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TUESDAY, SEPTEMBER 24, 2013
Volume 12 Issue 272

Santa Monica Daily Press

We have you covered

THE PAYING THE COST ISSUE

RAMP OPENS ON WESTSIDE
SEE PAGE 3

Council to consider changes to Big Blue Bus

BY AMEERA BUTT
Daily Press Staff Writer

Editor's note: This story is part of an ongoing series that tracks the city's expenditures appearing on upcoming Santa Monica City Council consent agendas. Consent agenda items are routinely passed by the City Council with little or no discussion from elected officials or the public. However, many of the items have been part of public discussion in the past.

CITY HALL The Exposition Light Rail Line is coming to Santa Monica in 2016 and with its arrival is the challenge of integrating other modes of transit.

On the table before the City Council tonight is a $467,113 contract with Nelson/Nygaard Consulting Associates, a California-based company, for a study that will look at project management, planning, data analysis and public outreach of the integration of Big Blue Bus service with Expo.

The study would evaluate land use, key origins and destinations and market and corridor analysis to develop a plan between the Big Blue Bus lines and the eight stations on the Expo Line in the BBB service area. Throughout the planning process, BBB

SEE CONSENT PAGE 7



Daniel Archuleta *daniela@smdp.com*

GOOD TIMES: We Rock the Spectrum Santa Monica owner Debra Davis plays with Finley Rossi on Monday.

Center catering to autistic kids opens

BY AMEERA BUTT
Daily Press Staff Writer

SANTA MONICA BLVD For two weeks last month, Christian Rossi saw colorful signs for a kid-themed center opening on Santa Monica Boulevard as he walked back and forth to his daughter's school.

Both he and his wife, Jenny, were looking for a center where their daughter, Finley, could play.

This past weekend, We Rock the Spectrum Santa Monica, a play center that caters to children from the autistic community, opened its doors.

Autism is a neurological disorder, characterized by impairments in three areas: communication, behavior and social interaction and is one of the disorders on the autism spectrum.

SEE CENTER PAGE 9

Brothers plead guilty in vacation rental scam

BY GREG ASCIUTTO
Special to the Daily Press

LOS ANGELES Two San Fernando Valley men pled guilty to charges of false advertising, illegal tenant lockout and utility shutoff in relation to a Santa Monica vacation rental scam, city attorneys announced Monday.

Eran "Ron" Shabtay, 43, and his brother Yerev "Reeve" Shabtay, 42, admitted Sept. 18 to misleading tourists who rented their two Santa Monica properties from 2010 to late 2012.

After paying in full by credit card to rent units at 2618 Second St. and 138 Pacific St., customers arrived to find the situation quite different from what had been advertised on vacation rental websites Vrbo.com and

SEE RENTAL PAGE 6

Cyclists will get 3-foot buffer under new law

LAURA OLSON
Associated Press

SACRAMENTO, Calif. Gov. Jerry Brown announced Monday he has signed legislation requiring California drivers to stay at least 3 feet away when passing bicyclists.

The proposal from Assemblyman Steven Bradford, D-Gardena, is intended to better protect cyclists from aggressive drivers. It states that if drivers cannot leave 3 feet of space, they must slow down and pass only when it would not endanger the cyclist's safety.

The law will go into effect Sept. 16, 2014. Current law requires a driver to keep a safe distance when passing a bicyclist but does not specify how far that is.

At least 22 states and the District of

SEE BUFFER PAGE 6


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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Tuesday, Sept. 24, 2013

Stories for babies
Fairview Library
2101 Ocean Park Blvd.,
11 a.m. — 11:20 a.m.
Story series for babies ages 0-17 months accompanied by an adult. Call (310) 458-8681 for more information.

Reach within
Annenberg Community Beach House
415 PCH, 5:30 p.m.
For both beginning and continuing students, this tai chi class teaches the 24 movements of the Yang style simplified form. For more information, visit beachhouse.smgov.net.

Council meeting
City Hall
1685 Main St., 5:30 p.m.
City Council will discuss the state of the city's bike-share system and potential funding opportunities for the program. The council will also hold a public hearing on recommended changes to Big Blue Bus services, notably the elimination of local transfers and the introduction of fare cards to expedite the boarding process. To read the full agenda, visit smgov.net.

Beach jam
Annenberg Community Beach House
415 PCH, 6:30 p.m.
Reserve your free tickets to listen to clarinetist Larry Hughes Reed and Grammy Award-winning accordionist Nick Ariondo perform "Clarinet Concerto." Call (310) 458-4904 for more information.

Sushi on the big screen
Main Library
601 Santa Monica Blvd., 7 p.m.
Come relax and watch "Jiro Dreams of Sushi," a 2011 flick chronicling the life of 85-year-old Jiro Ono, who is considered by many to be the best sushi chef in the world.

Wednesday, Sept. 25, 2013

Day at the market
Third Street Promenade
8:30 a.m. — 1:30 p.m.
Visit one of Southern California's finest Farmers' Markets for the freshest of the fresh. For more information, call (310) 458-8712.

Story time
Fairview Library
2101 Ocean Park Blvd.,
11 a.m. — 11:30 a.m.
Story series for children 3 to 5 years old. For more information, call (310) 458-8681.

Environmental documentary
Main Library
601 Santa Monica Blvd., 7 p.m.
Check out "A Fierce Green Fire," a 2012 documentary covering 50 years of grassroots and global environmental activism. Following the screening of the 101-minute film, Academy Award-nominated writer and director Mark Kitchell will hold a discussion with Heal the Bay's Matthew King and Occidental College's Robert Gottlieb.

To create your own listing, log on to smdp.com/submitevent

For help, contact Daniel Archuleta at **310-458-7737** or submit to editor@smdp.com

For more information on any of the events listed, log on to **smdp.com/communitylistings**



Newport Folk Festival heads to Santa Monica

DAVID KLEPPER
Associated Press

PROVIDENCE, R.I. The Newport Folk Festival is taking its resurgent brand on the road with plans for a two-day festival in California.

Known as Newport Folk Presents Way Over Yonder, the Oct. 5-6 event will feature performances from Conor Oberst, Neko Case and several other performers playing on two stages on the pier in Santa Monica, Calif., the seaside tourist mecca adjacent to Los Angeles.

SEE **FESTIVAL** PAGE 8

COMMUNITY BRIEFS

SEPULVEDA BOULEVARD

Massive overpass ramp opens in Westwood

The southbound Interstate 405 off-ramp to eastbound Wilshire Boulevard officially opened to workday rush-hour commuters Monday morning in Westwood.

The ramp, now 300 percent longer, provides a dedicated lane for all exiting traffic to the Westwood area.

"Working with the contractor, we were able to completely eliminate several other extended ramp closures here at the Wilshire Interchange," said a Metro spokesperson.

"By the end of this year, we anticipate finishing all of these ramps and finally bringing some much-needed relief to Westside motorists."

The eastbound Wilshire on-ramp to I-405 north is the last ramp that remains under construction at this intersection, and is scheduled to open in November.

All ramps at Wilshire were rebuilt as part of the widening of the 405 freeway between Interstate 10 and U.S. 101.

The project will complete the last remaining gap of the 405 carpool lane network between Orange County and the San Fernando Valley. When complete, the 405 will have the longest continuous, bi-directional carpool lane network in the country.

– GREG ASCIUTTO

DOWNTOWN

Yoga app releases for Android

Global yoga directory YogaTrail has released an Android version of their popular "Yoga Poses Around the World" application.

The app allows yogis to photograph themselves anywhere in the world and upload their images to a map pinpointing the exact locations and names of their poses – Santa Monica, Venice and Culver City are among the 2,000 cities from where photos have been snapped.

Thailand-based YogaTrail features more than 30,000 free yoga studio listings worldwide, 11 of which are in Santa Monica, a Mecca for yoga.

To learn more about the "Yoga Poses" application and yoga activities in Santa Monica, visit yogatrail.com.

– GA

With 'suicide by train' up, L.A. officials appeal for help

JUSTIN PRITCHARD
Associated Press

LOS ANGELES Train driver Roman Alarcon is still haunted by the memory: He was working the morning commute when, suddenly, a man walked onto the tracks — and just stood there.

Alarcon laid on the horn and hit the emergency brake, but his train was still going about 20 mph when it hit the man and killed him.

Most transit agencies don't talk about suicides, worried they might encourage copycats. But Los Angeles County Metropolitan Transportation officials, alarmed by an increase in people killing themselves by stepping in front of trains, made a rare appeal Monday and asked the public to extend support to people who might be at risk — before they make it onto the tracks. And there was another message, directed at those contemplating suicide: Consider the effect on the driver.

Struggling with feelings of helplessness and the horror of killing someone, it took Alarcon several months to talk about that day with colleagues. Eventually, though, he took on the role of sympathetic listener for other LA Metro train drivers who were unwilling accomplices to someone else's suicide.

"We have to live with this the rest of our lives," Alarcon said.

Since the beginning of last year, seven people have killed themselves on the Blue Line, which traverses some of the county's poorest areas on its 22-mile route between downtown Los Angeles and Long Beach.

Before the recent increase, suicides had averaged one per year since the line opened in 1990, according to Metro spokesman Marc Littman. Alarcon was a Blue Line driver in 1994.

"We've reached the point where we must appeal to and engage the public" LA Metro spokesman Marc Littman said.

It's hard to judge whether the increase in suicides on this one route is more than an anomaly.

Nationally, suicides in which someone was hit by a subway or light rail train peaked when 74 people killed themselves in 2011, according to federal data. The total dipped back to a more typical 55 people in 2012. New York City subways stand out as the transit system with the most suicides, according to the data.

LA Metro has taken steps to decrease suicides, among them installing emergency phones on platforms and sending retired bus and train drivers to Blue Line stations to intervene if they safely can.

One of these "safety ambassadors," Theartis Blue, stopped women from taking their lives in both May and July, both at a station in the Watts neighborhood.

The first woman lay down on the tracks, and Blue was able to scoop her up before a train arrived. The second was on the platform, "trying to time" a train's arrival when Blue moved her away.

Both were middle aged and distressed over their family situations, according to Blue, who retired as a bus driver in 1992.

"Life is something that is precious," Blue said. "I was trying to explain that."



BELTING A TUNE Brandon Wise *brandonw@smdp.com*

Lee Fields and the Expressions fill the Santa Monica Pier with soul during the first day of The Beach Ball - Soul Revue on Saturday afternoon.



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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Beware of men bearing gifts

Editor:

This is an embarrassing story to reveal, but I would rather put my embarrassment aside to protect others. There are two guys representing themselves as Italians on business who are running a scam in Santa Monica with faux leather jackets. They have been all over the country. It looks like they were arrested once and are, in fact, from Italy. If you Google "E.G.A. Emporio Jackets Italians" you can see the countless stories of people they scammed. My story is almost identical.

Two guys pulled up to me (in the Vons/Rite Aid parking lot near 12th Street and Wilshire Boulevard) in a brand new Jeep SUV humbly asking for directions to LAX because they were lost after attending a high-end fashion event. I chatted with them for 10 minutes about Italy and we swapped stories about L.A. traffic and traffic in Milan. As I turned to get into my car, the driver offered that I had been so nice he wanted to give me a jacket. I declined, but he insisted. He told me it was Armani and very expensive. I told him I didn't know anything about high-end brands. All of the sudden he wants to give me one for my girlfriend. He told me they were flying back to Milan and that he would have to pay import duty and in a way I was helping him out.

Then he put a third jacket in the bag and said he was giving me all this and all he really wanted was for me to help him out with his rental car bill as he was turning in the car that night. Long story short, I ended up giving him some money and when I inspected the jackets later they were cheap imitations.

I'm embarrassed, but I will survive. I feel an obligation to get the word out so others are alert if someone approaches them about directions and wants to "reward" them with a jacket in exchange for some help with their car rental bill.

Eric Cooper
Santa Monica



Our Town

Ellen Brennan — Send comments to editor@smdp.com

Accurate EIRs for Bergamot

IT IS AXIOMATIC THAT EVERY VEHICLE YOU own or use is going to occupy some space in every moment of its existence, whether moving or at rest. The one law of physics that explains the most about its movement for me is the law that says, "No two bodies can occupy the same space at the same time."

It involves space, time, movement and speed. Space has to be open before another body can move into it. So, for your vehicle to move forward, the vehicle in front of you also has to move forward.

Because chaos with moving vehicles is deadly, we've created lanes (tracks) in which vehicles are expected to move. When you're in a moving vehicle, that vehicle's speed is controlled by the movement of other vehicles in front of it in the same lane.

The more vehicles moving on a particular track or lane, the slower will be the speed of those vehicles, because it takes longer for the space in front of your vehicle to open up. The slowest vehicle in that lane controls the speed of all vehicles behind it. How many times have you sat at a traffic light, seen the light change, and noticed how long it took for each car in front of you to begin to accelerate in turn?

In planning new development, it's important to understand the purpose of the development, its patterns of usage, the present traffic pattern in the area and how the future patterns of traffic will impact present patterns. Remember that no two bodies can occupy the same space at the same time and that law doesn't change because it would be more profitable for the developer. The more cars the developer brings to the area, the slower the traffic will be, until it finally comes to a stand still. So the game has become seriously underestimating the impact to create the perception that it won't be "so bad." But underestimating the impact does nothing to change the real impact. Instead, it artificially limits the amount of parking called for and minimizes the appearance of need for mitigation. This translates into lower costs and higher profits for the developer, while residents get left with worse gridlock.

The analysis done by Valerie Griffin, engineer, data analyst and software designer, comparing Hines' EIR for the Bergamot Transit Village Center (the current Paper Mate site) to the current real estate model for office space development indicates that Hines' EIR is seriously flawed. The Hines' EIR employs out-of-date numbers for calculating space for commercial offices, allowing the EIR to seriously underestimate the number of employees the village will employ.

The Hines EIR states: "Based on an employment factor of one job per 447 square feet of restaurant/retail/service uses and one job per 286 square feet of office use, Alternative 3 (requiring a development agreement) would generate approximately 66 retail/service employees and 1,313 creative office employees for a total of 1,379 employees. … Alternative 3 would also result in a total of approximately 1,429 new residents."

The project includes only 1,800 parking spaces for employees, residents, and customers.

The 286-square-feet per office employee is a number created in 2008 in a study prepared for the Los Angeles Unified School District. It is now considered obsolete. Since that time offices have become smaller. Office workers no longer need files or large computer workstations or libraries. Documents are now scanned and stored on the web and the recession has stimulated companies to want to reduce their real estate footprint. Currently, office development companies use 75 to 100 square feet per employee as their baseline.

Relying on on-site traffic counts in an area built before the new office size baseline became current, the EIR predicts the estimated daily car trips at 6,926.

Using the current numbers of 75 to 100 square feet per office employee, the number of creative office employees becomes 3,744 to 4,992. With restaurant/service workers included, the number of employees is 3,810 to 5,058. Using the simplistic estimate of two trips per day (one coming and one going) and the higher number of workers, the number of car trips per day becomes 12,974.

"The analysis contained in the Hines EIR falls apart completely when the office density used in property being built today is assumed," Ms. Griffin said.

The City Council instructed using current rather than obsolete numbers in figuring the impact of commercial office space to be built in Santa Monica. The EIR states that Hines is intending to participate in a Traffic Demand Management program. Such a program includes aggressive fines.

Since most developers seek to get their money out of a project as soon as possible, will an aggressive Traffic Demand Management responsibility be passed to a new owner or general partner so that protection for the community is in place for the life of the buildings? How, and by whom will it be monitored and enforced? TDM programs must be protected for the life of the buildings, through all changes of ownership. How will that be assured?

Seriously underestimating the traffic within an EIR will have no effect on the final number of cars that are eventually generated by the development. Instead, it falsely limits the number of parking spaces called for and the traffic mitigation measures to be put in place, allowing for traffic that is unmitigatable and will affect the entire region. The present EIR estimates that the Hines project will create unmitigatable impacts on 27 stoplights. What will the impact be with an accurate EIR using current numbers?

The Planning Commission is doing an exemplary job of examining all aspects of the Hines proposal. It is hoped that they will reexamine the EIR in light of Ms. Griffin's analysis. To mitigate the real impact, less commercial space may be indicated.

ELLEN BRENNAN, a retired stockbroker and former chair of the Pier Restoration Corp., authored this column. She and the other authors of Our Town can be reached at ourtown-santamonica@gmail.com.

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What's the Point?

David Pisarra
Send comments to editor@smdp.com

Premium pastry packs a punch

THIS WEEKEND WAS JUST DELIGHTFUL. Perfect fall weather; crystal clear with a bit of a bite in the air, but not so much that jackets were needed until the sun went down. As we turn from the carefree days of summer to the more mundane fall and winter months, I tend to look at business a bit more seriously.

Part of any good businessperson's repertoire is seeing what others are doing that is successful and finding a way to capitalize on it, make it your own and spread the word. One of the most popular of the recent crazes is the croissant donut. The "cronut" began in New York and immediately sparked a mass craving for the flaky pastry.

Like all good crazes, it is a feel-good story that blends an entrepreneur, a "new" item and good public relations spin. My favorite of these, and the one that I think will go down in history as the best marketing ploy of all time, the one that should win Phineas T. Barnum Lifetime Achievement Award for chutzpah, is the Pet Rock.

I remember as a kid wanting one because the other kids had one. My mother thought it was absurd and, of course, she was correct. But that doesn't change the fact that a good PR strategy and unique packaging leads to product sales and someone making a ton of money.

These days it is easier than ever to hit a home run in the marketing/PR world of absurd products. The advent of Facebook and blogging has made the whole world a marketplace for mashups of "new" ideas and fun products. For just $100 you can build a website to sell whatever product you can create. If you build a Facebook page for your product and find a way to make people "like" you, your product can be seen globally and suddenly you find yourself shipping products all over the place.

For example, there's Sockdreams.com, just in case you need to buy some sock garters or petticoats. Should your knight need some new armor, there's TheKnightArmor.com.

The reason I bring this up is that our local donut house, DK's Donuts on Santa Monica Boulevard, has created the 'Onut. It's a flaky pastry filled with 21 different flavors of pastry creams and delights. By capitalizing on the cronut craze and making their own unique variety, they have been able to widen their market wedge.

I've been going to DK's for years. Usually it is an early morning run for a bran muffin and some coffee, but this past Sunday I stopped by just to grab a quick coffee. What I found was a store that had a line out the door at 3:30 in the afternoon.

PEOPLE CAN'T COME DURING THE WEEK TO GET THEIR 'ONUTS, SO THEY HAVE TO COME ON THE WEEKEND FROM AS FAR AWAY AS MONTEBELLO.

The crowd made me curious. This is not a traditional time for a donut shop to be busy, so I was perplexed. While I stood around sipping my coffee I watched as people picked out their favorite 'Onut. Nutella is a popular choice, as is the maple bacon. I saw grandmothers buying a dozen of these pastry delights, which at $5 apiece is no small dessert, presumably for their Sunday family dinner.

I asked the charming young lady behind the counter if this is normal and she said it has become that way thanks to the publicity and their Facebook presence. People can't come during the week to get their 'Onuts, so they have to come on the weekend from as far away as Montebello. To pull clients from that far away and to charge a premium price for it is quite an accomplishment for what would traditionally be a local purchase.

But that is the value of making something that is unique. By creating a "new" product and generating buzz around it with good publicity and then promoting it on a social network like Facebook, the recipe for success is fulfilled.

DAVID PISARRA is a Los Angeles divorce and child custody lawyer specializing in father's and men's rights with the Santa Monica firm of Pisarra & Grist. He welcomes your questions and comments. He can be reached at dpisarra@pisarra.com or (310) 664-9969. You can follow him on Twitter @davidpisarra

The Q Line

Back to the drawing board

Planning commissioners say they would like the Bergamot Transit Village to have better design features, asking the developer to revisit their plans.

So, this week's Q-Line question asks:
Do you think developers should revisit their design or do you think the Planning commission is asking for too much?

Contact **qline@smdp.com** before **Friday at 5 p.m.** and we'll print your answers in the weekend edition of the Daily Press. You can also call **310-573-8354**.


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NOTICE IS HEREBY GIVEN that the City of Santa Monica invites Contractors to complete and submit sealed bids for:

Green Bike Lanes on Main Street and Broadway – SP2292

Bids shall be delivered to the City of Santa Monica, Office of the City Clerk, Room 102, 1685 Main Street, Santa Monica, California, 90401, not later than 2:30 p.m. on **October 9th, 2013** to be publicly opened and read aloud after 3:00 p.m. on said date in City Hall Council Chambers. Each Bid shall be in accordance with the Request for Bids.

PROJECT ESTIMATE: $765,000
CONTRACT CALENDAR DAYS: 45
LIQUIDATED DAMAGES: $1,250
COMPENSABLE DELAY: $500 per Day

Bidding Documents may be obtained by logging onto the City's Finance website at: http://www.smgov.net/planetbids/. The Contractor is required to have a **Class A or C32** license at the time of bid submission. Contractors wishing to be considered must submit Bids containing all information required pursuant to the City's Request for Bids.

Pursuant to Public Contracts Code Section 22300, the General Contractor shall be permitted to substitute securities for any monies withheld by the City to ensure performance under this Contract.

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LOS ANGELES

SM lawyer sentenced for Ponzi scheme cover-up

A Santa Monica lawyer who helped obstruct two separate investigations into a $22 million investment scheme was sentenced Monday to 84 months in federal prison.

Attorney David Tamman, former partner at the Nixon Peabody law firm, was found guilty last year on 10 counts that included obstruction of justice, altering records in a federal investigation and being an accessory after the fact to fraud.

"Despite being a highly educated lawyer, defendant David Tamman has displayed a remarkable disrespect for the law and the legal system over the course of almost a decade," prosecutors wrote in a sentencing brief.

Tamman conspired with former investment fund manager John Farahi to alter documents, which resulted in the closure of a 2004 investigation, prosecutors said.

In 2009, Tamman again altered documents in response to a Securities and Exchange Commission (SEC) investigation, then went on to obstruct the grand jury's investigation of his own crimes two years later.

"Today, justice was served for Tamman's attempted massive cover-up of John Farahi's multi-million dollar Ponzi scheme," said Christy Romero of the Office of the Special Inspector General for the Troubled Asset Relief Program.

"As Farahi's attorney, Tamman was Farahi's enabler, falsifying and backdating business documents to hide the fraud, and as a result, Tamman will spend the next seven years in federal prison."

– GREG ASCIUTTO

BUFFER
FROM PAGE 1

Columbia define a safe passing distance as a buffer of at least 3 feet, according to a legislative analysis of the bill.

Bradford's bill, AB1371, was sponsored by Los Angeles Mayor Antonio Villaraigosa, an avid cyclist who was injured in 2010 after a taxi driver abruptly pulled in front of him. It also drew support from several cyclist groups, such as the California Association of Bicycling Organizations.

"This gives clear information to drivers about passing at a safe distance," said Steve Finnegan, government affairs manager for the Automobile Club of Southern California, which supported the legislation. "Everyone using the road needs to follow the rules and watch out for everyone else."

Brown signed the legislation after vetoing similar measures in 2011 and 2012. Those bills would have allowed drivers to cross a double-yellow line to make room for a cyclist or required them to slow to 15 mph when passing within 3 feet.

The governor cited concerns that the provisions could spark more crashes or make the state liable for collisions resulting from a driver crossing a yellow dividing line.

Some lawmakers who opposed the bill, such as Senate Minority Leader Bob Huff, R-Diamond Bar, said it would be difficult to estimate a 3-foot distance while driving, especially when cyclists also might be swerving to avoid road hazards.

Bradford's spokesman, Matt Stauffer, said case-by-case enforcement will be up to local police departments. The overall aim is to remind drivers and cyclists that they have a responsibility to behave safely on the road, Stauffer said.

A violation of the new 3-foot requirement would be punishable by fines starting at $35. If unsafe passing results in a crash that injures the cyclist, the driver could face a $220 fine.

RENTAL
FROM PAGE 1

Homeaway.com.

"There were a wide variety of problems from the very beginning, starting with the ads themselves, which misrepresented the properties and sometimes even the addresses of the properties," said Adam Radinsky, head of the Santa Monica Consumer Protection Unit.

"Many of the victims reported that when they arrived in town, they weren't able to find the property because the address had been wrong and the defendants refused to communicate with them — they were unable to reach anyone."

In a two-year span, 17 individuals filed complaints with the Santa Monica City Attorney's Office concerning the Shabtay's management.

Seven of the victims were international, said Radinsky, and came from as far away as Norway, Australia and England.

Customers alleged that their credit cards had been charged incorrectly, the properties were smaller than advertised and in poor condition, properties had been double-booked and that the Shabtays refused to refund their money or return calls.

"Other people reported that when they were able to reach somebody on the other end, they were given a run-around or were blamed for … problems that were not their fault," said Radinsky.

The City Attorney's Office ultimately filed criminal charges against the men last November.

Although the short-term rental of residential property is illegal in Santa Monica, the men were not prosecuted for breaching that law.

Under the terms of their convictions, the Shabtays face a slew of penalties and hefty fines.

Each man must perform between 80 and 104 hours of hard labor and 100 hours of community service.

They are responsible for paying more than $23,000 to complete the refunds of all customers in the case who have not already received credit card reversals, as well as $30,000 to Santa Monica's Consumer Protection Fund.

Additionally, the Shabtays are placed on four years' probation and are prohibited from doing any short-term rentals in Los Angeles County again.

"False advertising is a serious crime," Radinsky said. "It cheats consumers and it gives dishonest businesses an unfair advantage over honest ones. Consumers need to know that they can trust what is promised to them, including online ads."

editor@smdp.com

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CONSENT
FROM PAGE 1

staff would involve residents, neighborhood associations, business improvement districts, local businesses and others in a series of workshops designed to elicit public input about the process, city officials said.

The contract is just part of a roughly $1.69 million spending package the council is being asked to approve tonight.

BIDS FOR POOL MAINTENANCE, TILE WORK

City officials will recommend the council award a bid to Commercial Aquatic Services for $75,000 for pool maintenance and repair services for the Annenberg Community Beach House, Santa Monica Municipal Pool and Virginia Avenue Park.

City Hall requires weekly and annual services for the splash pad at Virginia Avenue Park and bi-weekly and annual service for pool equipment like water heaters and filters at the Annenberg Community Beach House and Santa Monica Municipal Pool to ensure a proper balance of water chemistry and safe environment.

There's also another bid for the City Council to consider from M.C. Tile Co. for $75,000 for tile contractor services, including purchase and installation of new tiles for remodeling and renovation projects in various city facilities.

KEEP ON SHINING

The City Council is expected to approve a $75,000 agreement with EcoMotion, a California-based company, for implementation of the Solar Santa Monica program, with two additional one-year renewal options, for a total of $225,000 over a three-year period with future year funding contingent on council approval.

EcoMotion has been contracted by the city of Santa Monica since 2006 to administer the Solar Santa Monica Program, an initiative by City Hall that provides support to residents and businesses planning on investing in solar panels.

SOIL ANALYSIS FOR PROPOSED PARK

City officials are recommending a change to a contract for $51,049 with ICF Consulting Services, LLC, to provide environmental screening services for the proposed Buffer Park located in the Olympic Well Field. The proposed park will be within property formerly used by Boeing as an aircraft manufacturing facility. The land will become a future Expo Line maintenance facility once the rail line is completed. The agreement would be to assess the soil.

MANAGING WATER

The City Council is expected to approve a change in an agreement to provide upgrades, installation, software maintenance and training on an automated system that allows remote operation and control of equipment for water and wastewater facilities for $331,785.

The company, Beavens Systems Inc., is proposed to make further upgrades to the Supervisory Control and Data Acquisition (SCADA) system, which could result in a five-year amended agreement for $1.13 million, with future year funding contingent on council budget approval. The two facilities with the automated computer system include Moss Avenue Pumping Station (MAPS) and the Santa Monica Urban Runoff and Recycling Facility.

KEEPING BAD GUYS IN

Maintenance of the Public Safety Facility's access control system, which is used for security and to control who has access, is up for discussion. City officials are recommending a $300,000 agreement with Deterministic Systems, Inc. for five years. The facility uses the access control system for inmate movement within the jail. The system was installed in 2003 when the Public Safety Facility was constructed. The system is made up of various subsystems that handle different aspects of security, including door controls and intercoms.

SEE **COUNCIL** PAGE 8

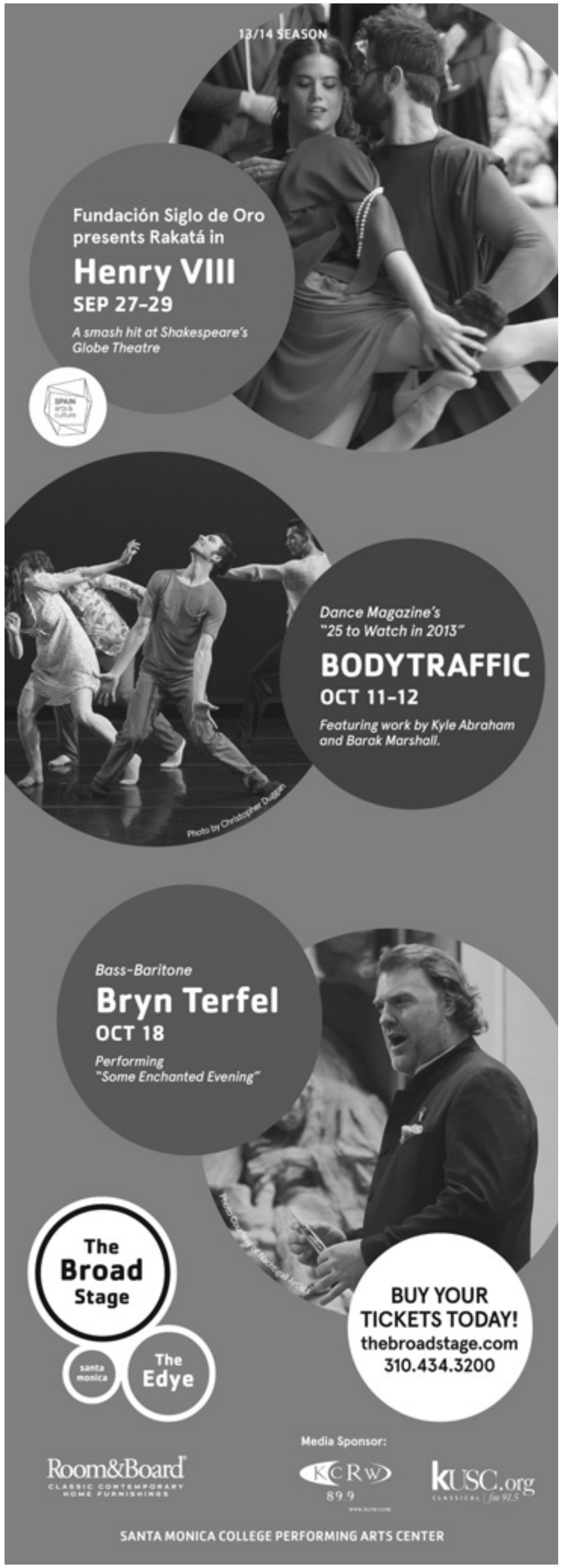


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COUNCIL
FROM PAGE 7

COUNTING CASH

The City Council will likely award purchase orders to two companies related to currency collected through Big Blue Bus fare boxes and on-street parking meters.

Money Systems Technology, Inc., a Texas-based company, has been recommended for the maintenance of two coin sorters/counters and conveyor belts in the amount of $7,500 per year, for a total amount of $15,000 over a two-year term, with future year funding contingent on council budget approval.

The second company proposed for a purchase order is Richard's Coin & Currency Counters, a California-based company, for maintenance of various equipment in the amount of $12,000 per year, for a total amount of $24,000 over a two-year term, with future year funding contingent on council budget approval.

City Hall operates a processing center for currency collected through the BBB fare boxes and on-street parking meters, according to a staff report. The center processes approximately $14 million in coin and paper currency annually, the report said. Both companies have been providing installation, preventative maintenance and repair services to City Hall for counting room equipment since 1999.

DEVELOPMENT SURVEY

Godbe Research is being recommended by city officials to conduct a resident opinion survey on future development related issues in an agreement for $32,135. Some of the topics addressed would include height, density, community benefits and potential concern regarding project impacts. Godbe Research has done public opinion research polling for City Hall before in a 1999 resident survey and a 2006 survey of Rent Control units.

FINANCIAL FEASIBILITY ON PROPOSED DEVELOPMENT

City officials are recommending a change in an agreement for $40,120 with HR&A Advisors, Inc. to complete the financial feasibility analysis related to proposed parks and commercial development/affordable housing linkage fees.

Last year, the company was selected to complete a financial feasibility analysis for the proposed Transportation Impact Fee (TIF). The analysis is related to pursuing the creation of an open space linkage fee on new development to achieve the open space and parks and recreation goals set forth in the Land Use and Circulation Element, or LUCE, a document that gives broad outlines to the development of Santa Monica through 2030; and establishing an affordable housing linkage fee for new commercial development.

City officials are recommending extending the agreement through Dec. 31, 2014 to complete the remaining work associated with the analysis.

GIVING CONSTRUCTION DEPOSIT BACK

City officials are recommending the City Council give back a $231,854.81 construction deposit that was collected from the developer, Lantana North Hines Development, LLC. City Hall and the developer had an agreement in 2004 for the properties located at 3030 Olympic Blvd. (Lantana East) and 3301 Exposition Blvd. (Lantana South) in Santa Monica.

The Lantana South agreement included a neighborhood traffic protection program that required the developer to construct traffic protection measures within the adjacent residential neighborhood. These measures were designed to reduce cut-through traffic and improve the safety and walkability of the neighborhood. City officials determined no additional changes to the traffic calming measures are required from Lantana North Hines Development. If the City Council determines the measures are adequate and no changes are required, the deposit would be refunded to the developer.

ameera@smdp.com



File photo

SPLISH SPLASH: Crowds of spectators watch the Cirque Du Soleil O-Show synchronized swimming team on opening day of the Annenberg Community Beach House.

FESTIVAL
FROM PAGE 3

Plans for the event came about after a California-based promoter attending the 2012 Newport Folk Festival approached organizers with the idea of holding a similar event on the West Coast. Newport Folk Festival producer Jay Sweet said that while he hopes the Santa Monica festival could become an annual event, he's not trying to clone Newport.

"It's not going to be Newport Folk Festival-West," Sweet told The Associated Press on Monday, the day the new event was announced. "It can't be, because you can't just recreate Newport. I want this to be its own thing."

There will be some obvious similarities. Like Newport's Fort Adams State Park, the pier will provide a stunning seaside backdrop for the music. The lineup at Santa Monica will feature alumni of Newport, as festival organizers refer to them. And Sweet said he hopes the new event shares Newport's emphasis on intimate performances and musical collaboration.

Sweet said he isn't sure how many tickets will be sold for the first event. The pier can hold several thousand people — not including the thousands of others who could listen and watch from the nearby beach.

"We've never done something like this before," Sweet said of his expectation for turnout.

The Newport Folk Festival has experienced a resurgence in recent years, with this year's festival selling out five months early. The festival was first held in 1959 and has boasted lineups featuring Joan Baez, Pete Seeger and Johnny Cash. Bob Dylan was famously booed at the 1965 festival during his first electric live show.

CENTER
FROM PAGE 1

On Monday, Christian Rossi and his wife watched as Finley bounced around, swung across the room on a zipline or played in the brightly colored swings with her 3-year-old brother, Kellan.

Rossi said his daughter has significant attention deficit hyperactivity disorder, or ADHD, a psychiatric disorder where kids can have issues with attention or hyperactivity. Their son, Kellan, doesn't have any signs of it, Rossi said.

Both parents bring their kids to the facility every day. Initially, it was convenient to bring Finley to the center because the family lives nearby. But then, the facility also provided an opportunity for the couple to get to know other parents with kids who have special needs.

"It's almost like having a support group," Christian Rossi said. "It's amazing to find out that we are all going through the same thing as parents and that's been a really amazing bonus for me." The facility is the first of its kind to open in Santa Monica, said owner Debra Davis.

An inclusive sensory gym for all kids, the center has a lot of occupational therapy-based equipment like different types of swings, a treadmill, a stationary bike and trampoline for children, Davis said. Because the equipment that's used by occupational therapists is so expensive, the facility offers "open play" for $12 per visit. That's where parents shadow their kids and staff show parents how the equipment works. A child's behavioral specialist and occupational therapist are also welcome to attend.

Davis wanted to open up a center that was inclusive to all kids in Santa Monica, but especially kids on the autism spectrum. Her own daughter, Ryane, was diagnosed as a 4-year-old with high functioning autism and Davis had a difficult time finding the right fit for her. She ended up home schooling her daughter from first grade through fifth grade, but said it was difficult to take her to home-school groups and do general activities.

"She has auditory processing issues and it was hard to find different outlets for her," Davis said. Last year, she took her daughter to a We Rock the Spectrum in Tarzana, Calif. and discovered the founder was looking to franchise. Davis, who worked as a designer getting homes ready for sale, decided to change careers and open her own location.

The center has different types of equipment that lets children touch, feel, bounce and jump. Most children on the autism spectrum have difficulty processing sensory information, said Tanya Paparella, associate professor in the department of psychiatry at UCLA. She's written a book called "More than Hope: For Young Children on the Autism Spectrum."

The children can seem to have a neurological, sensory imbalance and so many, because they have difficulty processing sensory information the way others do, may avoid certain experiences of interactions.

Those children who have difficulty processing that information may do so "in a way society doesn't consider is socially acceptable," Paparella said.

With a place like We Rock the Spectrum, the children can get the sensory information they're seeking with equipment like the bolster swings, which kids can sit or lie down in, are used for relaxing and therapeutic balancing.

Davis said sensory issues are often caused by a disconnect/overconnect between the brain and the sensory receptors throughout the body.

"Swinging, specifically, triggers those receptors, and helps recreate those connections in the brain," Davis said.



Daniel Archuleta *daniela@smdp.com*

PLAYING AROUND: Finley Rossi, 5, rides a swing at We Rock the Spectrum Santa Monica on Monday afternoon. The gym was created to serve children with special needs.

> **EVERYBODY HERE HAVE AUTISTIC CHILDREN SO IT WAS LIKE THE UNIVERSE PROVIDED THAT FIRST DAY WE BROUGHT THEM IN," ROSSI SAID. "I JUST THOUGHT I HAD A SPIRITED CHILD, DIDN'T KNOW WHAT TO DO AND ALL OF A SUDDEN I WAS SURROUNDED BY PEOPLE."**
>
> **Christian Rossi**
> Parent

For kids who tend to have poor muscle tone, the center's equipment is also effective at strengthening them.

Paparella did caution there is little research evidence to support sensory integration therapies.

"However, anecdotal reports suggest that it can be beneficial for some children," Paparella said.

The classes, which will begin next month, include a special needs dance class; a fitness program for younger and middle-school aged kids; a yoga class; and a dance inspired workout for the mothers. There are four total instructors for the various classes. The prices range from $15 per student and up, depending on the program.

There is also Break Time, or drop off for parents who can leave their kids at the facility for up to three hours, for $12 per hour, Davis said.

The center also has an area where it sells sensory puzzles, kids' costumes and toys.

For more information on We Rock the Spectrum Santa Monica and business hours, visit www.werockthespectrumsantamonica.com.

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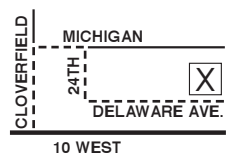


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City of Santa Monica

NOTICE OF A PUBLIC HEARING
BEFORE THE SANTA MONICA PLANNING COMMISSION

SUBJECT: A public hearing will be held by the Planning Commission for the following:

Development Agreement 11-010, Environmental Impact Report 12-00, 1554 Fifth Street. The applicant is requesting Planning Commission recommendation to the City Council of a Development Agreement, Final Environmental Impact Report, and Statement of Overriding Considerations to allow a new 6-story hotel development project (Courtyard by Marriott) consisting of 136 guest rooms, a total of 78,750 SF of floor area, and a two-level subterranean parking garage providing between 75-100 parking spaces. The project site consists of 22,500 SF and is located on the northwest corner of 5th Street and Colorado Avenue in the downtown. As a part of the Development Agreement, the proposed project would provide certain community benefits. This item was discussed by the Planning Commission at a public hearing held on July 24, 2013 and was continued to allow the applicant to address the Commission's concerns with the current project proposal. Pursuant to Santa Monica Municipal Code (SMMC) Section 9.48.130, the Planning Commission shall hold a public hearing on the proposed development agreement and shall make its recommendation to the City Council for review. [Planner: Steve Mizokami] **APPLICANT: OTO Development. PROPERTY OWNER: 1550 5th Street, LLC.**

Development Agreement 11-009, Environmental Impact Report 12-001, 501 Colorado Avenue. The applicant is requesting Planning Commission recommendation to the City Council of a Development Agreement, Final Environmental Impact Report, and Statement of Overriding Considerations to allow a new 6-story hotel development project (Hampton Inn & Suites) consisting of 143 guest rooms, a total of 78,750 SF of floor area, and a two-level subterranean parking garage providing between 75-100 parking spaces. The project site consists of 22,500 SF and is located on the northeast corner of 5th Street and Colorado Avenue in the downtown. As a part of the Development Agreement, the proposed project would provide certain community benefits. This item was discussed by the Planning Commission at a public hearing held on July 24, 2013 and was continued to allow the applicant to address the Commission's concerns with the current project proposal.
Pursuant to Santa Monica Municipal Code (SMMC) Section 9.48.130, the Planning Commission shall hold a public hearing on the proposed development agreement and shall make its recommendation to the City Council for review. [Planner: Steve Mizokami] **APPLICANT: OTO Development. PROPERTY OWNER: 501 Colorado Investors, LLC.**

WHEN: **Wednesday, October 2, 2013 at 7:00 p.m.**

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

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

MORE INFORMATION
If you want additional information about this project or wish to review the project, please contact the Project Planner (310) 458-8341. The Zoning Ordinance is available at the Planning Counter during business hours or available on the City's web site at www.smgov.net. The meeting facility is wheelchair accessible. If you have any disability-related accommodation request, please contact (310) 458-8341, or TYY Number: (310) 458-8696 at least five (5) business days prior to the meeting. Santa Monica "Big Blue" Bus Lines #1, #2, #3, Rapid 3, #7, and #9 service the City Hall and the Civic Center. Pursuant to California Government Code Section 65009(b), if this matter is subsequently challenged in Court, the challenge may be limited to only those issues raised at the Public Hearing described in this notice, or in written correspondence delivered to the City of Santa Monica at, or prior to, the Public Hearing.

ESPAÑOL: Esto es una noticia de una audiencia pública para revisar applicaciónes proponiendo desarrollo en Santa Monica. Si deseas más información, favor de llamar a Carmen Gutierrez en la División de Planificación al número (310) 458-8341.

Stocks fall on concern about economy and budget fight

STEVE ROTHWELL
Markets Writer

NEW YORK Concerns about the strength of the economy and the potential for a budget fight in Washington pushed down the stock market Monday.

The Dow Jones industrial average and the Standard & Poor's 500 index fell for a third straight day.

Investors initially cheered the Federal Reserve's decision last Wednesday to keep its huge stimulus program in place. But they've since focused on the central bank's gloomier outlook for growth.

William Dudley, the President of the Fed's New York Branch said Monday that while the economy was improving, "the headwinds" created by the financial crisis were only easing slowly.

"At first blush (the stimulus) looks positive," said Kate Warne, an investment strategist at Edward Jones, a financial advisor. "But at second blush, it says conditions weren't as strong as we were previously thinking. Markets are now responding to that."

The Dow jumped 147 points last Wednesday to close at an all-time high. But the gain from that rally has been erased.

On Monday, the S&P 500 index dropped 8.07 points, or 0.5 percent, to close at 1,701.84. The index was fractionally lower than its level before the Fed's decision last Wednesday.

The Dow fell 49.71 points, or 0.3 percent, to 15,401.38 The Nasdaq composite fell 9.44 points, or 0.3 percent, to 3,765.29.

Financial stocks fell the most among the 10 industrial groups in the S&P 500 index. Investors sold financial stocks on concerns that their earnings would be hurt by lower trading volumes of bonds and foreign currencies.

Citigroup fell $1.64, or 3 percent, to $49.57 after the Financial Times reported that the bank had suffered a "significant decline" in trading revenues that would crimp its earnings.

Goldman Sachs, which began trading on the Dow Monday, also fell. The stock slipped $4.50, or 3 percent, to $165.20.

SEE **STOCKS** PAGE 11



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STOCKS
FROM PAGE 10

Utilities were the best performing industry group in the S&P 500 index, as investors sought less risky places to put their money.

The threat of a looming political showdown over the budget also weighed on investors.

The U.S. House of Representatives voted to defund President Barack Obama's health care law on Friday, a gesture that reminded Wall Street that the Republican-led House and the Democratic-controlled Senate are poised for a showdown over spending.

The debt ceiling must be raised by Oct. 1 to avoid a government shutdown, and a potential default on payments, including debt, later in the month.

"There seems to be a higher probability there will be more of a battle over that," said Scott Wren a senior equity strategist at Wells Fargo Advisors. "That could inject some volatility into the market."

Apple rose the most in the S&P 500 after the company said shopers snapped up 9 million of its newest iPhones following a rollout of the devices on Friday. The company's stock climbed $23.23, or 5 percent, to $490.60.

Shares of the troubled smartphone maker Blackberry rose 1.1 percent to $8.82 after financial company Fairfax Financial Holdings offered to buy the company in a deal valued at $4.7 billion.

The company's stock had been trading about 5 percent lower before the deal was announced. Blackberry plunged Friday after the company announced a loss of nearly $1 billion and layoffs of 4,500 workers.

Nike and Visa, along with Goldman, also began trading on the 30-member Dow on Monday. They replace Alcoa, Bank of America and Hewlett-Packard. The changes won't disrupt the level of the Dow.

The blue-chip index is up 17.5 percent this year, while the S&P 500 is up 19 percent. If the S&P 500 closed the year at its current level, it would log its best gain since 2009, when it rose 23 percent.

In government bond trading, the yield on the 10-year Treasury note fell to 2.70 from 2.74 percent late Friday.

In commodities trading, the price of oil fell $1.16, or 1.1 percent, to $103.59 a barrel. The price of gold fell $5.50, or 0.4 percent, to $1,327 an ounce.

The dollar rose against the euro and fell against the Japanese yen.

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SURF REPORT



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Surf Forecasts

Water Temp: **61.5°**

TUESDAY – **POOR TO FAIR** – SURF: **1-2 ft** knee to thigh high occ. 3ft
Small Southern Hemi energy; NW swell-mix potentially picks back up some at exposures

FRIDAY – **POOR TO FAIR** – SURF: **1-2 ft** knee to thigh high occ. 3ft
Small SW energy; NW swell-mix potentially blending in at exposures

SATURDAY – **POOR TO FAIR** – SURF: **1-2 ft** ankle to knee high occ. 3ft
Small SW energy; NW swell-mix potentially fades; new SW swell creeping in late

SUNDAY – **POOR TO FAIR** – SURF: **2-3 ft** knee to waist high
New SW energy picks up; NW swell-mix fades

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 **September 11, 2013**

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 -- 4
Number of beach closures due to a sewage spill -- 0
Number of wet days -- 0
Number of A grades for dry/wet weather -- 33 / ns
Number of (C,D,F) grades for dry/wet weather -- 0 / ns

The Beach Report Card is made possible by: simplehuman, LAcarGUY, SIMA and Grousbeck Family Foundation

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 Lachusa 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..	D	ns
Surfrider Beach at Malibu Colony fence.	A+	ns
Surfrider Beach (broach location)- daily.	A	ns
Malibu Pier - 50 yards east.	A	ns
Carbon Beach at Sweetwater Canyon.	A	ns
Los Flores State Beach at Los 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.	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.	A+	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.	A+	ns
Santa Monica Beach at Wilshire Blvd. drain.	A	ns
Santa Monica Municipal Pier.	D	ns
Santa Monica Beach at Pico/Kanter 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 DBW 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 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

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.

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Industry insiders hope surf parks will expand sport

GILLIAN FLACCUS
Associated Press

LAGUNA BEACH, Calif. Some of surfing's biggest names aren't just catching waves. They're also talking about making them.

Surf parks — massive pools with repeating, artificial waves — are the latest buzzword in the surf community, as everyone from top athletes to retailers look for ways to expand the sport, boost sales and create a standardized way to train that could help surfing earn an Olympic pedigree.

"Mother Nature stipulates that surfing only can occur where waves can be born. When man takes his hand to forming the waves, it unlocks the potential of surfing anywhere. And that is the most powerful thing," said Doug Palladini, president of the Surf Industry Manufacturers Association.

This month, dozens of industry leaders, surfers and investors met in Laguna Beach in Southern California for the first annual Surf Park Summit to spark interest in a business proposition that could breathe life into a sport that struggled during the recession.

About 50 percent of independent, mom-and-pop surf retailers — the heart and soul of surf culture — shut down worldwide during the recession and those that survived face an increasingly saturated market that is limited by geography.

Enter the dream surf park, a 2-acre wave pool capable of generating anything from tiny beginner ripples to 10-foot barrels every minute, with every wave the same. Customers would pay by the number of waves to learn the sport or refine their technique and learn new tricks.

The prospect has surf board manufacturers and apparel retailers salivating at the thought of new markets for surf gear and clothing in land-locked places like Kansas or Nebraska. But parks would also be prime real estate for sponsored surfing competitions that would draw both eyeballs and dollars.

At the summit, speakers tossed out tantalizing what-ifs: A national surfing league, much like the NBA, with feeder teams and city affiliations. Live, televised surfing competitions staged with predictable waves in a massive surf arena.

Some even believe surf parks could propel the sport into the Olympics, a dream that has so far proven elusive.

"Without man-made waves, there will not be Olympic surfing," said Fernando Aguerre, president of the International Surfing Association. "It's the ultimate wave-sharing that you can imagine."

Olympics aside, everyday surfers who already live near the beach say even they would use the parks as a supplement to the ocean, to refine their skills on a consistent wave or get in a few rides when the natural surf is bad.

"In a park, you can always get in a perfect position, the wave will always be perfect and you can really work on your surfing," said Cliff Char, 54, who's been surfing 15 years near his hometown of Seal Beach.

Detractors, however, worry that in the rush to surf parks, the sport will lose its soul.

Betting on artificial waves, they say, will sanitize and commercialize a pastime the most passionate surfers describe as a solitary, rugged pursuit where athletes and nature commune. They say the sport will lose sight of its culture and history if the next generation learns to rip on chlorinated water.

"The problem is, 'surf culture' is about so much more than just riding a wave. It is about having a genuine respect and connection with the ocean," said Zac Heisey, a surfer and freelance writer who addressed the debate on his blog, In The Name of Surfing.

Others are concerned that the energy required to power waves big enough for surf parks will contribute to global warming.

Momentum around surf parks has been growing since the 1960s, but fewer than a dozen serious parks currently exist in locations from Florida to Malaysia — and cost and wave technology have always been stumbling blocks.

That technology has now advanced enough to make parks economically viable, but operators will need to build near large population centers and make the pool the centerpiece of a larger development to make a profit, said Tom Lochtefeld, owner of Wave Loch, a wave technology company.

Some of the biggest and best-known include Disney's Typhoon Lagoon in Florida, Wadi Adventure in United Arab Emirates and Wavegarden, a private research and development site tucked away in Spain's Basque country.

A park that would attract serious surfers would run between $15 million and $25 million to build and need to be at least 2 acres in size to allow surfers to paddle in, Lochtefeld said. With current technology, the energy price tag for one hour of waves could be up to roughly $500, he said.

Other wave companies have said they can produce waves for $1 a wave, said Matt Reilly, director of operations and marketing at Surf Park Central, which put on the summit.

"It comes in as how you operate a park and that's a question that hasn't been answered by anybody," he said.

Despite the challenges, history is filled with examples of extreme, outdoor sports that have been tamed for the masses.

Before chair lifts, ski bums had to hike up mountains to ride down and rock gyms made rock-climbing possible miles from any mountain, said Dan Harmon, a development manager with Select Contracts, which builds and operates leisure and sport projects worldwide.

"They're places to train, they're safe, controlled environments that allow people that initial introduction and that is absolutely key," said Harmon, whose company operates United Arab Emirates' wave park. "If we can get them in, then we can get them hooked."



MOVIE TIMES

Aero Theatre
1328 Montana Ave.
(310) 260-1528

Call theater for information.

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

World's End (R) 1hr 49min
1:55pm, 5:00pm, 7:45pm, 10:25pm

Thanks for Sharing (R) 1hr 40min
1:30pm, 4:30pm, 7:30pm, 10:15pm

Lee Daniels' The Butler (PG-13) 2hrs 12min
1:00pm, 4:05pm, 7:10pm, 10:10pm

Short Game (PG) 1hr 40min
1:45pm, 4:40pm, 7:20pm, 10:00pm

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

Elysium (R) 1hr 49min
11:15am, 2:00pm, 5:00pm, 7:45pm, 10:30pm

Battle of the Year 3D (PG-13) 1hr 49min
1:40pm, 7:05pm

Battle of the Year (PG-13) 1hr 49min
11:00am, 4:20pm, 9:45pm

Family (R) 1hr 52min
11:00am, 1:50pm, 4:30pm, 7:15pm, 10:00pm

We're the Millers (R) 1hr 50min
11:30am, 2:15pm, 5:10pm, 8:00pm, 10:40pm

Prisoners (R) 2hrs 26min
11:35am, 3:15pm, 4:15pm, 6:50pm, 10:25pm

Insidious: Chapter 2 () 1hr 45min
11:20am, 2:00pm, 4:45pm, 7:30pm, 10:20pm

Riddick (R) 1hr 59min
1:30pm

Laemmle's Monica Fourplex
1332 Second St.
(310) 478-3836

Money for Nothing: Inside the Federal Reserve () 1hr 47min
1:40pm, 4:20pm, 7:10pm, 9:50pm

Way, Way Back (PG-13) 1hr 43min
4:40pm

Blue Jasmine (PG-13) 1hr 38min
1:50pm, 4:30pm, 7:20pm, 9:50pm

Short Term 12 (R) 1hr 36min
1:55pm

Salinger (PG-13) 2hrs 00min
1:00pm, 4:00pm, 7:00pm, 10:00pm

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

STAY CLOSE TO HOME, PISCES

ARIES (March 21-April 19)
★★★★ You might awaken thinking about a dream. By the time you are done with breakfast, you will find a way to integrate an idea from this reverie into your life. Tonight: Friends delight in your originality.

TAURUS (April 20-May 20)
★★★★★ You might feel like heading in a different direction in order to achieve better results. You might believe that you are able to tackle a financial risk, as you live and act on your innate optimism. Tonight: Make sure that your checkbook is balanced before you walk out the door.

GEMINI (May 21-June 20)
★★★★ You'll feel as if you have many opportunities, but you want to choose the right one. Know that there is an element of confusion around you. To see what you want with clarity might not be possible right now. Tonight: Whatever knocks your socks off.

CANCER (June 21-July 22)
★★★ You might sense that there is much more going on than meets the eye. You'll want to proceed in a different direction from others, yet choose not to express your concerns. Tonight: Where the gang is.

LEO (July 23-Aug. 22)
★★★★★ You project a strong, magnetic personality. In fact, a secret admirer might reveal him- or herself as a result. Take notice of who comes forward, as well as this person's expressions. Tonight: Go with the flow.

VIRGO (Aug. 23-Sept. 22)
★★★ You assume responsibility naturally, and others count on that fact. A loved one has a way of wrapping you around his or her finger and making you think a lot about him or her. Make plans to get together soon. Tonight: Discussions about a situation in vague terms might irritate you.

LIBRA (Sept. 23-Oct. 22)
★★★★ You can see what others don't today. Detach, and you will gain a new perspective. You'll be able to see what is muddying the waters and find a solution. If your associates can't see the situation as you do, how can they see the answer? Tonight: Go with the unexpected option.

SCORPIO (Oct. 23-Nov. 21)
★★★★ Someone might seek you out for what he or she believes is an important decision. You could view this issue far differently from how this person does. You might opt to keep your thoughts to yourself. Your caring is deep and intense. Tonight: Opt for an old-fashioned date.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★ Be ready to adjust to others' requests. They might not be handling matters as you would like, but they come close with some creative touches. Let these people try out their concepts. Tonight: Accept an invitation out.

CAPRICORN (Dec. 22-Jan. 19)
★★★ You might be eager to jump into the fray and lead the way out. You clearly see how to get the outcome you desire. You will need to work hard and listen to what is being shared. Tonight: Take it easy.

AQUARIUS (Jan. 20-Feb. 18)
★★★★★ You might think that others understand more than they do. Most people base their concepts on a conventional model. You could have a lot of ideas that you'll need to translate in a way that others will grasp them. Tonight: A love interest is batting his or her eyelashes at you.

PISCES (Feb. 19-March 20)
★★★★ You will feel centered and ready to run with the ball. When you see a situation from someone else's perspective, your first reaction might be confusion. Try to clear up what is confusing you in order to come to a more positive decision. Tonight: Stay close to home.

Tuesday, September 24, 2013

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

This year you see the big picture more easily. Some of you will opt to travel more and visit different cultures, others will go back to school, and many will become more interested in spiritual studies. If you are single, you naturally could start meeting a very different type of person. Come summer 2014, your dating life could revolve around someone quite special. If you are attached, as a couple, the two of you benefit from making a public commitment to each other. Get out more, and you will be happier. GEMINI knows how to appeal to you.

INTERESTED IN YOUR DAILY FORECAST?
Check out the HOROSCOPES above!
smdp.com Santa Monica Daily Press office (310) 458-7737

Speed Bump
By Dave Coverly



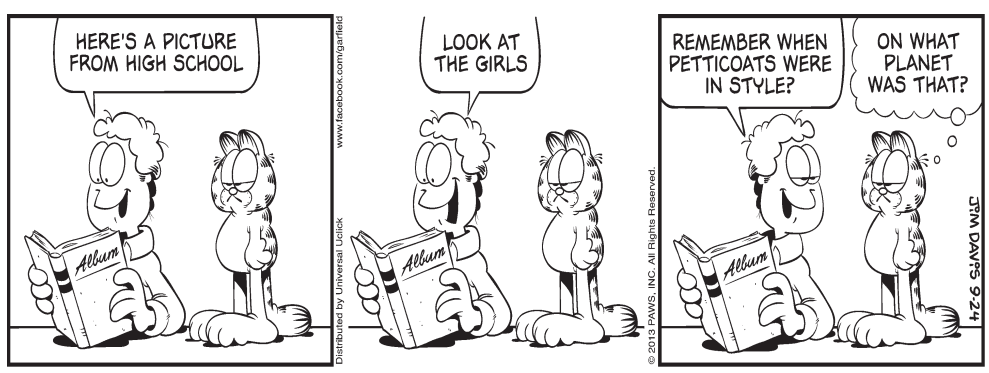
Strange Brew
By John Deering



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 ★★

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

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

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MYSTERY REVEALED!

Daniel Archuleta *daniela@smdp.com*

Reader Paul Benko correctly identified this photo of Hallmark Cleaners on Wilshire Boulevard near 19th Street. He has received a prize from the Daily Press. Check out Wednesday's paper for another chance to win. Send your mystery photos to *editor@smdp.com* to be used in future issues.

CROSSWORD

By THOMAS JOSEPH

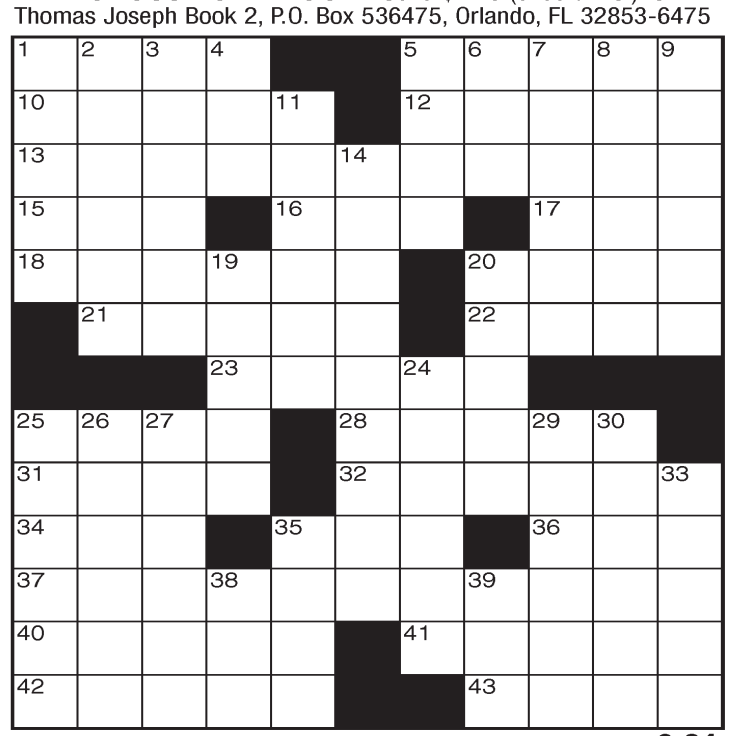
ACROSS
1 Office note
5 Steer clear of
10 Put on a pedestal
12 Cat's nine
13 Plane passengers' choices
15 Yale student
16 Maiden name label
17 Brewed beverage
18 Give a hand to
20 Like some negligees
21 "Ivanhoe" author
22 Museum topic
23 Costume
25 Long story
28 Beginning
31 Persia, today
32 Radio button
34 Neither follower
35 Foot part
36 Casserole bit
37 Sports car features
40 Korean, for example
41 Principle
42 College VIPs
43 Indiana city

DOWN
1 Made kitten cries
2 Banishes
3 Extreme fan
4 Antique
5 Different
6 Compete
7 James Cameron movie
8 Sense
9 School papers
11 This evening, in ads
14 Deteriorated
19 Boston airport
20 Small error
24 Turmoil
25 Fabled sailor
26 Kindle
27 Jerry of The Grateful Dead
29 Sevilla's nation
30 Wobble
33 Delicious
35 Wallet bills
38 Mo. neighbor
39 Brain scan: Abbr.

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



9-24

DAILY LOTTERY

POWERBALL
Draw Date: 9/21
12 17 45 56 58
Power#: 13
Jackpot: $50M

MEGA MILLIONS
Draw Date: 9/20
1 15 20 21 47
Mega#: 34
Jackpot: $160M

SUPER LOTTO PLUS
Draw Date: 9/21
10 15 25 36 46
Mega#: 18
Jackpot: $13M

Fantasy 5
Draw Date: 9/23
2 4 6 7 38

DAILY 3
Draw Date: 9/23
MIDDAY: 7 3 9
EVENING: 8 1 8

DAILY DERBY
Draw Date: 9/23
1st: 08 Gorgeous George
2nd: 11 Money Bags
3rd: 04 Big Ben
RACE TIME: 1:46.93

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

■ Unclear on the Concept: Among people earnestly devoted to palmistry (the foretelling of the future by "expert" examination of the inner surface of the hand), a few in Japan have resorted to what seems like cheating: altering their palm lines with cosmetic surgery. According to a July Daily Beast dispatch from Tokyo, Dr. Takaaki Matsuoka is a leading practitioner, preferring an electric scalpel over laser surgery in that the latter more often eventually heals over, obviously defeating the purpose. He must be careful to add or move only the lines requested by the patient (e.g., "marriage" line, "romance" line, "money-luck" line, "financial" success line).

■ Iran's INSA news service reported in January that officials in Shiraz had acquired a finger-amputation machine to perhaps streamline the gruesome punishment often meted out to convicted thieves. (A masked enforcer turns a guillotine-like wheel to slice off the finger in the manner of a rotary saw.) Iran is already known for its reliance on extreme Islamic Sharia, which prescribes amputations, public lashings and death by stoning, and Middle East commentators believe the government will now step up its amputating of fingers, even for the crime of adultery.

TODAY IN HISTORY

1973 - Guinea-Bissau declares its independence from Portugal.

1979 - CompuServe launches the first consumer internet service, which features the first public electronic mail service.

1990 - Periodic Great White Spot is observed on Saturn.

WORD UP!

pilose
\ PAHY-lohs \ , adjective;
1.
covered with hair, especially soft hair; furry.

Santa Monica Daily Press

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- Roomates
- Commerical Lease
- Real Estate
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- Storage Space
- Vehicles for Sale
- Massage
- Services
- Computer Services
- Attorney Services
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- Yard Sales
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Announcements

CHASERÆ / CHASER PLUSÆ USERS! Did you or someone you know take ChaserÆ or Chaser PlusÆ brand anti-hangover pills? Please call the law firm of COLEMAN FROST LLP, 429 Santa Monica Blvd., Suite 700, Santa Monica CA 90401, (310) 576-7312, ext. 101

Employment

Help Wanted

Retirement community looking for dishwashers FT/PT. Experience preferred. Schedule to include weekends and holidays. Must have clean criminal background, state and federal, and pre employment drug test required. If interested, please come by to 2107 Ocean Ave. SM 90405 and fill out an application. EOE.

Shelving Designer and Sales. ISS Designs has an opportunity for a Part-Time Shelving and Furniture Designer with skills in design using Sketchup to work in our office in Santa Monica. Internship opportunities will be considered. Please call Kristy @ 1-877-477-5487 ext. 102 for more information.

Upscale assisted living community is looking for servers for its dining room. Schedule is Sat, Sun, Mon, Tues, from 6:30a-2:30p. Must have clear criminal background. Pre employment drug test required. If interested, please come to 2107 Ocean Ave. Santa Monica, CA 90405 and fill out an application. EOE.

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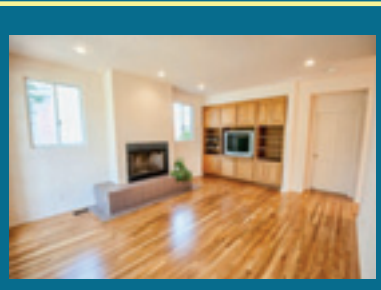
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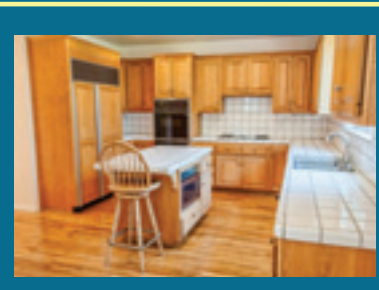
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- Single Family Home - Santa Monica, Brentwood, Palisades, Bel Air, Malibu (close in), Encino, Sherman Oaks - Minimum 3 + 1.75 - Pool/Room for a Pool - $1,200,000 - $3,000,000
- Single Family Home/Fixer OK - Westside Pavilion Area - Minimum 2 + 1.75 - Walking Distance to Shops/Restaurants - Up to $900,000

Average Price of **ALL** Santa Monica Single Family Homes From **ALL** agents in **ALL** companies Listed for Sale as of Late September 2013		
Santa Monica Canyon	=	**$ 2,769,571**
North of Montana	=	**$ 4,437,706**
Between Wilshire & Montana	=	**$ 2,675,516**
South of Wilshire	=	**$ 1,032,450**
Sunset Park	=	**$ 1,583,222**
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