percent is not much to protect the shrinking middle class."

"I GUESS IT'S FAIR, BUT YOU KNOW THAT the need for rent control in L.A. and Santa Monica has been caused by the tremendous number of illegal aliens and their out-of-control birth rate, which has led to tremendous pressure on the housing market."

"I THINK THE 2 PERCENT RISE ON THE RENT is quite just and fair because everything else is going on up. And I also happen to be a former landowner in the city of San Malicious."

"OVER THE YEARS AT THE ANNUAL RENT Control Board meetings that determine our increases, Rent Control Board members usually indicate they are going to follow the Consumer Price Index and then usually pass along increases that exceed the CPI. First off, in the rent control law there is no obligation on behalf of the board to pass along any rental increases at all on an annual basis. Second of all, during the last three years we have been living in a period of time in which inflation is practically non-existent, and in fact economists are warning us that we are headed towards a deflationary cycle where the cost of everything is likely to go down. So the question for the jury is why is there a 2 percent increase this year? …"

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BRANDING
FROM PAGE 1

but they don't link it to the rest of Bayside," Lee said.

The Bayside District stretches from Wilshire Boulevard to Broadway, and from Second Street to Fourth Street. The Central Business District is a larger area defined by Wilshire Boulevard, Colorado and Ocean avenues and Seventh Street. Within those blocks is an emerging residential community and a solid collection of businesses that range from financial institutions to Internet start-ups and film companies.

National consultant and branding firm Shook Kelley has been hired to help Bayside with its rebranding project. The initial research phase cost $60,000, and the identity phase is estimated to cost $40,000, prices which Lee said are reasonable. Money was never an issue as the corporation allotted it in their marketing budget for the 2010 fiscal year, she said.

During the research phase, the corporation discovered Downtown has multiple identities among the public, Lee said. During the next phase of the project, Bayside will review each existing identity and decide which to use or create a new one that combines public perception with what it hopes to be. The corporation would like to release a report on the new identity by August, Lee said.

The new identity will work to incorporate all aspects of Downtown and to highlight features outside of the shopping areas, such as residential living, Lee said.

Bayside could face difficulties in crafting an identity that aligns with the public perception, though, said Kathleen Rawson, the executive director of Bayside. Both Bayside and the public need to understand Downtown is a public area and so will never be as controlled, clean or safe as a private area, like the Grove, she said.

"It's instinctual that we want to be like the Grove. And we all know we're not privately run like them, but for someone to actually say that we're not a manufactured area is an 'a-ha' moment," Rawson said. "We need to compare ourselves to public areas like Old Town Pasadena or SoHo."

But the project goes beyond image, said John Warfel, a member of the Bayside Board of Directors and a real estate broker with Metropolitan Pacific, which is located on the promenade and is working with AMC Theaters to build a new, state-of-the-art theater on Fourth Street. The research will help Bayside determine its role in the area and craft a plan to manage and address issues that will be identified during the branding process.

"Bayside itself is a misnomer because no one quite knows what our mission is," he said.

Last year's changes to Bayside's funding and the appointment of a new Board of Directors necessitated the reevaluation, Warfel said. The City Council has the power to appoint half of the members of the Bayside board while property owners appoint the other half. Bayside is jointly funded by business owners and City Hall.

Another issue the research found was the boundaries of Downtown are unclear to some, Lee said. This issue will be addressed in the future phase of creating physical identifiers of the area, such as placing logos or signs around downtown.

Once the corporation makes a decision as to what physical changes it wants to make, it will have to work with City Hall to execute them, said Gleam Davis, the City Council liaison to Bayside.

"I don't anticipate any issues between the city and Bayside," Davis said. "It depends on what they're asking for, but we recognize the value of Bayside."

> **BAYSIDE ITSELF IS A MISNOMER BECAUSE NO ONE QUITE KNOWS WHAT OUR MISSION IS."**
>
> **John Warfel,**
> Member of the Bayside Board of Directors and a real estate broker with Metropolitan Pacific

Lee said now is the perfect time to pursue the branding initiative because it follows city projects meant to improve the area, such as bringing the Metro Light Rail Expo route to Downtown and redeveloping parking structures.

Barbara Bryan, the owner of Interactive Cafe on Broadway who is on the Bayside Board of Directors, agreed with Lee, saying the rebranding has been a long-time coming.

The rebranding will benefit area business owners, as well as Santa Monica as a whole, Bryan said. It forces people to look at what direction they want to head in for the next 10 to 20 years and allows the area to reinvent itself, she said.

This reinvention will be just the most recent in an evolution spanning years, said Bob Holbrook, a city councilman since 1990.

Where Downtown used to be primarily a quiet, small business area, it has become an entertainment destination for millions each weekend, Holbrook said. On any given night, Holbrook said he can people watch and see parents with their babies in strollers out at 10 p.m., something he as a parent is surprised at.

Now that City Hall and business owners have invested in the area, it is time to encourage people to live Downtown, he said.

"Where do we want to be in 10, 20 years down the line," he said. "If they want to be an oasis in a metropolitan area, they're going in the right direction."

Tourists also said they believe they will benefit from the rebranding. Clive William, a tourist from Wales, said he thinks his and other potential tourists' travels would be easier if more information was available about areas other than the promenade.

"I think they could do with telling the outside world a little bit about Downtown Santa Monica," William said, "because not a lot of people realize it's here."

news@smdp.com

SURGERY
FROM PAGE 3

heat. The Myriad device was introduced to the United States about a year ago, and Kassam is one of the few neurosurgeons trained to use one.

Saint John's said the "magic eraser" provided precise tissue shaving on or near critical body parts, like blood vessels and nerves, and also vacuums tumor tissue into a collection chamber for laboratory evaluation.

"We had to access deep areas of the brain that are full of critical structures and arteries, and shave off the tumor very carefully." Kassam said. "Without surgery, the tumor would have grown into his brainstem and spinal cord, which would have devastated this child."

The device has a bendable cutting tip allows surgeons to access hard-to-reach tumor sites, and the child's tumor removal was performed through the child's nostril, taking a team of surgeons 13 hours.

"Tristan's brain tumor was unusually hard and rubbery, like the sole of a tennis shoe," Kassam said. "This surgery would have taken much longer and been far more difficult without the Myriad device."

news@smdp.com

SAILOR
FROM PAGE 3

"The aircraft (crew) spoke to her. They told her help was on the way and she sounds like she's in good health," said Mick Kinley, acting chief of the Australia Maritime Safety Authority, which chartered a commercial jet for the search.

"She's going to hang in there until a vessel can get to her," Kinley told reporters in Canberra.

Many people criticized Sunderland's parents for allowing the high-risk adventure, one of several by young people looking to make the record books. Some veteran sailors said it's all but irresponsible to send a teenager off alone in a small boat, knowing it will be tossed about like a toy for 30 or more hours at a time by the giant waves that rake the Southern Hemisphere's oceans this time of year.

"In Abby's case she was lucky," said Derrick Fries, a world sailing champion and author of the standard instruction manual "Learn to Sail." "It's only a matter of time until we end up with a tragedy on our hands."

Sunderland's family defends her trek, saying that as a lifelong sailor she was as well prepared for the journey as anyone could be. Her brother successfully circled the globe last year when he was about the same age.

"Sailing and life in general is dangerous," her father, Laurence, told The Associated Press. "Teenagers drive cars. Does that mean teenagers shouldn't drive a car? I think people who hold that opinion have lost their zeal for life. They're living in a cotton-wool tunnel to make everything safe."

The driving analogy didn't impress many parents who lit up Internet message boards with criticism. One, Tammy Davis of Makanda, Ill., said in a subsequent interview there's no comparison between a car breaking down in a city and a person being trapped alone in the ocean.

"My 21-year-old son runs triathlons for the University of Illinois," Davis said. "Would I want him to run triathlons alone? No."

Abby Sunderland set sail from Los Angeles County's Marina del Rey in her boat, Wild Eyes, on Jan. 23, trying to become the youngest person to circumnavigate the globe solo. Her brother, Zac, held the record for a little more than a month last year until Briton Mike Perham completed his own journey. The record changed hands again last month, when 16-year-old Australian Jessica Watson completed her own around-the-world sail.

Sunderland, whose father is a shipwright and has a yacht management company, ran into equipment problems and had to stop for repairs soon after beginning her journey. She gave up the goal of setting the record in April, but continued, hoping to complete the journey.

Laurence Sunderland said Friday that he "gave her the option" of bowing out at that point in her trek.

"I said, 'This isn't about media. It's about a passion and a love for the sport of sailing,'" he said. "Her words to me was, 'Dad, I know what I'm capable of. I know what this vessel is capable of and I'd like to continue."

In the Indian Ocean, Sunderland had made several broken calls to her family in Thousand Oaks, reporting her yacht was being tossed by 30-foot (9-meter) waves — as tall as a 3-story building. An hour after her last call ended Thursday, her emergency beacons began signaling.

She was contacted by rescuers in a chartered Qantas Airbus A330 jet that made a 4,700-mile (7,600-kilometer) round trip from Perth to Sunderland's boat, which is near the limit of its range.

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SURF REPORT

Surf Conditions **Water Temp:** 61°

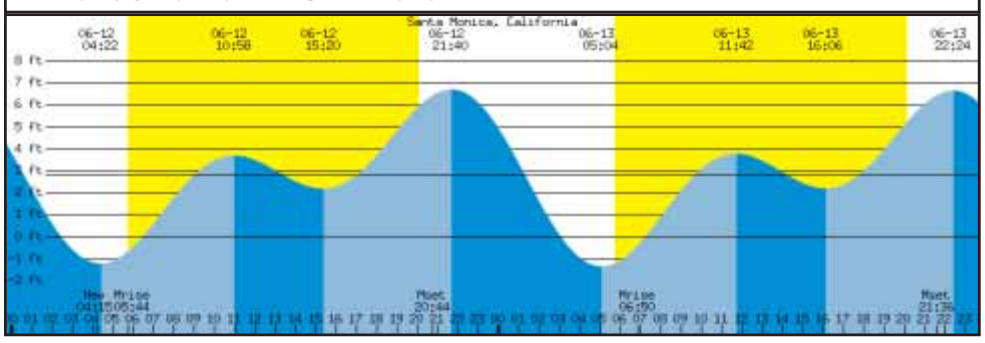
Swell Forecast

Looks a bit smaller as NW wind swell is expected to back off, and no noteworthy SW is due. West facing breaks are looking at chest to head high wind swell in the early AM, diminishing throughout the day.

Long Range Synopsis

We should see chest high SW come ashore with very long periods from that Antarctic/New Zealand swell.

Tide Forecast for Today in Santa Monica



BEACH REPORT CARD

NORTH LOS ANGELES COUNTY

Grades for this report are based on monitoring data from the previous 30 days up to the ending date of **June 7, 2010**

HEAL THE BAY - 1444 9th Street, Santa Monica, CA 90401 - www.healthebay.org - brc@healthebay.org - 800 HEAL BAY

QUICK STATS (for the last 30 days)

- Number of sewage spills -- 0
- Number of beach closures due to a sewage spill -- 0
- Number of wet days -- 8
- Number of A grades for dry/wet weather -- 38 / ns
- Number of (C,D,F) grades for dry/wet weather -- 8 / ns

The Beach Report Card is made possible by: The Diller – von Furstenberg Family Foundation; simplehuman; SIMA

Heal the Bay reminds you not to swim or surf within 100 yards of any flowing storm drain or for 3 days after a rainstorm. After a rain, indicator bacteria counts at beaches throughout California usually far exceed health criteria in the state's Beach Closure and Health Warning Protocol.

LOCATION	DRY	WET
Leo Carrillo Beach, at Arroyo Sequit Creek mouth.	A+	ns
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	ns
El Pescador State Beach, between Lechasa and Las Alisos creeks.	A+	ns
Encinal Canyon at El Matador State Beach.	A	ns
Broad Beach at Trancas Creek mouth.	A+	ns
Zuma Beach at Zuma Creek mouth.	A+	ns
Walnut Creek, projection of Wildlife Rd. (private).	A+	ns
Paradise Cove Pier at Ramirez Canyon Creek mouth.	F	ns
Escondido Creek, just east of Escondido State Beach.	A	ns
Latigo Canyon Creek mouth.	A+	ns
Solstice Canyon at Don Blacker County Beach.	D	ns
Puerco State Beach at creek mouth.	A+	ns
Marie Canyon storm drain at Puerco Beach, at 24572 Malibu Rd..	D	ns
Surfrider Beach at Malibu Colony fence.	B	ns
Surfrider Beach (breach location)- daily.	F	ns
Malibu Pier - 50 yards east.	F	ns
Carbon Beach at Sweetwater Canyon.	A+	ns
Las Flores State Beach at Las Flores Creek (point zero).	A	ns
Big Rock Beach at 19948 PCH stairs.	A+	ns
Pena Creek at Las Tunas County Beach.	A+	ns
Tuna Canyon.	A+	ns
Topanga State Beach at creek mouth.	F	ns
Castlerock Storm Drain at Castle Rock Beach.	A	ns
Santa Ynez Storm Drain at Castle Rock Beach.	A+	ns
Will Rogers State Beach at 17200 PCH (1/4 mile east of Sunset drain).	A+	ns

LOCATION	DRY	WET
Will Rogers State Beach at Bel Air Bay Club drain near fence.	D	ns
Will Rogers State Beach at Pulga Canyon storm drain.	A	ns
Will Rogers State Beach at Temescal Canyon drain.	F	ns
Will Rogers State Beach at Santa Monica Canyon drain (Chautauqua).	A	ns
Santa Monica Beach at Montana Ave. drain.	A+	ns
Santa Monica Beach at Wilshire Blvd. drain.	A+	ns
Santa Monica Municipal Pier.	A	ns
Santa Monica Beach at Pico/Kenter storm drain.	A	ns
Santa Monica Beach at Strand St. (in front of the restrooms).	A+	ns
Ocean Park Beach at Ashland Ave. drain.	A+	ns
Venice City Beach, at the Rose Ave. storm drain.	A+	ns
Venice Beach at Brooks Ave. drain.	A+	ns
Venice Beach at Windward Ave. drain.	A+	ns
Venice Fishing Pier - 50 yards south.	A+	ns
Venice Beach- projection of Topsail St..	A+	ns
Marina del Rey, Mothers' Beach- lifeguard tower.	A	ns
Dockweiler State Beach at Ballona Creek mouth.	A	ns
Dockweiler State Beach at Culver Blvd. drain.	A+	ns
North Westchester Storm Drain at Dockweiler State Beach.	A+	ns
Dockweiler State Beach at World Way (south of D&W jetty).	A+	ns
Dockweiler State Beach at Imperial Hwy drain.	A	ns
Dockweiler Beach- opposite Hyperion Treatment Plant.	B	ns
Dockweiler State Beach at Grand Ave. drain.	A+	ns

LEGEND

DRY -- each location is graded on an A – F scale based on bacterial pollution levels present in the surf zone
WET -- grades for days of recorded rainfall and the following 3 days
ns -- no sample taken

Heal the Bay is a non-profit environmental organization dedicated to making Santa Monica Bay and Southern California coastal waters safe and healthy for people and marine life.

Heal the Bay

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Heal the Bay's Beach Report Card® is based on weekly water quality monitoring data provided by the City of Los Angeles' Environmental Monitoring Division and the Los Angeles County Department of Health Services. Data is analyzed as soon as it is made available to us by the public agencies. Beaches are graded on an A–F scale based on the risk of ocean users becoming ill. Samples are analyzed for bacteria—enterococcus, total and fecal coliforms—that indicate biological pollution. A fact sheet detailing the exact methodology used in determining grades for each location is available from the office or on our web site. The report is not designed to measure the amount of trash or toxins found at local beaches.

The Beach Report Card is an indication of past water quality and is not a warranty of the current safety of those areas surveyed. Our lawyers are happy.

ESPN betting US soccer fans want more World Cup action

RACHEL COHEN
AP Sports Writer

NEW YORK Knowledgeable U.S. soccer fans — it's not an oxymoron.

ESPN is making a huge investment in World Cup coverage, paying $100 million for the rights to the 2010 and 2014 tournaments, based on the conviction that not only do Americans know the beautiful game, they want all they can get.

The 2006 tournament on ESPN and ABC drew the largest audiences for a World Cup outside the United States. But research afterward showed the network could do more to show fans it's taking the sport seriously.

Now the network is trying to do just that, and to attract even more viewers, despite the time zone challenges of this year's event in South Africa, which is six hours ahead of New York and nine hours ahead of Los Angeles.

"The simple math of ratings, if you can take that audience and get them to watch for a longer period of time, it has the same effect as growing the number of viewers," said Jed Drake, executive producer for ESPN's World Cup coverage. "We really have targeted our presentation now for a knowledgeable soccer audience."

The same network that drew criticism for calling 20 matches from U.S. studios four years ago is putting together a staff of 300 people to produce the event in South Africa. ESPN has hired British announcers and plans 65 hours of live studio programming from Johannesburg.

"We have a production plan that we think is up to the level of ambition of this event with a great group of commentators that we've assembled, a broadcast operation that is far and away the biggest we've ever amassed outside of the U.S.," Drake said.

The ESPN compound at the International Broadcast Center in Johannesburg is massive, dwarfing that of any other operation. A large bullpen is filled with editors and writers, with more than a dozen big-screen TVs on the walls. There are four editing suites and three control rooms, the largest of which has 10 high-definition screens that show everything ESPN is doing.

"You look at the footprint of this facility and we are, shall we say, quite large," Drake said. "It's just part of the commitment. You only do something at this level with the best equipment and the best people."

ESPN also has an expansive set overlooking the Soccer City stadium, where "SportsCenter" will be broadcast live, and an open-air patio that can be the site for live reports for "Good Morning America" or one of ABC's other shows. ESPN and ABC are owned by The Walt Disney Co.

Former national team captain John Harkes, who will work as a commentator on all of the U.S. team's games, said Americans have learned to watch soccer differently in recent years, and that knowledge will influence how they follow this World Cup.

"It's not that we're just going to see the games," he said of soccer fans in the U.S. "Now I'm going to see the games and I understand what's happening, and why that player's there."

Much of ESPN's unprecedented coverage in the United States will come at times when TV viewers are typically at work, asleep or otherwise away from their sets. Most games are scheduled to start at 7:30 a.m., 10 a.m. or 2:30 p.m. on the East Coast — that's 4:30 a.m., 7 a.m. and 11:30 a.m. out West.

ESPN's gamble relies on more than games, saturating its various platforms with coverage that might drive more people to watch morning matches or pique their interest if they miss them. The network is planning more than 230 hours of live original programming. A little more than half will be games, but the rest — at more viewer-friendly hours — will be commentary and other material.

In the end, the hope is this nation will love the game.

"That was the revelation to a lot of people in 2006 when we had the biggest audience ever," said Rob Hunter, ESPN's vice president for digital technology. "I will be surprised if we don't have even more people this year say, 'Wow, those guys can play. They can really play.'"

Of course, the country has been slow to embrace soccer despite the presence of the World Cup on U.S. soil in 1994 or the signing of David Beckham with the Los Angeles Galaxy of the MLS.

All games will also be re-aired in prime time on ESPN Classic. And then there's all the planned radio, online and mobile coverage.

Research by Nielsen found that 23 percent of American fans planned to keep up with the tournament with their mobile phone — especially if they can't watch the games live on TV.

Nine games will be broadcast on a weekend afternoon in the Eastern time zone, a more traditional sports-watching time; that includes England-United States on June 12 and the final. And all the matches will be on ESPN Mobile and most on ESPN3.com.

In an era when the TV ratings for many American sporting events can fluctuate widely depending on who's playing and how much drama they're ensnared in, the World Cup likely won't be any different. A deep run by the U.S. team would naturally pull in viewers.

"The games will determine what the real story is," Hunter said. "Our viewership in the U.S. will really be a function of the games. We know we're creating a great platform. Our coverage plans for this World Cup are extraordinary. If the games themselves match the coverage plan, the audience results will be outstanding."

AP Sports Writer **NANCY ARMOUR** in Johannesburg contributed to this story.

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MOVIE TIMES

Aero Theatre
1328 Montana Ave.
(323) 466-FILM

Saturday, June 12
The Red Shoes (NA)
Newly restored 35mm print
7:30

Sunday, June 13
The Black Hole
5:00
Dr. Laura Danly, curator at the Griffith Observatory, will introduce the screening and talk about the scientific basis of the film. Discussion following with Harrison Ellenshaw, Matte Painting Supervisor and son of Production Designer Peter Ellenshaw. Special lobby display of photos, artwork and killer robots.
Call theater for information.

AMC Loews Broadway 4
1441 Third Street Promenade

Babies (PG) 1hr 19min
(11:05 am), 4:05, 9:00

Get Him to the Greek (R) 1hr 49min
1:20, 6:15

Get Him to the Greek- Digital presentation (R) 1hr 49min
(10:55 am), 1:45, 4:30, 7:15, 10:00

Marmaduke (PG) 1hr 27min
(10:00 am), 12:20, 2:45, 5:15, 7:40, 10:05

Iron Man 2 (PG-13) 2 hrs 5min
(10:05 am), 1:00, 4:00, 7:00, 9:55

AMC 7 Santa Monica
1310 Third St.
(310) 289-4262

The Karate Kid (PG) 2hrs 20min
10:00 am, 1:15, 4:30, 7:45, 11:00

The Karate Kid (Digital presentation) (PG) 2hrs 20min
11:45am, 3:00, 6:15, 9:30

Prince of Persia: The Sands of Time (CC/DVS-Closed Captions & Descriptive Video) (PG-13) 1hr 55 min
10:45am, 1:45, 4:35, 7:30, 10:30

Shrek Forever After 3D (RealD 3D) (PG) 1hr 33min
10:15am,12:45, 3:15, 5:45, 8:15, 10:45

Get Him to the Greek (R) 1hr 49min
11:30am, 2:30, 5:15, 8:00, 10:50

Killers (PG-13) 1hr 40min
11:00am, 1:30, 4:15, 7:00, 9:40

Splice (R) 1hr 44min
10:50am, 1:35, 4:20, 7:15, 10:00

Laemmle's Monica Fourplex
1332 Second St.
(310) 394-9741

City Island (PG-13) 1hr 55min
1:50, 7:20

Exit Through The Gift Shop (R) 1hr 43min
1:00, 5:30, 10:10

Solitary Man (R) 1hr 45min
11:10 am, 1:20, 3:30, 5:40, 8:00, 10:15

Mother And Child (R) 2hrs 21min
4:20, 9:50

The Painter Sam Francis (NR) 1hr 25 min
11:00am

Breathless (NR) 1hr 45 min
11:00am, 3:10, 7:50

The Secret In Their Eyes (R) 2hr 24min
1:00, 4:00, 7:00, 10:00

Living In Emergency: Stories Of Doctors (NR) 1hr 33min
11:00am

Mann's Criterion Theatre
1313 Third St.
(310) 395-1599

The A-Team (PG-13) 1hr 57min
11:20am, 12:50, 2:00, 3:40, 4:50, 6:40, 7:40, 9:30, 10:30, 12:15am

Letters to Juliet (PG) 1hr 45min
11:00am, 4:40, 10:20

Robin Hood (PG-13) 2hrs 20min
1:30, 7:10

Sex and the City 2 (R) 2hrs 27min
11:40am, 12:40, 2:50, 3:50, 6:00, 7:00, 9:10, 10:10

Shrek Forever After 3D (RealD 3D) (PG) 1hr 33min
11:50am, 2:10, 4:30, 6:50, 9:20

For more information, e-mail news@smdp.com

Get romantic, Pisces

ARIES (March 21-April 19)
★★★★ You might be overwhelmed by everything you want to do. Communication is highlighted. A purchase of a computer, new cell phone or perhaps a car could accelerate this area of your life. Schedule a movie. Everyone needs some reverie. Tonight: Spontaneity rules.

TAURUS (April 20-May 20)
★★★ You could be eyeing a new purchase or juggling your finances. The promise of work isn't the same as being paid for it. Don't spend funds before they hit your checking account. Join friends or a loved one late afternoon. Tonight: Making the most of the moment.

GEMINI (May 21-June 20)
★★★★★ Your smile draws many people, which could be a problem if you are on a tight schedule. Don't worry so much about a difficult person in your life. All the worrying won't change the situation. Tonight: Out.

CANCER (June 21-July 22)
★★★★ Use the morning and early afternoon to relax or complete a project. Late afternoon, you energize and become a force that is hard to stop. You could be surprised by another's attitude once you have come back. Family and friends enjoy your perkiness. Tonight: You are the star of the party wherever you are.

LEO (July 23-Aug. 22)
★★★★★ Get together with friends early on. You might decide to go to a baseball game or pursue some other pastime. Where crowds are is your turf right now. Make plans late this afternoon with that special person or a friend. Tonight: Vanish, not necessarily alone.

VIRGO (Aug. 23-Sept. 22)
★★★ You might make not only your day more difficult but that of others as well. Know when to not fuss. Even if you are already carrying too much weight on your shoulders, you are making it worse. Late afternoon, join friends and start relaxing. Tonight: A good time could be had by all.

LIBRA (Sept. 23-Oct. 22)
★★★★ Take off in the a.m. if you really want to get out of town. Stay too long, and you might find it impossible to leave. Someone will request a favor, and another person might just want to be with you. Your ability to honor your priorities emerges. Tonight: The centerpiece wherever you are.

SCORPIO (Oct. 23-Nov. 21)
★★★★★ Someone makes it quite clear that he or she wants to be with you. You might feel that you have little choice. You really do, though you might not be aware of all your options. After a while, you will be delighted with where you are. Tonight: Where music is played.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★★ Hang with friends, family and/or loved ones. If left alone, you could develop a bad mood or decide to work. Enjoy your loved ones, and maximize the time you have with them. Tonight: Schedule dinner with a select few or one special person.

CAPRICORN (Dec. 22-Jan. 19)
★★ You cannot avoid completing a project. Do just that, but allow yourself to take a break or be finished by midafternoon. A change will restore your vitality. Get together with friends or loved ones. Tonight: Don't say "no" to a party invitation.

AQUARIUS (Jan. 20-Feb. 18)
★★★★★ Don't overthink; just get going. A friend or loved one could be touchy. Just let this person be; his or her mood will change soon enough. Allow your inner child to enjoy a playful situation during the day. Tonight: If you want to call it an early night, do.

PISCES (Feb. 19-March 20)
★★★ Handle your to-do's early on, as the planets will cheer you on later in the day. You will want to spend time with a child or loved one. Remember, it's your weekend, too. Let more fun in. Tonight: Add more romance to your life.

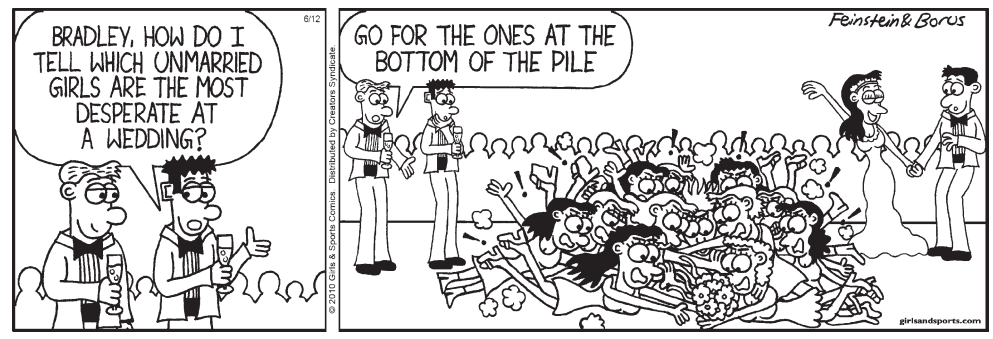
Happy birthday

This year, you'll open many new doors, especially if you relax and accept the givens in your life. You actually might start to enjoy life more. Sometimes you are pushed to the limit. At times you find others to be cold. Trust yourself. Take up yoga to relieve stress. If you are single, you could tumble into a very romantic year with one or more suitors. If you are attached, stoke the flames of love and passion. CANCER helps you visualize.

JACQUELINE BIGAR'S STARS
The stars show the kind of day you'll have:
★★★★★Dynamic ★★ So-So
★★★★ Positive ★ Difficult
★★★ Average

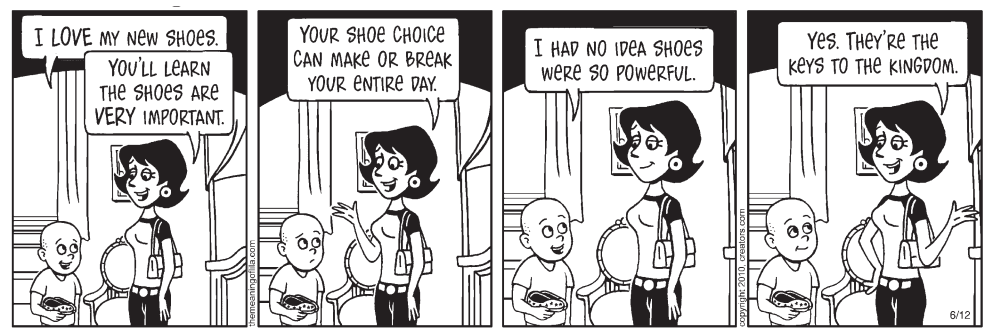
Girls and Sports

By Justin Borus and Andrew Feinstein



The Meaning of Lila

By John Forgetta & L.A. Rose



Garfield

By Jim Davis



Strange Brew

By John Deering



Speed Bump

By Dave Coverly



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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. The difficulty level ranges from ★ (easiest) to ★★★★★ (hardest).

Difficulty Level ★★★★

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

King Features Syndicate

GETTING STARTED

There are many strategies to solving Sudoku. One way to begin is to examine each 3x3 grid and figure out which numbers are missing. Then, based on the other numbers in the row and column of each blank cell, find which of the missing numbers will work. Eliminating numbers will eventually lead you to the answer.

SOLUTIONS TO YESTERDAY'S PUZZLE

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

ARITHMO™ CrossMath

+ × − ÷

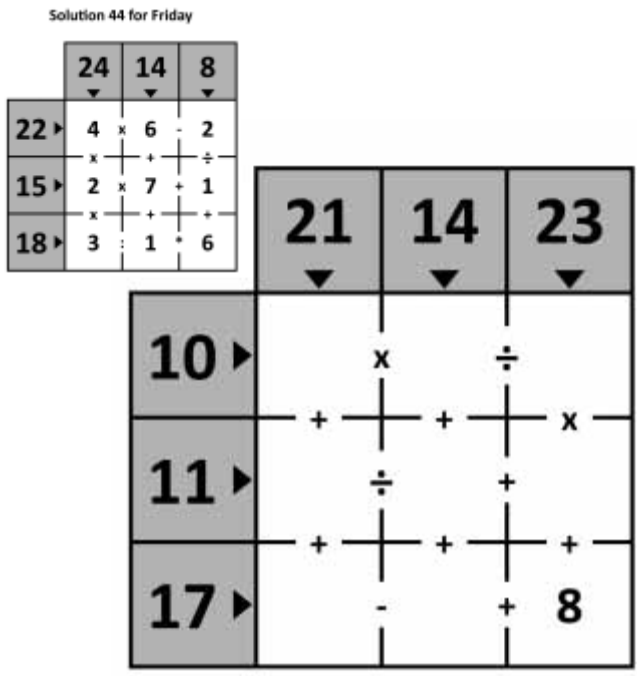
• Fill the grid with the set of given numbers (1 to 12) to satisfy the Equa demands (7 to 24) in the shaded boxes. The Equa demands represent the sum of the digits that you will insert into the empty squares.
• Each horizontal row has one Equa demand to satisfy; each vertical column also has one demand to satisfy. Each empty square in the grid dictates the math operation (addition +, subtraction -, multiplication X, and division ÷) that must be performed to meet the demands.
• You must follow the given math operations for each square and you must make sure all the numbers satisfy the demands in the shaded boxes when connected in adjacent threes and calculated together from left to right, and top to bottom.
• The numbers you insert into the grid must satisfy the Equa demands both horizontally and vertically.

For more games, go to www.arithmo.com

Fill in the empty fields with the given numbers so when calculated together they satisfy all Equas in the gray boxes:

1, 3, 3, 3, 5, 6, 10, 12

Solution 44 for Friday





MYSTERY PHOTO

Alejandro Cesar Cantarero II *news@smdp.com*

The first person who can correctly identify where this image was captured wins a prize from the Santa Monica Daily Press. Send answers to *editor@smdp.com*.

CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Tenant's paper
6 Outfit
11 Book part
12 Game site
13 Precipitous
14 Frenzied
15 Jacqueline of films
17 Employ
18 U.N. Day mo.
19 Rooted on
22 Once called
23 Spicy cuisine
24 "The — Kid"
25 River of song
27 Sigma follower
30 Elevator man's question
31 Hoary
32 Outfit
33 Impassive
35 Cheering wildly
38 Papas of "Z"
39 Poker card
40 Candidate of 2004
41 Brawl
42 Shiny finish

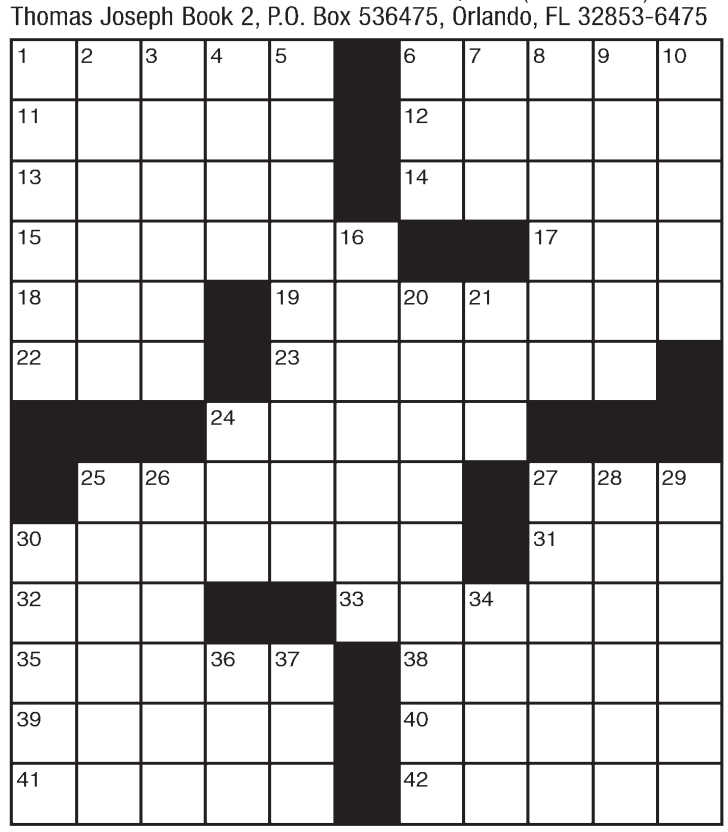
DOWN

1 Iberian capital
2 Lure
3 "— Fideles"
4 Takes in
5 With child
6 Leg, in slang
7 Pitching number
8 Prof protector
9 Like some salons
10 Was visibly nervous
16 Minotaur's killer
20 Apart from
21 Punk-rock offshoot
24 Beans buy
25 Evening party
26 Go wild
27 Sword-making city
28 Flared dresses
29 Cow features
30 Diploma holders
34 Spoken
36 Perform
37 Old auto

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

Yesterday's answer

NEW CROSSWORD BOOK! Send $4.75 (check/m.o.) to Thomas Joseph Book 2, P.O. Box 536475, Orlando, FL 32853-6475



6-12

DAILY LOTTERY

MEGA MILLIONS: 12 18 28 48 54
Meganumber: 6
Jackpot: 36$M

SUPER LOTTO PLUS: 4 6 8 36 41
Meganumber: 17
Jackpot: 8$M

Fantasy 5: 2 8 10 20 36

DAILY 3: MIDDAY: 4 7 6
EVENING: 6 0 3

DAILY DERBY:
1st: 03 Hot Shot
2nd: 11 Money Bags
3rd: 04 Big Ben
RACE TIME: 1:47.79

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

NEWS OF THE WEIRD

BY CHUCK SHEPARD

■ In April, warehouse workers at the Copenhagen, Denmark, brewery that makes Carlsberg beer went on strike after the company cut back on its allowance of providing up to three free beers per shift, which workers thought made their mundane jobs easier to take. As of April 1, only one beer per shift was provided, and only at lunch. (The previous "right" belonged also to delivery drivers, according to a Reuters report, but it was not clear how that right squared with drunk-driving laws.)

■ Not Ready for Prime Time: (1) John Campana, 18, was detained by police after they found him with several pieces of expensive jewelry in Gainesville, Fla. As they were questioning him about where he got the jewelry, Campana (according to the police report) started shaking and sweating, and then fainted. (He was charged several days later with burglary.) (2) Jason Robinson, 22, was arrested at a Burger King in Pine Bluff, Ark., in May after robbing the restaurant manager at gunpoint. As the manager handed over the day's proceeds, Robinson set his gun down on a counter to grab the money. Not surprisingly, the manager picked up the gun and shot Robinson in the leg.

■ Recurring Theme: Police in Austin, Texas, executing a search warrant in May, discovered an elaborate, three-story tunnel complex extending as far as 35 feet underground, beneath the home of Jose Del Rio, 70, which he apparently dug over at least a two-year period. Police also found 19 guns, plus ammunition, batteries and compressed gas (which presented a serious safety hazard). The property showed signs of caving in and posed a threat to adjacent property, as well. Police noted that Del Rio (who neighbors said "kept to himself") was cooperative during the search although he offered no particular explanation for the tunnels.

■ The New York Daily News reported in April (1994) on a cellblock fight between prominent New York mass murderers Colin Ferguson and Joel Rifkin while they were awaiting trials at the Nassau County jail. (They were later convicted.) Reportedly, Ferguson was using a telephone and told Rifkin to be quiet. According to the Daily News source, Ferguson told Rifkin, "I wiped out six devils (white people), and you only killed women." Rifkin allegedly responded, "Yeah, but I had more victims." Ferguson then allegedly punched Rifkin in the mouth.

WORD UP!

kowtow
\KOU-TOU\ , verb;
1. To act in a subservient manner.

Santa Monica Daily Press

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MAR VISTA

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1657 Federal Ave, #2
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1657 Federal Ave, #5
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PALMS 3346 S. Canfiled #103 $1025 1+1, lower stove, fridge, blinds, bamboo floors, patio, on-site laundry, garage parking, intercom entry no pets.(310)578-7512 jkwproperties.com

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WLA 1459 WESTGATE #2 1+1 stove, refrigerator, dishwasher, carpet, blinds, hardwood floors, laundry, no pets, $1125 (310)578-7512 jkwproperties.com

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DBAS

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This statement was filed with the County Clerk of LOS ANGELES County on 5/12/2010. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 6/12/2010, 6/19/2010, 6/26/2010, 7/3/2010

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March, April & May of 2009 compared to March, April & May of 2010

Santa Monica Single Family Homes

Santa Monica Canyon	previous period March, April & May 09	current period March, April & May 10	% change
Number of Sales	7	15	114%
Average Days on the Market	63	114	81%
Lowest Price	$1,500,000	$1,000,000	-33%
Median Price	$2,043,000	$2,525,000	24%
Highest Price	$6,740,000	$8,000,000	19%
Average Price Per Square Foot	$852	$761	-11%
Average Sale Price / Average List Price	95%	95%	0%

North of Montana	previous period March, April & May 09	current period March, April & May 10	% change
Number of Sales	13	19	46%
Average Days on the Market	94	39	-59%
Lowest Price	$1,600,000	$1,749,000	9%
Median Price	$3,048,000	$2,536,000	-17%
Highest Price	$10,650,000	$4,000,000	-62%
Average Price Per Square Foot	$949	$738	-22%
Average Sale Price / Average List Price	93%	98%	5%

Between Wilshire and Montana	previous period March, April & May 09	current period March, April & May 10	% change
Number of Sales	4	4	0%
Average Days on the Market	69	13	-81%
Lowest Price	$1,085,000	$1,385,000	28%
Median Price	$2,287,500	$1,706,500	-25%
Highest Price	$2,800,000	$2,650,000	-5%
Average Price Per Square Foot	$688	$707	3%
Average Sale Price / Average List Price	91%	99%	9%

South of Wilshire	previous period March, April & May 09	current period March, April & May 10	% change
Number of Sales	0	2	n/a
Average Days on the Market	0	105	n/a
Lowest Price	$0	$625,000	n/a
Median Price	$0	$712,500	n/a
Highest Price	$0	$799,999	n/a
Average Price Per Square Foot	$0	$655	n/a
Average Sale Price / Average List Price	0%	98%	n/a

Sunset Park	previous period March, April & May 09	current period March, April & May 10	% change
Number of Sales	7	19	171%
Average Days on the Market	56	49	-13%
Lowest Price	$675,000	$672,500	0%
Median Price	$910,200	$912,500	0%
Highest Price	$1,225,000	$1,985,000	62%
Average Price Per Square Foot	$950	$605	-36%
Average Sale Price / Average List Price	96%	98%	2%

Ocean Park	previous period March, April & May 09	current period March, April & May 10	% change
Number of Sales	4	2	-50%
Average Days on the Market	64	184	188%
Lowest Price	$1,250,000	$720,000	-42%
Median Price	$1,995,000	$750,500	-62%
Highest Price	$2,775,000	$781,000	-72%
Average Price Per Square Foot	$782	$633	-19%
Average Sale Price / Average List Price	98%	95%	-3%

Santa Monica Condo's & Townhomes

Santa Monica Canyon	previous period March, April & May 09	current period March, April & May 10	% change
Number of Sales	1	0	-100%
Average Days on the Market	11	0	-100%
Lowest Price	$5,100,000	$0	-100%
Median Price	$5,100,000	$0	-100%
Highest Price	$5,100,000	$0	-100%
Average Price Per Square Foot	$1,684	$0	-100%
Average Sale Price / Average List Price	97%	0%	-100%

North of Montana	previous period March, April & May 09	current period March, April & May 10	% change
Number of Sales	2	4	100%
Average Days on the Market	44	60	36%
Lowest Price	$835,000	$395,000	-53%
Median Price	$1,030,000	$970,000.00	-6%
Highest Price	$1,225,000	$1,650,000	35%
Average Price Per Square Foot	$755	$741	-2%
Average Sale Price / Average List Price	99%	92%	-7%

Between Wilshire and Montana	previous period March, April & May 09	current period March, April & May 10	% change
Number of Sales	39	35	-10%
Average Days on the Market	45	58	29%
Lowest Price	$270,000	$179,900	-33%
Median Price	$730,000	$745,000	2%
Highest Price	$1,799,000	$1,480,000	-18%
Average Price Per Square Foot	$563	$577	2%
Average Sale Price / Average List Price	97%	97%	0%

South of Wilshire	previous period March, April & May 09	current period March, April & May 10	% change
Number of Sales	16	16	0%
Average Days on the Market	40	37	-8%
Lowest Price	$355,000	$315,000	-11%
Median Price	$764,500	$535,000	-30%
Highest Price	$945,000	$785,000	-17%
Average Price Per Square Foot	$463	$476	3%
Average Sale Price / Average List Price	95%	97%	2%

Sunset Park	previous period March, April & May 09	current period March, April & May 10	% change
Number of Sales	2	5	150%
Average Days on the Market	37	116	214%
Lowest Price	$489,000	$305,000	-38%
Median Price	$657,000	$565,000	-14%
Highest Price	$825,000	$710,000	-14%
Average Price Per Square Foot	$471	$453	-4%
Average Sale Price / Average List Price	99%	97%	-2%

Ocean Park	previous period March, April & May 09	current period March, April & May 10	% change
Number of Sales	15	20	33%
Average Days on the Market	37	40	8%
Lowest Price	$395,000	$350,000	-11%
Median Price	$735,000	$536,750	-27%
Highest Price	$1,200,000	$1,730,000	44%
Average Price Per Square Foot	$605	$660	9%
Average Sale Price / Average List Price	96%	97%	1%

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