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TUESDAY, SEPTEMBER 2, 2014
Volume 13 Issue 246

# Santa Monica Daily Press

*We have you covered*

ORCHESTRA SEASON
SEE PAGE 5

THE TUESDAY IS THE NEW MONDAY ISSUE

## City Goals: Finance and Housing/Economic Development

BY DAVID MARK SIMPSON
Daily Press Staff Writer

**Editor's Note: Every year, city departments set goals and objectives. In August, City Hall released information about how each of the 15 departments progressed toward these goals during the 2013-14 fiscal year. Over a several week period, the Daily Press will take a look at the goals that are being achieved (according to City Hall) and the ones that aren't.**

**CITY HALL** The Finance Department's goals are largely set to align with the biennial budget, which concludes next June.

The department did create a mini call center for business licenses this fiscal year. They also established new purchasing policies, which make it easier for city officials to buy supplies without seeking City Council approval.

They are behind schedule on plans for a new website, which was supposed to be done in June. The same is true of a collections program that would make it easier to for City Hall to pursue the cash it is owed.

The Business License Unit increased collection on delinquent accounts this fiscal year and the base tax is on pace to increase by more than $2 million.

The total number of business licenses increased by about 1,200 last fiscal year.

"During the preparation for discovery," finance officials said, "it became clear that there is a large issue with underpayment of taxes and Division staffing was restructured to allow for an analyst to increase focus on business license audits and compliance in FY14/15."

SEE GOALS PAGE 4

## City programs running in advance of mandatory water cuts



Matthew Hall *matt@smdp.com*

**DRY: The fountains on the Promenade have been shut off as a water saving measure due to the ongoing drought.**

BY MATTHEW HALL
Editor-in-Chief

**CITYWIDE** Santa Monica is preparing for mandatory water cuts and officials are hoping a variety of programs will prompt locals to make some water-wise changes in the near future.

The City will implement a Stage 2 water emergency later this year and city staff said residents and businesses will face mandatory cuts. Staff said the final details would be discussed at an Oct. 28 council meeting but that customers can begin cutting use immediately thanks to several pre-existing programs.

Tom Fleming, an account executive with Sustainable Works Business Greening program said awareness about the drought is prompting an increase in businesses calling to learn about water saving problems.

"With the drought in the headlines, we do find more interested business saying they want to save water," he said.

He said landscaping is a huge water waster for most customers, business or com-

SEE WATER PAGE 6

## Initiative Arguments: Real estate transfer tax

BY DAVID MARK SIMPSON
Daily Press Staff Writer

**CITY HALL** When the redevelopment agency dissolved, affordable housing funding was one of the many casualties.

Who, if anyone, should provide the new revenue stream for affordable housing projects?

Measure H (and its offshoot, Measure HH) would, if approved, make the sale of real estate the primary source of public funding for these low-income housing structures.

Arguments, to be included in ballot literature, were filed by residents on both sides of the debate.

Measure H seeks to add an additional $6 tax per $1,000 of the sale price of properties over $1 million. If Measure H passes, approval of Measure HH would set those funds aside for affordable housing.

Those writing in favor of the measure include City Councilmember Tony Vazquez, former Mayor Denny Zane, Santa Monicans for Renters' Rights co-Chair Patricia Hoffman, former Housing Commission Chair Richard Gerwitz, and Commission for the Senior Community member Simone Gordon.

"We need Measure H so Santa Monica can count on funds Sacramento cannot

SEE TAX PAGE 7

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# What's Up Westside

## OUT AND ABOUT IN SANTA MONICA

**Tuesday, September 2**

**Toddler Time**
Ocean Park Branch Library
2601 Main St. 10:45 - 11:15 a.m.
Join Mr. Jesse for some wonderful stories, rhymes, songs and puppets. This program is for children 18 to 35 months. Registration required. Jesse Nathaniel at (310) 458-8683 for more information.

**Streetcar Named Desire (1951)**
Ocean Park Branch Library
2601 Main St. 6 - 9 p.m.
Filmmaker Elaina Archer screens and discusses this drama starring Vivien Leigh and Marlon Brando, about a woman who moves in with her sister in New Orleans as the world crumbles around her (122 min.). Contact Karen Reitz (310) 458-8683.

**Understanding The Mobile Video Ad Market**
ROC
604 Arizona Ave., 6:30 - 9:30 p.m.
The American Marketing Association - Los Angeles will host a presentation and mixer.
Free for AMA Members that register in advance via eventbrite.com. $10 for members and non-members at the door. This presentation will not be a super deep dive into this space, but rather a beginning look at the world of video advertising in the mobile/multi-screen world geared towards those who are just learning or mid-level in this space. There will be sandwiches and snacks, beer, wine, water and soda for everyone to enjoy.

**Wednesday, September 3**

**Distinguished Speaker Series Breakfast**
Fairmont Miramar Hotel & Bungalows
101 Wilshire Blvd. 7:30 - 9:15 a.m.
British American Business Council will host Ruby McGregor-Smith. $35 for members, $40 for LSE members, $45 for non-members. The British American Business Council Los Angeles is part of the largest transatlantic business network, with 23 chapters and 2,500 member companies, including many of the world's largest multinationals, based in major business centers throughout North America and the United Kingdom. The Inaugural

**Democrats to endorse for local elections**
Main Library
601 Santa Monica Blvd., 6:30 p.m.
Members of the Santa Monica Democratic Club are invited to vote to endorse candidates for local offices on Sept. 3rd. at the Santa Monica Public Library MLK Auditorium. Democrats who are candidates for Santa Monica City Council, Rent Control Board, College Board of Trustees, and School Board will be considered. After brief statements and Q & A by the candidates, votes will be taken with 55 percent of votes cast needed for the Club endorsement. Public is invited, only club members can vote. No Charge, parking available.

**It's All Good Again Show**
The Museum of Flying
3100 Airport Ave, 2 - 6 p.m.
Sysco will host the event. A subsidiary of Sysco Corporation the largest food-service distributor in North America, the company offers fresh and frozen meat, poultry, seafood, dairy products, canned and dry products, and fruits and vegetables to the foodservice and food-away-from-home industries.
Call (909) 595-9595 for more information.

**Magic and Food Tasting Event**
Magicopolois
1418 Fourth St., 7 - 10 p.m.
Magicopolis will be hosting a fun magic and food tasting event with the Epic Meal Time guys on their new TV show Epic Meal Empire. This will be a filmed episode airing on the FYI network. You will be trying a variety of fun foods from this creative culinary crew, mixed with a little magic. Admission is free and guests receive two free tickets to an upcoming magic show. Check-in time promptly at 7 p.m. Tickets will be distributed on a first come first serve basis.

**Barbie Loves Forever 21**

SEE **LISTINGS** PAGE 3

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

# COMMUNITY BRIEFS

**Bergamot Station**

## New Exhibition at TAG Gallery

2525 Michigan Avenue, D-3

The Long Thread, Pam Douglas

New work by Pam Douglas explores the cycle of birth and death in "The Long Thread." This show transcends her previous paintings by adding string, twine and rope - rough textures that contrast with silk and rice paper, expanding these large-scale works into 3-dimensions. As with her previous series, Douglas reveals her admiration for Asian art using rice paper and silk, and suspending the fabric from dowels that recall Japanese and Chinese scroll paintings. In "The Source Within" indigo strings cascade through a divide of bronze and gold on silk panels, like a source of bright energy opening into birth. This scroll-like mixed media painting is almost seven feet high. In "Four Phases," rice paper panels progress from white to black, and red strings in groups of four continue the careful balance, creating an understated elegance, both contemplative and hopeful.

Works on Paper, Ernie Marjoram

For his current exhibition, "Works on Paper," artist Ernie Marjoram presents drawings of a range of subjects; landscapes, still life compositions and figure studies in a variety of media; watercolor, pen and ink, pencil and charcoal, etchings and digital prints. Marjoram's latest body of work is a transition from previous oil studies in vibrant candies and comfort foods. While studying a range of subjects in his current series, Marjoram's strong gestural brushstrokes and technical skill create animated characters and environments.

L.A. Boogie Woogie, Camey McGilvray

In artist Camey McGilvray's latest sculpture series, abstracted forms in wood, wire and rebar are a continued concentration in her work. Using the grid as a compositional tool, McGilvray recalls mid-century Los Angeles architectural influences - referencing the landmark "Hollywood Hills House", among other urban locations, including downtown Los Angeles itself. The piece, "L.A.Boogie-Woogie," is based on a map of L.A's downtown area and the title pays homage to Piet Mondrian's own version of Manhattan and is also the show title. McGilvray maintains a strong focus on line in her work, using rebar in free-standing works and superimposing wire on vibrant painted mixed media wall sculptures. The pulse of the city is echoed in her animated and anthropomorphic forms as wires pulsate with an energy of their own.

There will be an opening reception on Sept. 6 at 5-8 p.m. and an artist talk on Sept. 20 at 5 p.m. For more information about TAG Gallery, please visit www.taggallery.net.

- MH

**Promenade**

## Author signing at Barnes & Noble

A loved one's death is painful enough. Why should your survivors suffer more by squabbling over their inheritance?

With his late father, Gerald M. Condon, Jeffrey Jeffrey L. Condon, Esq. is the co-author of "Beyond The Grave: The Right Way and Wrong Way of Leaving Money to Your Children (and Others)". The Wall Street Journal has it "the best estate planning book in America."

An updated/revised "20th Anniversary edition has been released and Condon will be appearing at the Barnes & Noble store on the 3rd Street Promenade at 7 p.m. on Sept. 10 for a book signing.

"My dad and I conceived many of the chapters while surfing together at Malibu's Surfrider Beach," he said. "He died in 2006 and would be really proud that I was somehow able to see this project for the revised edition through. It wasn't easy!"

The book factors human nature and family dynamics into estate planning, with common sense and tough love advice for making difficult but loving decisions concerning the welfare of our survivors through life - and beyond death.

Condon has been practicing in trust, estate, and probate law since 1987 at the Law Offices of Condon & Condon in Santa Monica, California. He is also the author of The Living Trust Advisor (John Wiley & Sons - 2008) and has conducted over three hundred family inheritance planning talks and seminars throughout the United States for numerous businesses, financial institutions, brokerage firms, insurance companies, social clubs, and service organizations.

Outside the legal world, he is an avid swimmer who swims 3000 meters a day and participates in long-distance ocean races during the summer. Condon and his three children (Bradley, Hayley and Carly) are the second and third generations of the Condon Family to attend the same Santa Monica schools - Franklin, Lincoln and Samohi. Jeff's father (Gerald) started with JAMS back in 1945 and continued to Samohi, Santa Monica College and UCLA.

In Beyond the Grave, readers will find new essential advice on how to:

NOT create inheritance problems in your family from Cautionary Tales of inheritance-planning "gone bad."

Ensure that your inheritance plan will be carried out the way you want it to be ... because it's entirely possible for your after-death agents to do it "their way."

Understand the new "death tax" and why it may apply to you ... even if you think it doesn't.

Set up an inheritance plan that gives your kids a helping hand-not a free ride.

In addition, Beyond the Grave shows readers how to:

Prevent common family bickering that arises when parents die;

Protect your child's inheritance from an ex-spouse, financial immaturity, creditor, cult, addiction, bankruptcy, tax problem...and all other risks of loss;

Compel your children to share their inheritance when they couldn't even share their toys;

Divide the family home without dividing your family;

Protect your surviving spouse from pushy kids, greedy caretakers, and charming cheats;

Leave more to your family and less to Uncle Sam;

Prevent a charity from using your donation to buy Cadillacs for its executives.

Beyond the Grave is an essential guide no family should be without. Readers will benefit from the author's timeless, time-tested advice, as well as receive updated tips on taxes, after-death agents, and more. It's a must-have ... before it's too late.

- MH

**Santa Monica**

## Coalition of Santa Monica City Employees PAC announces City Council endorsements

On Labor Day, the Coalition of Santa Monica City Employees PAC announced its picks for the three vacant seats on the City Council. The Coalition is endorsing incumbent City Councilmembers Pam O'Connor and Kevin McKeown and former Mayor Michael Feinstein.

"These candidates are the best choices for Santa Monica, not simply because of their established record on issues that the community cares about, but also because their vision for Santa Monica includes our members as an integral part," said Lauralee Asch, Coalition President.

The Coalition of Santa Monica Employees PAC conducted a multi-step endorsement process, including a questionnaire and in-person interviews. The Coalition PAC represents over 1,600 city employees organized into ten separate associations and unions. The Coalition is comprised of non-sworn employees in all City departments, including: Public Works, Community & Cultural Services, Human Resources, Planning & Community Development, Police Department, Housing & Economic Development, Rent Control, Library, City Attorney's Office, Finance, Information Systems, Fire and Big Blue Bus. City employees provide valuable services to residents, businesses and visitors of Santa Monica on a daily basis.

– MH

## LISTINGS
FROM PAGE 2

Forever 21
1431 3rd Street Promenade,
6 - 8 p.m.
Sneak peek of the Forever 21/Barbie Collection. Walk the pink carpet and take a photo with live Ken model and pink-wrapped corvette. Nail technicians, make-up artists, Barbie give-aways. For more information call (310) 395-6735 or visit www.forever21.com.

**Movie: Dallas Buyers Club**
Fairview Branch Library
2101 Ocean Park Blvd.,
6:30 - 8:30 p.m.
Matthew McConaughey scored a Best Actor Oscar for this fact-based biopic on Ron Woodroof, a Dallas man afflicted with AIDS, who built a network in the late 80s that smuggled unapproved drug treatments into the U.S. for other AIDS patients. (116 min.)

**Back to School Program**
Pico Branch Library
2201 Pico Blvd., 3 - 5 p.m.
Join us for some fun back-to-school activities and be ready for the new school year. Presented in collaboration with the Virginia Ave Park Center.

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## LETTERS TO THE EDITOR

Send comments to editor@smdp.com

### Spot on

**Editor:**

Many thanks to Mr. Walt Nichelson (8-16/17-2014) and Mr. Jerry Schneir (8-22-2014) for their "spot-on" letters regarding the Santa Monica Airport controversy. Two other issues mentioned by opponents of the airport should be discussed before it vanishes into a "sea of development."

1) Noise: As Mr. Schneir noted - airports produce loud sounds; like Lincoln Blvd, 23rd street, Ocean Park Blvd, low flying helicopters, emergency and police motor vehicles, and, of course, rampant development.

2) Pollution: Available data demonstrates that motor vehicles are the major polluters, not airports. Vehicle exhaust, asphalt and tire aerosols are the main contributors of pollutants in the Los Angeles basin.

They knowingly purchasing property in an existing airport flight path and now, having come to their senses, these disenchanted property owners are "wiggling" to get out of their self-inflicted dilemma. I have a solution-move.

**John Moss**
Santa Monica

### No outsourcing

**Editor:**

We have lived in Santa Monica since 1987 and can remember when we did not out source our essential employees to private for-profit contractors.

Instead, we took pride in our city employees who worked directly for us, the residents, not for a profit-driven contractor with a transient workforce. In a larger context, privatization is about union-busting, or at the very least the weakening of collective bargaining rights and the undermining of the public domain. Workers are not accountable to a city government, a public entity, but to a private contractor. I object to efforts to make Santa Monica the Wal-Mart of beach municipalities, and hope the city will see the light, vote not to privatize custodians, and to hire the hard-working men and women who clean our bathrooms at the beach as the full-time employees they have been, for anywhere from two to ten years, despite their misclassification as temporary. Now, that reversal would make me proud today.

**Rachel Sene and Jay Johnson**
Santa Monica




## Your column here



**Cornell A. Morris**, MBA, MSW (Candidate) Send comments to editor@smdp.com

# The Children's Recovery from Trauma Act (S.380) - A Bill Worthy of Our Support

**IN A RECENT EDITORIAL FROM THE LA** Times titled "Lessons of the Gabriel Fernandez Case", so many of us understand the importance of protecting children from abuse and potentially ineffective child welfare systems. Child advocacy in LA County has become increasingly evident with the LA County's Board of Supervisors approval of appointing a Child Protection "Czar" to serve as chief executive overseeing LA County's beleaguered child protection agencies.

Children's Recovery from Trauma Act (S. 380)

Background. The Children's Recovery from Trauma Act (S. 380) would provide increased support for children and families affected by trauma, and reauthorize and update the National Child Traumatic Stress Initiative (NCTSI). Senator Patty Murray (WA) introduced this bill on February 26th, 2013, and it is co-sponsored by Senators Al Franken (MN), Jack Reed (RI) and Debbie Stabenow (MI). There is not a House companion bill at this time. The bill has not made much traction in gaining sponsors since the bill was introduced. According to Govtrack.us, an organization which tracks and predicts the success of bills submitted before Congress, the Children's Recovery from Trauma Act (S. 380) has a poor prognosis (2 percent) of getting past committee and 0 percent chance of being enacted. Only 11 percent of bills made it past committee and only about 3 percent were enacted in 2011-2013.

According to the National Child Traumatic Stress Network which collected data on 14,088 children and adolescents served by 56 Network service centers across the country from 2004 to 2010, examining the prevalence of exposure to a wide range of trauma types, access to services, and child outcomes outcome. Nearly 80 percent of children referred for screening and evaluation reported experiencing at least one type of traumatic event.

Mental health sources cite that before the age of 16, two out of three children will experience a traumatic event. For children who do not receive treatment, negative outcomes often extend into adulthood. Traumatic events can lead to social, emotional and cognitive impairment, the adoption of risky health behaviors, disease and disability and early death. Psychological problems include post-traumatic stress disorder (PTSD), depression, anxiety and academic problems. Furthermore, adverse childhood experiences can lead to an over burdening of health care services as adults.

The better integration of national, regional, and local child protection programs are necessary to ensure effective and efficient processes are in place to provide: early detection, prevention, and treatment thereby improving the likelihood of positive therapeutic outcomes for our children. Ensure your voice is heard in the Congress and Senate. Make your vote count for our children's future!

**CORNELL A. MORRIS** is a parent and retired U. S. Army Lieutenant Colonel. He attends the University of Southern California, School of Social and is also employed with the US Department of Veterans Affairs, West Los Angeles, Department of Community Care, Homeless Veterans Outreach.

## GOALS
FROM PAGE 1

Numerous goals that will continue through this fiscal year involve addressing the dissolution the redevelopment agency.

### HOUSING AND ECONOMIC DEVELOPMENT

Many of the Housing and Economic Development goals are way ahead of schedule, while others are lagging, according to City Hall's report.

The goal, set for next June, of completing 205 affordable housing apartment units is nearly complete.

Enrollment for the Family Self-Sufficiency Program is far exceeding expectations. The same is true of the Buy Local program, which is expanding rapidly.

The department completed its goal of finding a developer for the Fourth Street and Arizona Avenue project; City Council has opted to negotiate exclusively with Metro Pacific.

Council has yet to select a developer for the Bergamot Station Art Center. The project just cleared the Arts Commission and a council decision is looming but the department had hoped to have a developer selected by now.

An agreement with between Macerich, Arclight Cinemas, and City Hall that would propose a large movie theater to replace Parking Structure 3 is not quite ironed out.

City Hall's goal of selling off its residential properties is moving along slowly. A property at 1122 22nd St. was sold in December. Council approved the sale of 1616 and 419 Ocean Ave. in July.

The transition of Mountain View Mobile Home Park is delayed due to the relocation of Village Trailer Park residents.

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PUBLISHER
Ross Furukawa
ross@smdp.com

EDITOR IN CHIEF
Matthew Hall
matt@smdp.com

STAFF WRITER
David Mark Simpson
dave@smdp.com

STAFF PHOTOGRAPHER
Paul Alvarez Jr.
editor@smdp.com
Morgan Genser
editor@smdp.com

CONTRIBUTING WRITERS
Bill Bauer, David Pisarra, Charles Andrews, Jack Neworth, Lloyd Garver, Sarah A. Spitz, Taylor Van Arsdale, Merv Hecht, Cynthia Citron, Michael Ryan, JoAnne Barge, Margarita Rozenbaoum

VICE PRESIDENT–BUSINESS OPERATIONS
Rob Schwenker
schwenker@smdp.com

JUNIOR ACCOUNT EXECUTIVE
Rose Mann
rose@smdp.com

OPERATIONS MANAGER
Jenny Medina
jenny@smdp.com

PRODUCTION MANAGER
Darren Ouellette
production@smdp.com

ASSISTANT GRAPHIC DESIGNER
Cocoa Dixon

CIRCULATION
Keith Wyatt
Osvaldo Paganini
ross@smdp.com

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OFFICE (310) 458-PRESS (7737)
FAX (310) 576-9913
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## COMMUNITY BRIEFS

New Roads School

# Orchestra Santa Monica announces its third season

Orchestra Santa Monica has announced its 2014-2015 season of four orchestra concerts. Entering its third season, Orchestra Santa Monica (OSM) has been enthusiastically embraced by music lovers in Santa Monica and its surrounding communities.

OSM will be presenting a new concert experience for its audience. Beginning in January 2015, the orchestra will be performing in the acoustically superb and visually intimate surroundings of the Anne and Jerry Moss Theatre at Santa Monica's New Roads School.

"I'm tremendously excited about our new season," said Music Director and Conductor Allen Robert Gross. "Moving into the Moss Theatre at the New Roads School is a big step for us because it will give our audience an intimate concert experience that one rarely has with orchestra concerts. It's a thrust stage, and our open audience seating allows people to choose where they will wish to have their preferred visual connection to the players and to the music-making."

Orchestra Santa Monica is also continuing its outreach to the community through its successful chamber ensemble concerts. The OSM Woodwind Quintet will once again be performing in Title I Santa Monica schools this year.

Orchestra Santa Monica has received two grants from the City of Santa Monica to support its programs this year as well as grants from the Leo Buscaglia Foundation and the Santa Monica Rotary Club Foundation. Important support for the Orchestra also comes from Agensys, Inc., RAND, Pacific West Bank, and the first concert of the season is sponsored by John Bohn.

Gloria Cheng

The opening concert of the season, on October 26,

2014 will be held at Barnum Hall on the campus of Santa Monica High School. Entitled "Heroic Beethoven and More," the orchestra will perform his Egmont Overture and the "Eroica" Symphony. Grammy-winning pianist Gloria Cheng will perform the west coast premiere of Latvian composer Georgs Pelecis' "Concertino Bianco", which uses only the white notes on the piano.

Catherine Del Russo

OSM's opening concert at the Moss Theatre on January 18, 2015 will celebrate Mozart's upcoming birthday, with his symphonies No. 21 and No. 40 and with OSM Principal Oboist Catherine Del Russo as soloist in his Oboe Concerto.

The "Border Crossings" concert on April 19, 2015 continues OSM's mission of presenting music that represents the diversity of the cultures in our region. Music by the Chinese-born composer Chen Yi blends eastern and western musical idioms to open the concert, and the orchestra will present the west coast premiere of "Andean Elegy" by the Berkeley-born composer Gabriela Lena Frank. "Beyond her music, Frank being of Lithuanian-Jewish and Peruvian-Chinese heritage, personally embodies the 'border crossings' idea behind the concert," said Maestro Gross. Music by Piazzolla and Dvo_ák round out the program.

Cécilia Tsan

Cellist Cécilia Tsan joins the orchestra for its season

finale on May 17, 2015 playing Tchaikovsky's popular Rococo Variations, which takes its inspiration from the 18th-century melodic elegance that the composer loved. To highlight the graceful rococo musical inspiration for the Tchaikovsky, OSM will be joined by Santa Monica's Elemental Strings youth orchestra, which will play a piece by the Chevalier de Saint-George, who was known in his time as "le Mozart nègre".

"OSM is committed to collaborating with the community, and Elemental Strings is an important local musical organization that nurtures future musicians and listeners," says OSM Board President Cindy Bandel.

EDITED BY MATTHEW HALL

### This Season's Program

OPENING FALL CONCERT

"Heroic Beethoven and More"
Sunday, October 26, 2014 at 3:30 p.m.
Barnum Hall -
Santa Monica High School Campus
Allen Robert Gross, conductor
Gloria Cheng, piano

Beethoven: Overture to "Egmont"
Georgs Pelecis: Concertino Bianco for Piano and Orchestra

Beethoven: Symphony No. 3 "Eroica"

Adults $30, Seniors $25, College Students $15, K-12 Students $10

"Happy Birthday Amadeus"
Sunday, January 18, 2015 at 3:30 pm
Ann and Jerry Moss Theater
- New Roads School Campus
Allen Robert Gross, conductor
Catherine Del Russo, oboe

Mozart: Symphony No. 21 in A Major
Mozart: Oboe Concerto in C Major
Mozart: Symphony No. 40 in G Minor
Adults $30, Seniors $25, College Students $15, K-12 Students $10

"Border Crossings"
Sunday, April 19, 2015 at 3:30 pm
Ann and Jerry Moss Theater
- New Roads School Campus
Allen Robert Gross, conductor
Chen Yi: Duo Ye
Gabriela Lena Frank: Elegia Andina
Astor Piazzolla: Libertango
Dvo_ák: Czech Suite
Adults $30, Seniors $25, College Students $15, K-12 Students $10

SPRING CONCERT FINALE
"A Forward Look Back"
Sunday, May 17, 2015 at 3:30 pm
Ann and Jerry Moss Theater
- New Roads School Campus
Allen Robert Gross, conductor
Cécilia Tsan, cello

Elemental Strings Chamber Orchestra
Boccherini: Overture in D major
Chevalier de Saint-George: Rondeau
Tchaikovsky: Variations on a Rococo Theme
Brahms: Serenade No. 1 in D Major, Op. 11
Adults $30, Seniors $25, College Students $15, K-12 Students $10
Buy tickets online or call (310) 525-7618.

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## WATER
FROM PAGE 1

mercial, but while removing lawns is a big project, he said there are simple steps everyone can take such as calling his office to schedule a sustainability audit.

"We'll do an assessment of the business and customize and tailor the options that make sense and provide the greatest impact for the lowest cost," he said.

The assessment includes an analysis of utility bills to show businesses how to identify potential leaks based on usage and then provide advice on quick repairs.

In addition to providing water saving advice, the program has a ripple effect as employees of "green" business become more educated about sustainability measures and are more likely to make changes in their personal lives.

"A large part is outreach to the communities," he said. "We encourage and recommend businesses as they go through the greening measures to leverage their social media platforms, tweet about it, put it on Facebook, put it on their website and let people know about the things they are doing."

For the City of Santa Monica, the Promenade is perhaps its most visible resource and steps are being taken to promote water saving in both obvious and subtle ways.

Downtown Santa Monica Inc. decided to turn off its dinosaur fountains and move to hand wiping or sweeping parking structures as a means of saving water.

"The drought is a serious threat and we must be careful about every drop of water we use," said Kathleen Rawson, CEO of Downtown Santa Monica, Inc., the public, private nonprofit that manages programs and promotes Downtown on behalf of the City. "We have eliminated pressure washing in the parking structure, replacing that with methods that use far less water, and hope shutting down the fountains can serve as an effective public service message. Every little bit helps."

The Business Greening program is based on recommendations from the City's Office of Sustainability and Water Resources Specialist Kim O'Cain said her office is ready, willing and able to help businesses save water, even if they think they've already done what they can.

"A lot of businesses in Santa Monica have already taken steps to install efficient fixtures but the good news is there's even more efficient fixtures available and we have rebates for those," she said.

O'Cain said any fixture purchased before 2014 can be updated and that this year's models are 20 percent more efficient than anything previously on the market. The City of Santa Monica participates in a regional water rebate program (socalwatersmart.com) that provides rebates for a variety of devices both general and specialized.

She said her office helps businesses with very specific equipment, such as a vacuum pump at a dentist's office or a commercial grade ice machine for a restaurant as well as every day items like toilets. Even small upgrades can make a difference when applied on a large scale, such as installing flow restrictors at medical facilities that are unable to use aerators.

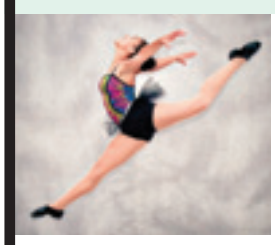
Almost all of the equipment upgrades are eligible for rebates based on the cost of the equipment. She said the rebates cover 50 percent of the ticket price and that customers must pay for the remaining costs, including installation. However, given the potential savings, many customers earn back

SEE **DROUGHT** PAGE 7

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## DROUGHT
FROM PAGE 6

those costs on reduced bills.

For customers with landscaping, she said there's still money on the table to help remove lawns. Small lawns can be replaced and qualify for the City's rebate program and get back up to $3,000. Large landscapes, over 2,000 square feet go through the regional program and qualify for a rebate of $2 per square foot, with no maximum on the total.

However, she said the rebate programs are drawing from a limited pool and that customers who begin the process now, prior to an expected rush once the mandatory cuts hit, are more likely to qualify.

"The rebate funding is first come, first served," she said.

O'Cain said some of the mandatory measures coming in October will have a very visible impact such as prohibiting restaurants from offering water unless they are asked to do so by customers. In those cases, she said her office would help businesses explain the situation.

"We can provide signage to help educate the customers," she said. "We're working on more outreach education efforts that will be rolled out over the next few months."

Visit smgov.net/water or sustainablesm.org

matt@smdp.com

## TAX
FROM PAGE 1

touch to maintain and protect important local programs and services that preserve and enhance diversity," they said. "Equally important, Measure H will allow Santa Monica to continue to fund crucial housing and other programs for seniors, disabled persons, and low-income working households. By having a source of local funds, we can increase efforts to reduce commuter car traffic when people who work in Santa Monica also can afford to live here."

Opponents — including former Pico Neighborhood Association Chair Peter Tigler, former school district Bond Committee member Don Gray, Local 44 member Scott Kelso, and renters Michael Wekselblatt and Robin Waner — couch the measure as a development issue.

"Do you want MORE development in Santa Monica?" they ask in their argument. "Do you want to GIVE DEVELOPERS YOUR MONEY to build it? This is a tax to fuel and accelerate even more high density, multi-floor development. This tax does not expire and thus insures development given extra height and density will continue forever, burdening infrastructure (think water and traffic), eroding quality of life and overcrowding schools."

The tax, they say, is exorbitant and unprecedented.

The same group that wrote in support of Measure H, wrote the arguments for Measure HH, but the opponents feature a different set of residents, including a former chair of Northeast Neighbors and a North of Montana homeowner.

The arguments are very similar, with proponents saying that Measure HH will fill a necessary funding loss for affordable housing and opponents claiming it will lead to large development.

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## Surf Forecasts

Water Temp: **71.9°**

TUESDAY – **POOR** – SURF: **2-3 ft** thigh to chest high
Modest SW swell - plus sets for standouts; small NW windswell

WEDNESDAY – **POOR** – SURF: **2-3 ft** Knee to chest high
Modest SW swell - plus sets for standouts

THURSDAY – **POOR** – SURF: **2-3 ft** Knee to chest high
Old SW swell drops out; new SSW groundswell builds -
plus sets in the PM for long period focal points

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 **August 27, 2014**

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

**QUICK STATS** (for the last 30 days)

- Number of sewage spills -- 1
- Number of beach closures due to a sewage spill -- 2
- Number of wet days -- 8
- Number of A grades for dry/wet weather -- 40 / ns
- Number of (C,D,F) grades for dry/wet weather -- 2 / ns

The Beach Report Card is made possible by: SIMA, Swain Barber Foundation

Heal the Bay reminds you not to swim or surf within 100 yards of any flowing storm drain or for at least 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 Lechusa and Los Alisos creeks. | | |
| 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. | A+ | ns |
| Escondido Creek, just east of Escondido State Beach. | A+ | ns |
| Latigo Canyon Creek mouth. | A+ | ns |
| Solstice Canyon at Dan Blocker County Beach. | A+ | ns |
| Pwerco State Beach at creek mouth. | A+ | ns |
| Marie Canyon storm drain at Pwerco Beach, at 24572 Malibu Rd.. | B | ns |
| Surfrider Beach at Malibu Colony fence. | A+ | ns |
| Surfrider Beach (breach location)- daily. | A | ns |
| Malibu Pier - 50 yards east. | A | 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. | ns | ns |
| Topanga State Beach at creek mouth. | A+ | ns |
| Castlerock Storm Drain at Castle Rock Beach. | ns | 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. | B | ns |
| Will Rogers State Beach at Pulga Canyon storm drain. | A+ | ns |
| Will Rogers State Beach at Temescal Canyon drain. | A+ | ns |
| Will Rogers State Beach at Santa Monica Canyon drain (Chautauqua). | A | ns |
| Santa Monica Beach at Montana Ave. drain. | D | ns |
| Santa Monica Beach at Wilshire Blvd. drain. | A+ | ns |
| Santa Monica Municipal Pier. | B | 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. | C | 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 DAW jetty). | A+ | ns |
| Dockweiler State Beach at Imperial Hwy drain. | A+ | ns |
| Dockweiler Beach- opposite Hyperion Treatment Plant. | A+ | 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'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.

Heal the Bay is a nonprofit environmental organization making Southern California coastal waters and watersheds, including Santa Monica Bay, safe, healthy and clean. We use science, education, community action and advocacy to pursue our mission.

Heal the Bay

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.

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# MOVIE TIMES

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**(310) 260-1528**

No movie

AMC Loews Broadway 4
**1441 Third Street Promenade**
**(310) 458-3924**

**Boyhood 2:43 (R)**
1:20 p.m.

**The Hundred-Foot Journey 2:02 (PG)**
1:40 p.m., 4:40 p.m., 7:45 p.m., 10:10 p.m.

**Lucy 1:29 (R)**
4:50 p.m., 7:10 p.m., 9:45 p.m.

**The Giver 1:37 (PG-13)**
2:15 p.m., 5 p.m., 7:30 p.m., 10:30 p.m.

**When the Game Stands Tall 1:55 (PG)**
1:50 p.m., 4:30 p.m., 7:15 p.m., 10:20 p.m.

AMC 7 Santa Monica
**1310 Third St.**
**(310) 451-9440**

**As Above, so Below 1:33 (R)**
11:45 a.m., 2:30 p.m., 5:05 p.m., 7:45 p.m., 10:15 p.m.

**Frank Miller's Sin City 2: A Dame To Kill For 1:42 (R) 3D**
2:45 p.m., 5:30 p.m., 8 p.m., 10:30 p.m.

**Frank Miller's Sin City 2: A Dame To Kill For 1:42 (R)**
11:55 p.m.

**Guardians of the Galaxy 2:01 (PG-13) 3D**
2 p.m., 7:30 p.m.

**Guardians of the Galaxy 2:01 (PG-13)**
11 a.m., 4:15 p.m. 10 p.m.

**If I Stay**
11:30 a.m., 2:10 p.m., 4:45 p.m., 7:30 p.m., 10:20 p.m.

**Let's Be Cops 1:44 (R)**
11 a.m., 1:40 p.m., 4:10 p.m., 7:05 p.m., 9:55 p.m.

**The November Man 1:48 (R)**
11:10 a.m., 1:50 p.m., 4:25 p.m., 7:10 p.m., 10:05 p.m.

**Teenage Mutant Ninja Turtles 1:41 (PG-13) 3D**
4:50 p.m., 10:30 p.m.

**Teenage Mutant Ninja Turtles 1:41 (PG-13)**
11:15 a.m., 1:40 p.m., 7:15 p.m.

For more information, e-mail **editor@smdp.com**

# RUN SOME ERRANDS, CANCER

### ARIES (March 21-April 19)
★★★★ Someone whom you might have least expected to expound on his or her perspectives will do just that. Though you see situations from a totally different point of view, you'll appreciate hearing this person's thoughts. Tonight: Imagine what it would be like to be someone else.

### TAURUS (April 20-May 20)
★★★★ You seem to be in opposition to a partner's idea. You see life differently from this person, and it could be the source of a disagreement. You both need to respect each other's views. Tonight: Togetherness is the theme.

### GEMINI (May 21-June 20)
★★★★ You don't need to give in to others' requests, but it might be easier. How important is it for you to be right? What is your goal in the present situation? Answer these questions, and you'll know what is best for you. Tonight: Enjoy going along with someone else's plans.

### CANCER (June 21-July 22)
★★★★★ Your creativity will allow greater give-and-take between you and others. In fact, you could be essential in finding a solution to a problem. Buying a new item or gift might be high on your to-do list, but remember to stay within your budget. Tonight: Run an errand or two.

### LEO (July 23-Aug. 22)
★★★★ Deal with someone directly in order to get the results you want. This person will be more open to your suggestions as a result; his or her imagination and intellect will emerge with your respect. The two of you could become quite a dynamic duo. Tonight: On the prowl.

### VIRGO (Aug. 23-Sept. 22)
★★★ Tension could mount and create an unclear and unrealistic perspective, especially within the realm of interpersonal relations. Learn to keep your opinions to yourself more often. Listen to your instincts surrounding a family member. Tonight: Your home is your castle.

### LIBRA (Sept. 23-Oct. 22)
★★★★ You might want to understand why someone is choosing to express an idea that seems out of character for him or her. You might discover a better way to handle a personal issue. Tonight: Where the gang is.

### SCORPIO (Oct. 23-Nov. 21)
★★★ You might want to think through an idea in a new way and handle it differently. Your ability to move past the need to have control will start disappearing once you realize that you can't control anything except your own life. Tonight: Make it your treat.

### SAGITTARIUS (Nov. 22-Dec. 21)
★★★★ You have a style that is unique, and it makes others feel comfortable with you. Confusion seems to surround communication. Understand that not everyone thinks like you. Tonight: In the limelight.

### CAPRICORN (Dec. 22-Jan. 19)
★★★ Assume a low-profile, if possible. You will understand what needs to happen if you observe and sit on your ideas for now. A laid-back approach will prove to be far more effective. Tonight: Not to be found.

### AQUARIUS (Jan. 20-Feb. 18)
★★★★ Listen to news with a more open attitude, and you might hear an unexpected statement. You will be able to make a quick turn or change as a result. Friends will play a strong role in what goes on in your immediate surroundings. Tonight: Do only what you want.

### PISCES (Feb. 19-March 20)
★★★ You are likely to gain a new perspective that surprises you. How you deal with a key friend and what you do within the relationship could change radically. Unexpected news encourages you to lie low and reconsider your recent choices. Tonight: Confusion is not an excuse.

**Tuesday, September 2, 2014**

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

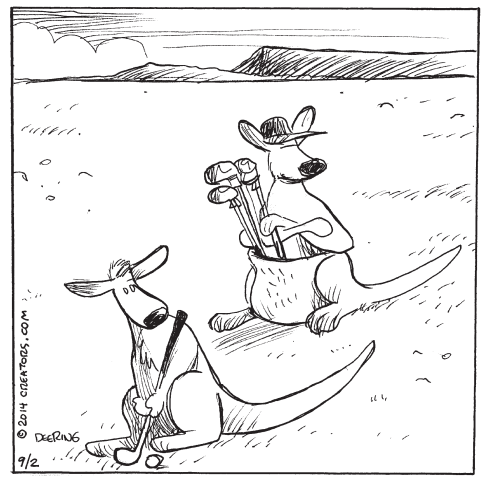
This year you often find that you are tense about a domestic or personal matter. You also tend to experience a lot of confusion when dealing with others. Clarify often. Learning how to relax will be beneficial to your well-being and attitude. If you are single, a partnership of significance is more likely to develop close to your next birthday. If you are attached, there could be a lot of tension surrounding your love life. Take more walks with your sweetie, or schedule a couples massage, but don't hold back your feelings any longer. SAGITTARIUS can be a burden for you.

**INTERESTED IN YOUR DAILY FORECAST?**
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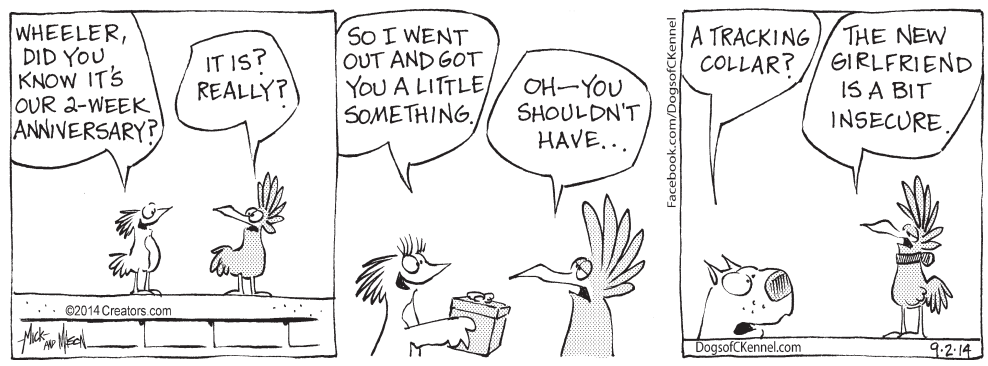
## Speed Bump
By Dave Coverly



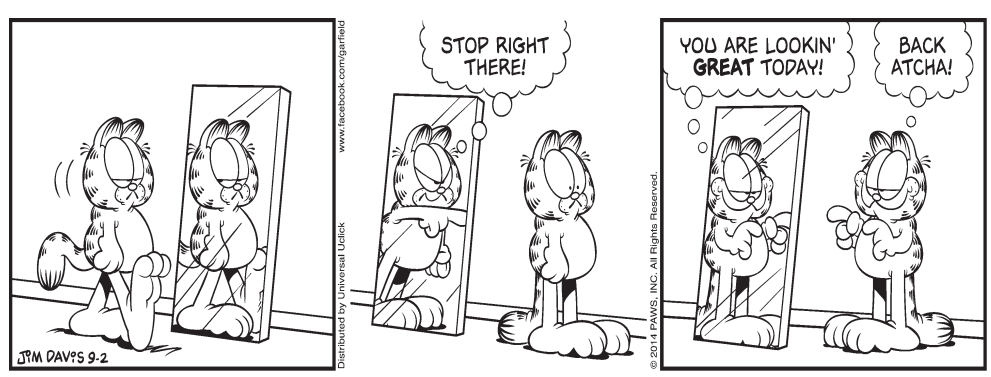

## Strange Brew
By John Deering



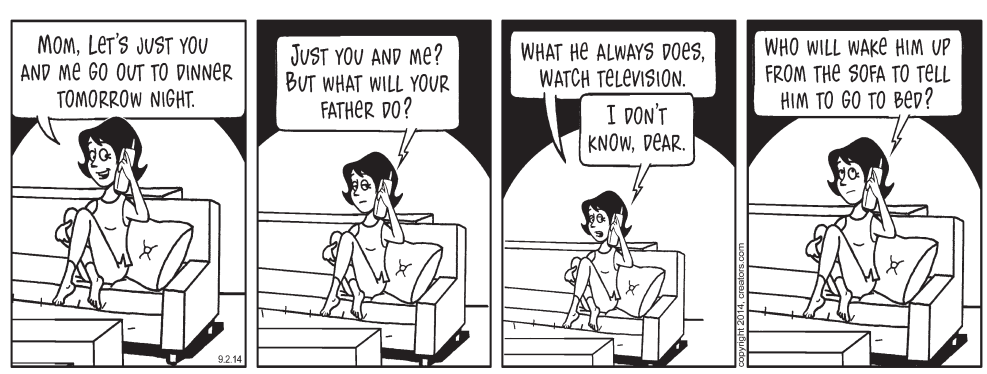

## Dogs of C-Kennel
By Mick and Mason Mastroianni




## Garfield
By Jim Davis




## The Meaning of Lila
By John Forgetta & L.A. Rose



# 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 ★★

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

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

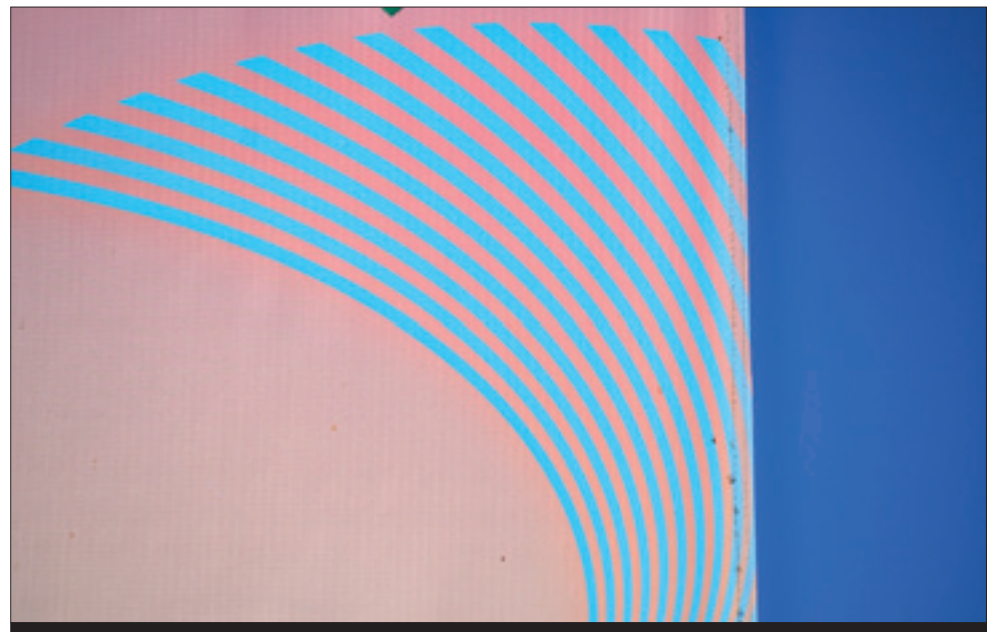
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| 3 | 6 | 7 | 9 | 1 | 8 | 5 | 2 | 4 |

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## MYSTERY PHOTO

Matthew Hall *matt@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*.**

## NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ Arrest Him at Your Peril: In July, a jury in Brooklyn, New York, awarded Kevin Jarman, 50, $510,000 from the city for the broken ankle he suffered during his arrest for shoplifting in May 2011 (a charge to which he eventually pleaded guilty). Among his other New York City income: a $20,000 settlement for false arrest on a drug charge in 2013 and another, for $15,000, in 2005.

■ I Know the Feeling, But: (1) Gloria Baca-Lucero, 48, was arrested in Albuquerque in July after allegedly holding a Comcast cable installer's tool bag at gunpoint in her home. She said she believed that her service call was free, but the installer told her otherwise, and she apparently decided to detain the tool bag. (2) German truck driver Michael Harry K., 58, went to trial in August in Wuerzburg, Bavaria, charged with firing his gun in the direction of drivers more than 700 times in five years out of displeasure with their poor road habits. He never actually hit anyone (but police said he caused at least one serious injury by frightening a driver into a collision).

## TODAY IN HISTORY

**1901** – Vice President of the United States Theodore Roosevelt utters the famous phrase, "Speak softly and carry a big stick" at the Minnesota State Fair.

**1912** – Arthur Rose Eldred is awarded the first Eagle Scout award of the Boy Scouts of America.

**1935** – Labor Day Hurricane of 1935: a large hurricane hits the Florida Keys killing 423.

**1939** – World War II: following the start of the invasion of Poland the previous day, the Free City of Danzig (now Gdańsk, Poland) is annexed by Nazi Germany.

**1945** – World War II: Combat ends in the Pacific Theater: the Instrument of Surrender of Japan is signed by Japanese Foreign Minister Mamoru Shigemitsu and accepted aboard the battleship USS Missouri in Tokyo Bay.

**1945** – Vietnam declares its independence, forming the Democratic Republic of Vietnam.

**1946** – The Interim Government of India is formed with Jawaharlal Nehru as Vice President with the powers of a Prime Minister.

**1957** – President Ngo Dinh Diem of South Vietnam becomes the first foreign head of state to make a state visit to Australia.

**1958** – United States Air Force C-130A-II is shot down by fighters over Yerevan in Armenia when it strays into Soviet airspace while conducting a sigint mission. All crew members are killed.

**1960** – The first election of the Parliament of the Central Tibetan Administration, in history of Tibet. The Tibetan community observes this date as the Democracy Day.

# *CROSSWORD*
## By THOMAS JOSEPH

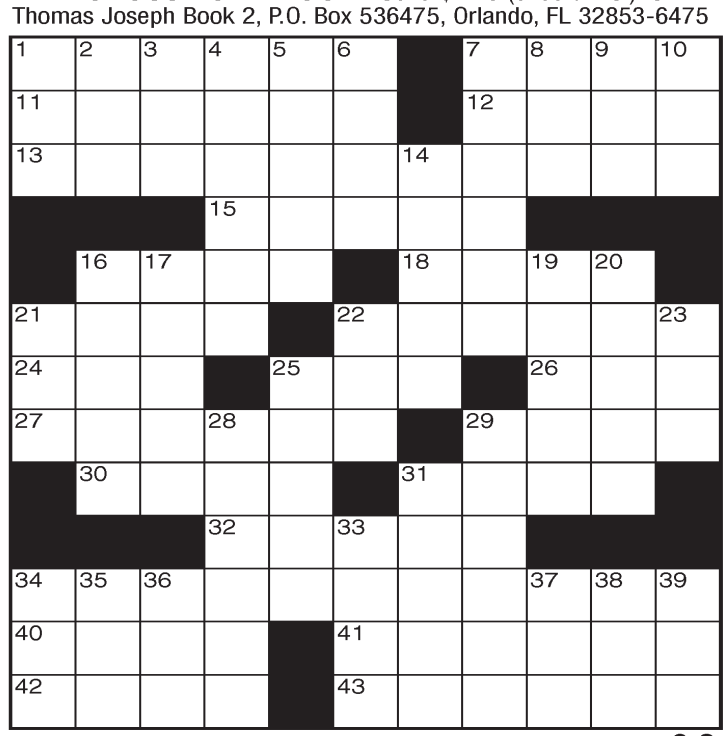
**ACROSS**
**1** Sticky situation
**7** Sound system
**11** Syrian language
**12** Do magazine work
**13** Restitution after war
**15** Letter stroke
**16** Start the bidding
**18** Ham or lamb
**21** Not spicy
**22** Bathroom fixture
**24** In the style of
**25** Feeling down
**26** Life story, for short
**27** Muscle connector
**29** Go it alone
**30** Coral structure
**31** Old salts
**32** Explorer John
**34** Printer's color negatives
**40** Parched
**41** C.S. Lewis land
**42** Carry on, as war
**43** Nodding, perhaps

**DOWN**
**1** Spoil
**2** Mine rock
**3** Grammys category
**4** Humbled
**5** Squad car sound
**6** Surgery souvenir
**7** Young cow
**8** Swearing-in vow
**9** Shark feature
**10** "— a deal!"
**14** Bashful
**16** Crude carrier
**17** Runway sight
**19** Vine-covered shelter
**20** Works hard
**21** Small rug
**22** "Oh, wow!"
**23** Aussie hopper
**25** Until now
**28** Century fraction
**29** Mocking work
**31** Add up
**33** Outlaws
**34** Carpentry tool
**35** Pitching stat
**36** Slop slurper
**37** Wallet bill
**38** Quick bite
**39** Utter

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**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



9-2

Santa Monica Daily Press

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## Employment

### Help Wanted

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YARDPERSON F/T, including Sat. Will train. Lifting req'd. Apply in person: Bourget Bros. 1636 11th St. Santa Monica, Ca 90404

## Services

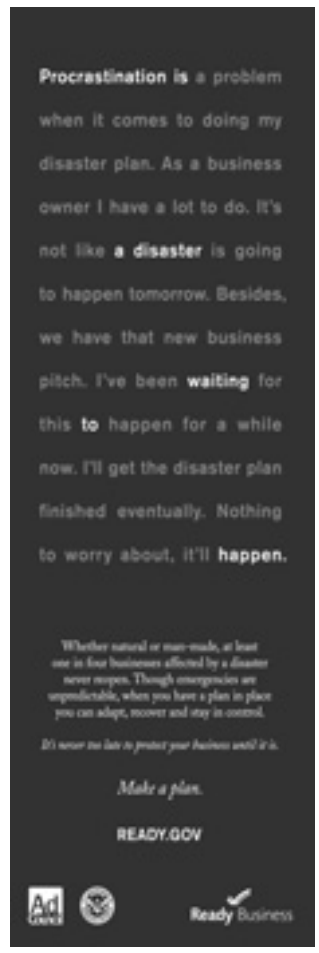
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Santa Monica Daily Press **HOURS** MONDAY - FRIDAY 9:00am - 5:00pm **LOCATION** 1640 5th Street, Suite 218, Santa Monica, CA 90401

# Buyers' Needs

| | |
|---|---|
| • Single Family Home (Fixer Ok)<br>• North of Montana<br>• Minimum 8,500 sq ft lot<br>• Up to $3,500,000 | • Single Family Home<br>• Santa Monica, Brentwood, Palisades<br>• Minimum 3 + 1.75<br>• $1,200,000 - $3,500,000 |
| • Raw Land, Teardown or Fixer<br>• N. of Montana, Brentwood, Palisades<br>• Up to $1,500,000 - $4,500,000 | • Raw Land or Teardown<br>• West of 17th, either N. of Wilshire or N. of Montana<br>• Up to $4,500,000 |

Average Price of **ALL** Santa Monica
Single Family Homes
From **ALL** agents in **ALL** companies
Listed for Sale as of Early September 2014

| | | |
|---|---|---|
| Santa Monica Canyon | = | $ 4,465,750 |
| North of Montana | = | $ 6,092,000 |
| Between Wilshire & Montana | = | $ 3,471,500 |
| South of Wilshire | = | $ 1,441,000 |
| Sunset Park | = | $ 1,615,125 |
| Ocean Park | = | $ 2,181,000 |

Statistics updated every Friday

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