City Council Wants to Help Restaurants Compete With Trucks

BY JAN LOVETT

The proliferation of gourmet food trucks on Wilshire Boulevard in the Miracle Mile earlier this year led to an uproar. Restaurants complained that the trucks were undercutting their business, and city council members expressed a desire to prevent food trucks from parking in metered spaces, or even to limit them to construction sites.

Traditionally, when food trucks have clashed with brick-and-mortar restaurants, the City of Los Angeles has tried to restrict food trucks. In 2006, the council even passed a law limiting the trucks to one hour in a single location, though a court later struck the law down.

But as the new wave of gourmet food trucks have drawn new customers to eat from roving kitchens, attitudes in city hall are changing as well. Now, Councilmember Richard Alarcon, 5th District, has introduced a motion to help restaurants compete with food trucks, therein acknowledging that the trucks are here to stay.

"It's been a challenge for anyone on the city council to deal with the issue of food trucks for twenty years," Alarcon said at a meeting of the Jobs and Business Development Committee on Tuesday. "With the growth of gourmet food trucks, the industry has seen a literal and cultural shift, which has been driven by the customers. The customers are saying they want these trucks."

As the food truck industry has undergone a drastic demographic shift during the past two years, track operators, restaurant owners, and local elected officials have struggled to define the spaces in which they would be allowed to operate. In Los Angeles, where more than 4,000 food trucks operate, that struggle became particularly heated in areas like the Miracle Mile where trucks congregated right in front of brick-and-mortar establishments, selling food much cheaper than restaurants.

See Council page 20

Community Invited to View New Pavilion

BY EDWIN FOLVEN

The Los Angeles County Museum of Art (LACMA) is unveiling its new Lynda and Stewart Resnick Pavilion to the public this weekend with free entrance to the museum on Oct. 2 and 3, and entry into the latest component of LACMA's multi-year transformation.

The Lynda and Stewart Resnick Pavilion is the largest purpose-built, naturally lit museum space in the world, featuring 45,800 square feet of gallery space. Located near the museum's BP Grand Entrance, the pavilion was designed by architect Renzo Piano, who also designed the nearby Broad Contemporary Art Museum (BCAM) on the LACMA campus. Piano was joined by Los Angeles County Supervisor Zev Yaroslavsky, 3rd District; LACMA

An exhibit titled "Climax: Colossal Masterworks from Ancient Mexico" is one of three exhibitions displayed in the new Lynda and Stewart Resnick Pavilion.

CEO and Wallis Annenberg director Michael Govan, and Lynda and Stewart Resnick on Sept. 23 for a preview of the pavilion. The Resnicks donated $45 million as the lead donation for the project, and have pledged a gift of $10 million.

See Resnick Pavilion page 20

New Supergraphics Banned in Hollywood

BY ANNA BAKALIS

The Los Angeles City Council on Tuesday sent a strong message to advertising companies in Hollywood: gigantic, sun-blocking supergraphics and other large billboards are no longer welcome.

"We have heard loudly and clearly from neighborhood residents that 'enough is enough' when it comes to supergraphics," said City Council President Eric Garcetti, 13th District. "Supergraphics can be seen on buildings on Hollywood and Sunset Boulevard, from Vine Street to Highland Avenue, and in other areas. The council voted unanimously, 13-0, to amend an existing ordinance to ban any additional multi-story supergraphics in the Hollywood area.

There are now 32 supergraphic signs in Hollywood that will remain permitted — or grandfathered. See Supergraphics page 21

Office Tower Planned for Sunset Bronson Studios

BY EDWIN FOLVEN

The owner of the Sunset Bronson Studios, which houses the KTLA studios and other production spaces at 5900 Sunset Blvd., plans to build a 13-story office tower, a five-story production facility and a parking structure at the site.

While the plan would dramatically change the look of the property, it calls for building all of the new structures around existing facilities, and would not require any of the current tenants to relocate. The developer, the Hudson Pacific Properties, purchased the property in 2008 from the

The KTLA radio tower will be moved to the other side of the property.

See KTLA page 22

6000 Hollywood Blvd.
Hollywood, CA 90028

1-800-293-3527
Service: 323-860-5575
Parts: 323-860-5590
www.hollywoodtoyota.com
**1 Book Sale**
The Friends of the John C. Fremont Library are holding a monthly book sale on Friday, Oct. 1 and 2 at the library, 6121 Melrose Ave. The sale will feature books, compact discs, audio books, DVD and videos. Donations of used books are also welcome. Hours are 1:30 p.m. to 5 p.m. on Oct. 1; noon to 5 p.m. on Oct. 2. Call (323)962-0521.

**Classical Concert**
The Los Angeles Philharmonic presents two free “Phil the House” concerts on Friday, Oct. 1 at 7:30 p.m. and Saturday, Oct. 2 at 1:30pm at the Walt Disney Concert Hall, 111 S. Grand Ave. The “Phil the House” concerts are designed to make classic music more accessible to the public. The theme for the two concerts focuses on the piano, from its construction to how it is played, and how the instrument has changed throughout history. The concerts feature music by Mozart, Rachmaninoff, Ravel, Chopin and Beethoven, with the philharmonic led by conductor Manuel López, a 2010/11 Dudamel Fellow. For free tickets and information, call (323)651-2000 or visit www.lahp.org.

**Political Play**
“Campaign,” a new musical based on a fictional race for the governor’s office, runs from Oct. 1 through Nov. 7 at Hollywood’s MIT Theatre, 1089 N. Oxford Ave. The play is based on a book by Samuel Warren Joseph and features music and lyrics by Joseph and Jon Detherage. Performances are Thursday through Saturday at 8 p.m., Sunday at 2 p.m. Admission is $25; $20 for students and seniors. For tickets and information, call (323)660-7612, or visit www.Plays411.com/campaign.

**“Musical Alchemist”**
Philipo Franchini, who is known as the “Musical Alchemist,” will be playing on Friday, Oct. 1 at the Bookb Tree bookstore, 5858 Melrose Ave. Franchini is a musician who specializes in sound healing and Nada Yoga, the yoga of sound, which features certain tones, frequencies, intervals and tempos designed to bring one’s body into a state of balance and homeostasis. For information, call (310) 659-1733, or visit www.bodhitree.com.

**2 Sius Seminar**
Olympia Medical Center will present a free sinus treatment seminar on Saturday, Oct. 2. The seminar will focus on treatment options for patients needing allergy relief, and cover new advances in treating sinusitis. Topics will include Balloon Sinuplasty, a minimally invasive procedure offering faster recovery times and excellent symptom relief for patients of all ages. The seminar will be led by Dr. Matthew Finerman, a certified Otolaryngologist (ENT) and expert in ENT medicine. Doors open at 11:30 a.m., with a complimentary lunch and the presentation beginning at noon at Olympia Medical Center 5900 W. Olympic Blvd. To register, call Lorna Price at (323)932-5102.

**3 Salsa Contests**
Sustainable Economic Enterprises of Los Angeles (SEE-LA), which operates the Hollywood Farmers’ Market and several other local farmers’ markets, presents the “Seize the Sizzle” salsa contests running Sunday, Oct. 3 through 20. The contests are open to the public, but limited to 30 contestants per market. The contests will be held Oct. 3 at 2 p.m. at the Atwater Village Farmers’ Market, 3260 Glendale Blvd., Oct. 7 at noon at the Central Avenue Farmers’ Market, 4301 S. Central Ave.; Oct. 10 at 10:30 a.m. at the Hollywood Farmers’ Market, corner of Selma and Ivan Avenues; Oct. 15 at 6 p.m. at the Echo Park Farmers’ Market, corner of Logan and Sunset; and Oct. 20 at 12:30 p.m. at the L.A. Medical Center Farmers’ Market, in Barnsdall Park, 4814 Hollywood Blvd. Prizes include cookbook cookware and gift certificates. For information, call (323)463-3371, or visit www.see-la.org.

**Book Discussion**
Book Soup is hosting a signing and discussion with poet Kim Dower on her new book, “Air Kissing On Mars.” on Sunday, Oct. 3 at 4 p.m. Dower’s poems provide a portal to a haunting universe of everyday life. Book Soup is located at 8818 Sunset Blvd. in West Hollywood. Call (310)659-3110.

**5 LGBT Forum**
Out & Equal is holding an LGBT Non-Profit Leadership Development Seminar on Tuesday, Oct. 5 from 8 a.m. to 5 p.m. The seminar is targeted to LGBT non-profit organizations seeking to build corporate and media partnerships. The event is part of Out & Equal’s Workplace Summit, which also features a seminar titled “The Business Case for Marriage Equality on Oct. 8 from 9 a.m. to 3 p.m. For information, visit www.outandequal.org.

**7 Native Voices**
The Autry National Center presents an installment of “Native Voices at the Autry” on Thursday, Oct. 7 at 7 p.m. with a reading of Diane Glancy’s “The Bird House”, directed by Stephen Wolfert. Native Voices is the resident theatre company of the Autry National Center, and it is dedicated exclusively to the work of Native American playwrights and theatre artists. Set in the back room of a failing church in the high plains of Texas, “The Bird House” focuses on a minister and his two sisters as they sort through their past and adapt to loss and the uncertain future of their home and family. A discussion with Glancy, Wolfert, and the actors follows the reading in the Autry Center’s Wells Fargo Theater, 4700 Western Heritage Way. Tickets are $10. Call (323)667-2000, or visit www.NativeVoicesattheAutry.org.

---

**Calendar**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 2, 9:45 a.m.</td>
<td>St. James' Episcopal School For Preschool through Grade Six Admissions Open Houses</td>
</tr>
<tr>
<td>November 10, 9:45 a.m.</td>
<td>Beverly Hills (888) 407-9904 Now Open!</td>
</tr>
<tr>
<td>January 9, 9:45 a.m.</td>
<td>Beverly Hills (888) 407-9904 Now Open!</td>
</tr>
</tbody>
</table>

---

**LUTHER BURBANK SAVINGS**

High-End Money Market Savings 1.15% APY

<table>
<thead>
<tr>
<th>Minimum Balance</th>
<th>APY</th>
</tr>
</thead>
<tbody>
<tr>
<td>$75,000</td>
<td>1.15%</td>
</tr>
</tbody>
</table>

**Contact Information**

R.S.V.P. to 213-383-2315 x255.

425 S. 1st Street Burbank Plaza
Los Angeles, CA 90055

313-283-2125

admissions@julua.org

www.julua.org
WeHo Weighs Designation for Fickett Apartments

BY ANNA BAKALIS

The West Hollywood City Council last week postponed an appeal of a recommendation to designate an apartment building called Sunset Lanai, at 1422 N. Sweetzer Ave., as a local cultural resource.

The property owner’s lawyer asked the council on Sept. 20 for the hearing to be rescheduled to allow for more time to review the staff reports.

The property owner, Edwin Silver, is concerned he would have to pay for additional costs to rehabilitate the property — designed by mid-century architect Edward H. Fickett — as part of the process for the historic designation.

But that isn’t the case, city officials said. Buildings that are deemed a cultural resource have a level of protection to save them from unwarranted alterations, demolition or removal, said Antonio Castillo, an associate planner for the City of West Hollywood.

“We have explained to them that they are not required to do anything to this site,” Castillo said.

This is one of about 80 properties in 2008 to be nominated as cultural resources in the city.

However, since the potential landmark has had on-site visits from the city, some issues relating to plumbing have come up. There is also water damage related to construction in the area, Castillo said.

The apartment building is one of five remaining of an original 37 in the city that have been identified as designed by Fickett, said Edward Levin, the chair of the city’s Historic Preservation Commission.

Last month, the City Council designated Fickett’s Sunset Patios apartment building at 1127 Horn Ave., as a cultural resource.

Two additional Fickett buildings are being considered by the historic commission, including the Fountain Lanai at 1285 Sweetzer Ave. and the Hollywood Riviera at 1400 Hayworth Ave.

Fickett is a well-known Southern California architect, having designed more than 60,000 homes and buildings in the region during a career spanning more than six decades. Fickett, who died in 1999, designed numerous residences, apartment complexes and commercial buildings in West Hollywood and the surrounding area, but only five or six are known to still exist — most have been razed or developed as new projects.

Typical Fickett design elements include a courtyard pool with tropical plants and the apartments are also characterized by floor to ceiling glass walls, vertical wood siding and sloping rooflines.

WeHo Weighs Designation for Fickett Apartments

Input Sought on Plan to Make DWP More Accountable

BY ANNA BAKALIS

Angelenos have a few more weeks to submit written comments on how to reform the embattled Los Angeles Department of Water and Power (DWP), following months of ongoing concerns about electricity rate increases, accountability and management issues.

Earlier this year, the Los Angeles City Council introduced several proposals for better oversight of the DWP. City Council President Eric Garcetti’s office has received hundreds of letters and e-mails, about the need for DWP reform.

His office will take written comments through October.

While the DWP management has taken some steps to improve the utility, more needs to be done, said Yusef Robb, communications director for Garcetti.

“We believe the DWP shouldn’t be in charge of reforming the DWP,” Robb said.

In April, DWP commissioners voted to raise electricity rates by 4.8 percent — about $4 a month on the average household utility bill. The rate was less than the increase approved by the DWP the previous month.

Garcetti’s office has received hundreds of letters and e-mails, about the need for DWP reform. His office will take written comments through October.

While the DWP management has taken some steps to improve the utility, more needs to be done, said Yusef Robb, communications director for Garcetti.

“We believe the DWP shouldn’t be in charge of reforming the DWP,” Robb said.

In April, DWP commissioners voted to raise electricity rates by 4.8 percent — about $4 a month on the average household utility bill. The rate was less than the increase approved by the DWP the previous month.

Garcetti’s office has received hundreds of letters and e-mails, about the need for DWP reform. His office will take written comments through October.

While the DWP management has taken some steps to improve the utility, more needs to be done, said Yusef Robb, communications director for Garcetti.

“We believe the DWP shouldn’t be in charge of reforming the DWP,” Robb said.

In April, DWP commissioners voted to raise electricity rates by 4.8 percent — about $4 a month on the average household utility bill. The rate was less than the increase approved by the DWP the previous month.
WeHo Moves Forward With Capital Plan

By Anna Rakalis

Last week the West Hollywood City Council approved moving forward with the second phase of its 25th Anniversary Capital Project, which includes the expansion of West Hollywood Park, 3.5 acres of new and enhanced landscaping and entrance gardens, as well as the demolition of both the existing library building and the parking lot.

The Capital Project is a long-term civic and community project that will rehabilitate the city library and public spaces around the West Hollywood Park complex, on Santa Monica and San Vicente Boulevards. Demolition and construction which could start by 2012, and involve removing the angled street parking along San Vicente Boulevard and the upper parking lot, which will also be turned into a greenway. The phase will include moving a parking lot’s boundary which will be moved about 20 feet to the east.

In an effort to stay within the $154.6 million in federal funds to build a wireless, public safety broadband network, Known as LA-SafetyNet, the network will serve every first responder in the city.

The communications revolution has provided us with tools to change the way we live and work. This large investment puts much-needed 21st Century technology in the hands of the men and women needed 21st Century technology in the Los Angeles region. The interoperable public safety broadband network allows for public safety in the Los Angeles region to become disoriented due to the extreme heat, which was a contributing factor in her death, according to coroner’s officials. An autopsy will determine the cause of death.

On Monday, the hottest day of recorded temperatures in the history of Los Angeles (113°F in Downtown, and 111 in West Hollywood), local residents cracked the AC. The Los Angeles Department of Water and Power reported that Monday’s record-breaking heat also brought record demand for electricity, and power outages were scattered throughout the city.

In West Hollywood, seniors without air conditioning congregated in the “Cooling Center” at Plummer Park, where they played cards to pass the heat of the day.

City Boosts Emergency Response Capability

Mayor Antonio Villaraigosa joined Congresswoman Jane Harman, L.A. County Supervisors Gloria Molina, Zev Yaroslavsky and Michael Antonovich, Sheriff Lee Baca and regional leaders in public safety on Sept. 27 to announce the award of approximately $154.6 million in federal funds to build a wireless, public safety broadband network. Known as LA-SafetyNet, the network will serve every first responder in the county.

“The communications revolution has provided us with tools to improve the economy. There are 42 enterprise zones throughout California, including seven in the Los Angeles County. “The Enterprise Zones program helps support the local economy by supporting businesses that provide good-paying jobs,” said Craig Johnson, president of the California Association of Enterprise Zones.” It

Body of Missing Hiker Found Off Trail in Griffith Park

The body of missing hiker Sally Menke was discovered Tuesday morning near a trail in Griffith Park after a massive search was conducted Monday evening. Menke’s Labrador retriever was found at her side and is recovering.

On Sept. 27 at approximately 6:30 p.m., patrol officers from the Los Angeles Police Department’s Hollywood Division responded to a missing person call in Griffith Park, near the hiking trails in the 2800 block of Canyon Drive. Menke, 56, set out on a hike with a friend Monday morning but turned back on her own when she began feeling fatigued from the heat. She never returned to her car, which was locked in a parking lot, and she failed to contact family and friends.

Supervisors Honor Economic Zone Program for Job Development

The Los Angeles County Board of Supervisors has recognized the California Enterprise Zone Program (CEZP) with a proclamation honoring efforts to spur economic development and keep jobs in the state.

Enterprise Zones are economically distressed areas that have been granted business and tax incentives to improve the economy. There are 42 enterprise zones throughout California, including seven in the Los Angeles County. “The Enterprise Zones program helps support the local economy by supporting businesses that provide good-paying jobs,” said Craig Johnson, president of the California Association of Enterprise Zones.”

4 September 30, 2010 Park La Brea News/Beverly Press
99¢ Only Stores

Our Halloween Spooktacular Prices Won’t Scare You!

Web With 8 Spiders
4 oz

Skull Garden Fence

Your Choice

Hanging Ghosts

For Kids or Adults
Create your own costume: Add a scary mask and weapon to your black outfit and you are all set.

Scary Masks

Witch’s Hats

Pumpkin Bucket

99¢ Only

99¢ Only

99¢ Only

Your Choice

Your Choice

Your Choice

Wing Accessories

Wing w/ wand

Wing w/ antenna

Wing w/ wand

Wing w/ antenna

Your Choice

Your Choice

Your Choice

For Fresh Produce and Groceries, Shop Us First!

Broccoli or Cauliflower

99¢ Only

99¢ Only

Russet Potatoes

5 LB BAG

99¢ Only

99¢ Only

Peaches, Plums & Nectarines

2lb bag

99¢ Only

99¢ Only

Game Time Snacks

99¢ Only

99¢ Only

99¢ Only

Baby Powder

22oz

99¢ Only

99¢ Only

99¢ Only

Call 888-LUCKY-99 or Visit www.99only.com for Store Nearest You!

For More Information, Visit www.99only.com or Like us on Facebook at www.facebook.com/99only
Hollywood residents Brian Pendelton and Chad Goldman have been part of a lot of events like this — bike rides from Montreal to Quebec City, or "The Underwear Affair," a 10-kilometer run participants undertake in their skivvies. Usually, Pendelton and Goldman organize these events — their organization, CauseForce, has raised more than $200 million for cancer research programs since 2002. But this Sunday, the pair, along with a group of other CauseForce employees, will swim, bike, and run in the Kaiser Permanente Los Angeles Triathlon, the first time either of them has taken part in the kind of event they usually organize.

"It's funny when you produce your own fundraising events," Goldman said. "You get to see all these other people participating, and they look like they're having such a good time, but you can't participate because you're working. So we thought this was a great opportunity to have all our employees participate in a team event."

From there, however, the event became a team building exercise, as other CauseForce employees also signed up for the race. Pendelton said that the staff has collectively lost several hundred pounds in the lead-up to Sunday's race. At lunch, outside their office on Santa Monica Boulevard in West Hollywood, employees will be throwing medicine balls back and forth,pinging, or biking.

Katey Goorvich, a print production manager at CauseForce, used to swim in high school, but hadn't done so regularly for 15 years. Though she expressed some nervousness about the upcoming race, she continued, "I had to fight the heat all the way up. It took all the energy out of me, and I lost six pounds doing it, but it was a lot of fun."

Bubrick began participating in stair climbs in February at the Empire State Building in New York City. During that climb, he only made it up 55 levels. He later completed a 63-level stair climb at the AON Building in downtown Los Angeles in April, and trained at the sand dunes in Manhattan Beach for the last several months in preparation for the climb at the U.S. Bank Tower. Bubrick next plans to participate in a marathon at the Hoover Dam in October, and hopes to complete a 108-level stair climb at the Sears Tower in Chicago in November. "I continue to do this for my self-satisfaction and the old proverb, "no pain no gain," is really true," Bubrick said. "I strive to do better and better and get better times, but most of all it is just to have fun and be around other people who have the same drive that I do."
A group of election, voter and community advocates joined with Los Angeles City Council members on Sept. 27 to announce plans to place a package of “good government” referendums on the March 2011 ballot. The goal is to ensure fair elections, increase voter turnout and save the city money.

The reform package, known as the Los Angeles Voters’ Bill of Rights, was born out of two campaign and election forums hosted by Councilmember Jose Huizar, 14th District. The Los Angeles Voters’ Bill of Rights was co-presented to the city council by Huizar and Bill of Rights was co-presented to the city council by Huizar and President Eric Garcetti, 13th District.

The motion was introduced by Los Angeles City Council President Eric Garcetti, 13th District, and creates a business tax credit between $1,000 to $5,000 per new employee hired that will remain in effect until the unemployment levels are reduced to pre-recession levels. The tax credit will be implemented after the city determines what the specific tax credits will be for specific industries. The City Attorney’s Office, in consultation with the Chief Legislative Analyst (CLA), the Office of Finance, and the Business Tax Advisory Committee (BTAC), are currently preparing the required ordinance.

“Los Angeles urgently needs jobs and we are competing against other cities, other states and other countries,” Garcetti said. “This credit is aimed at attracting more hiring at existing Los Angeles firms.”

The city council previously enacted a measure that eliminated business taxes for the first three years for firms that locate in Los Angeles.

The improvements include new playground equipment, fencing and Americans with Disabilities Act-compliant facilities. The Department of Water and Power also installed an improved irrigation system designed to save 554,000 gallons of water annually. In addition, members of the Greater Wilshire Neighborhood Council added new park benches and trees, and members of the Windsor Square-Hancock Park Historical Society memorialized Robert L. Burns, who served as councilmember for the 4th District from 1929 to 1945.
Owl Battles and Aerial Scenes
Trump Immobile Penguin Craze
with Fantasy Film ‘Ga’Hoole’

The penguin movie craze found a new target with the release of “Ga’Hoole,” a 3D animation film that attempts to create iconic functions. Jokes fall flat, save a few rare moments towards the film’s climax. “Ga’Hoole” has a rough start and runs amuck as it tries to regain any sense of momentum. Chiché reign as Soren is clearly portrayed as the dreamer and his brother as the dothou through on-the-nose dialogue that requires little effort to decode. While Snyder is quickly proving he’s more interested in extreme slow-motion close-ups on owl weaponry as sparks fly when blades clash than in the reappropriation of classic fantasy stories of good and evil. The animation is amazing, while “300” kept the octane high with goblins, ghosts and knights when blades clash? That’s Snyder for his own stylistic flair. Ever wanted to see owls fly in slow motion? It’s Ga’Hoole.

“Ga’Hoole” doesn’t have the luxury of multiple battles and the dialogue isn’t as engaging. And things go from bland to just plain cheesy where characters are clearly dying and blood shown seems to be the only deciding factor between PG and PG-13. That’s the MPAA for you, with its seemingly lack of care for violence and over-care for other perhaps less-damaging content that doesn’t deeply affect young audiences. In true 2010 fashion, “Ga’Hoole” doesn’t attempt originality, but harks in the reappropriation of classic fantasy stories of good and evil against a mighty foe in “Legend of the Guardians: The Owls of Ga’hoole.”

Based on the “Guardians of Ga’Hoole” book series by Kathryn Lasky, our woodland flyers face impossible odds as Lord Sauron of Middle Earth… I mean the evil Metalbeak (Joel Edgerton) and his mate, Nyra (Helen Mirren). Kidnaps weak birds to brainwash and create an army to fight the owls of Ga’Hoole, a legendary kingdom whose actual existence is unknown to the owls of the forest on the other side of a great ocean. Barn Owls, Soren (Jim Sturgess) and brother, Kludd (Ryan Kwanten), are abducted when they leave the nest to practice flying. Eventually, Soren escapes with Elf Owl Gylfie (Emily Barclay), but Kludd decides to stay and join ranks. Soren and Gylfie begin a quest to find the Guardians of Ga’hoole and warn them about the impending war Metalbeak is preparing for. Along the way, we meet some other colorful characters, like Soren’s nest maid snake, Mrs. Plithiver (Miriam Margolyes), a Burrowing Owl named Digger (David Wenham) and a Great Gray Owl, who goes by Twilight (Anthony LaPaglia). Director, Zack Snyder (“300” and “Watchmen”), returns for his yearly contribution, this time trying his first children’s film. But don’t think the target audience means Mr. Action Movie himself doesn’t add his own stylistic flair. Ever wanted to see owls fly in slow motion? How about aerial battles with extreme slow-motion close-ups on owl weaponry as sparks fly when blades clash? That’s Snyder for you: “300” meets Harry Potter’s owl if it spoke. I’m rather surprised this one earned a PG rating. Much like “Prince Caspian”, there’s a substantial body count in fight scenes where characters are clearly dying by the sword or claw, yet the lack of blood shown seems to be the only deciding factor between PG and PG-13. That’s the MPAA for you, with its seemingly lack of care for violence and over-care for other perhaps less-damaging content that doesn’t deeply affect young audiences. In true 2010 fashion, “Ga’Hoole” doesn’t attempt originality, but harks in the reappropriation of classic fantasy stories of good and evil against a mighty foe in “Legend of the Guardians: The Owls of Ga’hoole.”

Allomere, voiced by Sam Neill, leads the army of Ga’Hoole against a mighty foe in “Legend of the Guardians: The Owls of Ga’hoole.”

Emily Schwimmer, M.A., MFT
Psychotherapist
Individual ● Relationship
310.288.1110
Licensed Marriage and Family Therapist #84619

We make life easier for you!
Affordable. Reliable. Trustworthy.

We make life easier for you!
Affordable. Reliable. Trustworthy.

PermaStone™ Collection: Love the day-to-day
PermaStone tiles are designed with the stunningly natural look and feel of ceramic and stone. Designs are available in 16”x16” tiles with a two-sided 1/8” or 1/4” GroutFix®, Standard Grout or Groutless. All NAFCO products are protected with our superior wear resistance of Tritonite®

LINOLEUM CITY
Largest Selection Of Floorcoverings In L.A.
8489 Santa Monica Blvd.
Hollywood, CA 90029
(323)469-0063
Serving the Community for over 60 Years.
We understand your needs and deliver promptly.
Carpet • Vinyl • Hardwood Floors • Linoleum • Tile
Laminate Floors • Cork • Carpet Runners
Professionally Installed or Do-It-Yourself

www.TheSeniorConcierge.com
4849 Santa Monica Blvd.
www.TheSeniorConcierge.com
(323)469-0063

www.TheSeniorConcierge.com
4849 Santa Monica Blvd.
L.A. Film School Preps Reels for ‘3D Film Festival’

The Los Angeles Film School, which is located at Sunset Boulevard and Vine Street, presents the first “3D Film Festival” (3DFF) running from Sept. 30 through October 3 in Hollywood.

Presented by Reald & the Los Angeles Film School, the 3DFF will feature four days of events spread out over five city blocks, with the epicenter of activities taking place inside the Los Angeles Film School’s new “RealD 3D” enabled 350 seat theatre. The 3DFF will include premiere screenings featuring studio and independent 3D content. In support of the screenings, Sony Electronics will provide its 4K digital cinema projector.

In addition, the 3DFF will also offer a corporate “3D Academy”, which will offer intensive hands-on training classes for 3D stereoscopic filmmakers and technicians. Beginning in 2011, the Los Angeles Film School will offer a 3-D course of study for its students to complement their current associates degree programs in gaming, animation, recording and film.

“Hollywood will always be the film capital of the world. Our goal at the Los Angeles Film School has always been to be on the forefront of education in the city where movies first took flight,” said Diana Derycz-Kessler, co-chair of the Los Angeles Film School. “We saw hosting the 3DFF festival as the perfect opportunity to embrace this exciting technology of tomorrow by celebrating it in the heart of the New Hollywood.”

The festival is also supported by the Hollywood Chamber of Commerce and the 13th District City Council Office.

“The 3D Film Festival celebrates the latest in film technology, ensuring Los Angeles remains on the cutting edge, and by working with the Los Angeles Film School, this festival will help to keep the film industry where it belongs, in Hollywood, for years to come,” Los Angeles City Council President Eric Garcetti said.

The Los Angeles Film School is an accredited college located at 6363 Sunset Blvd, with degrees in film, computer animation, game production and audio. For information, visit www.3DFF.org.

$68M Grant will Help Seniors, Caregivers

U.S. Health and Human Services Secretary Kathleen Sebelius has announced $68 million in grants to help senior citizens, individuals with disabilities and caregivers better understand and navigate their health and long-term care options.

“We know how difficult it can be for individuals and caregivers to deal with a sudden illness or chronic disease while at the same time trying to navigate through a complex health care system to figure out where to go to get appropriate help,” Sebelius said. “The Affordable Care Act seeks to give people more control over their own care, while lowering health care costs and improving quality.”

The grants were made possible by the Affordable Care Act, and will be used to help people make more informed decisions about their health and long-term care. Specifically, the funds will be used to help families understand their Medicare and Medicaid benefits, including coverage for preventive services; navigate options for long term care including community-based services that can help individuals remain in their homes; and assist those transitioning from nursing or rehabilitation facilities back to their homes.
A
hram Alan Ross’s play, “Elizabeth Shakespeare and the Astute Detective”, jumps head-
first, in a humorously contempo-
raneous manner, into the longstanding
fray in the question of who wrote
Shakespeare’s plays.

Elizabeth Shakespeare (Pia
Pownall), present-
ing her cre-
entials — an
unsubstantiated
will of Will, the
Bard of Avon
himself — does
what any right-
thinking
writer would do; hires a
deadbeat private
eye, Tad Maxwell
(Chris DeCarlo)
and computer graphics by Nima
Ghasserman, and graphic design by

The swordplay
between the
P.I. and the
wannabe
heir to the
Shakespeare
fortune is
pretty ridiculous
and physically
awkward.

The Attic Room.
There’s more here than meets the
eye, but really not quite enough to
keep the groundlings connected
and happy. Maybe more cakes and
drink?


“‘Liz Shakespeare’ Offers Smart Show, Weak Grounding”

by Madeleine Shaner

Pia Pownall, as Elizabeth Shakespeare (left), and Chris DeCarlo, as Tad
Maxwell, star in “Elizabeth Shakespeare and the Astute Detective”.

photo courtesy of Santa Monica Playhouse

“I Choose Belmont Village”

• Chef-prepared, restaurant-style dining
• Free scheduled transportation daily
• Fitness and social activities
• Licensed nurse on-site around the clock
• Medication management
• Housekeeping and laundry
• Assistance with daily living
• Circle of Friends memory program
• Short-term stays available
• Specialized Alzheimer’s care

2010 Diabetes Center for Excellence

Interested in
Sharing your Home?

ALA Housing Counselors have helped
over 7,000 individuals secure shared
housing. Our Home Share program is a
free service, matching seniors with other
seniors, and adults in their own homes.

All applicants are thoroughly screened.

(323)650-7988
www.altlive.org

a non-profit organization since 1979
Annual Gala Honors Young Musicians

The Young Musicians Foundation presents its 56th Annual Gala on Friday, Oct. 8 in the International Ballroom of The Beverly Hilton. The 2010 “Magic Baton Honoree” is Los Angeles Philharmonic Association president and CEO Deborah Borda, who is being recognized for her achievements with the orchestra, Disney Hall and Hollywood Bowl. The corporate honor will be awarded to Wells Fargo for a longstanding commitment to arts programs.

In addition, college campuses that have implemented this policy have also experienced an increase in the number of students who seek help for drinking problems. In a letter released last week, the governor agreed that this bill could help our teenagers who need emergency medical treatment,” Portantino said. “As the father of a teenager, I hope for what all parents hope for, that if our children ever need help their companions will make the right decision and call 911. This bill will encourage our teens to make the right choices.”

Teen Immunity Bill Could Help Save Young Lives

Gov. Arnold Schwarzenegger has signed a bill by Assembly Member Anthony Portantino (D-La Canada/Flintridge) that is designed to save teen lives by offering “teen immunity” for teens who call for help when emergency medical attention is needed for a peer because of drug or alcohol consumption.

There have been several incidents of young residents who have died due to suspected alcohol poisoning, including a student from SouthPasadena who died last December after ingesting too much alcohol, and no one called for help.

The inaction has been attributed to a fear of prosecution. AB 1999 offers limited immunity to the victim and one or two young people who call 911 and stay with the underage drinker until help arrives.

Research done at Cornell University has shown that 911 Immunity policies are successful in getting more teenagers to call for emergency personnel.

In addition, college campuses that have implemented this policy have also experienced an increase in the number of students who seek help for drinking problems. In a letter released last week, the governor agreed that this bill could help our teenagers who need emergency medical treatment,” Portantino said. “As the father of a teenager, I hope for what all parents hope for, that if our children ever need help their companions will make the right decision and call 911. This bill will encourage our teens to make the right choices.”

Annual Gala Honors Young Musicians

The Los Angeles Department of Water and Power (DWP) will increase many of its rebates for the most energy efficient appliances and home improvement products beginning on Oct. 1. The DWP will raise rebate amounts for qualifying high efficiency central air conditioners, pool pumps and motors, dual pane Energy Star windows, and recycling old refrigerators. In addition, LADWP is adding two new products that are eligible for rebates, including whole-house fans and cool roofs, both of which help keep homes cooler and reduce air conditioning costs.

“We want our customers to get the very most for their money and help them to conserve energy,” said Lorraine Paskett, senior assistant general manager for LADWP Sustainability Programs and External Relations. “These raises in rebate amounts are an invitation to embrace energy efficiency, save money and help the environment all at once.”

For specific information on the rebates and an application, call (800)374-2224, or visit www.ladwp.com/crp.

DWP Offers Rebates for Energy Efficient Appliances

“The idea for the bill came from local PTA president Kathy Hernandez, who modeled the concept after 911 immunity laws for teenagers in Texas, New Jersey and Colorado. Hernandez contacted Portantino through and suggested that California adopt similar legislation. The bill will go into effect January 1.

There are hundreds of empty stores in West Hollywood.

Sunset Blvd.: 43 Vacancies

Sunset Blvd between Fairfax and Doheny:

7950-unit 102, 8000, 8025, 8228, 8240, 8272, 8286, 8295, 8325, 8487, 8512, 8519, 8521, 8533, 8585, 8595, 8600, 8605, 8622, 8711, 8720, 8842, 8733, 8759, 8752, 8773, 8826, 8844, 8855, 8873, 8912, 8921, 8929, 8971, 9030

Santa Monica Blvd.: 59 Vacancies

Santa Monica between Fairfax and Doheny:

7925, 7935, 7970, 7972, 7980, 8100, 8102, 8130, 8234, 8250 & 1/2, 8268, 8270, 8348, 8430, 8441, 8443, 8445, 8462, 8466, 8551, 8560, 8623, 8755, 8757, 8909

Beverly Blvd.: 22 Vacancies

Beverly Blvd Between Doheny and Fairfax

9014, 9018, 9028, 9009, 8903, 8920, 8944, 8840, 8844, 8840, 8765, 8747, 8727, 8451, 8447, 8317, 8336, 83919, 8320, 8170, 8193, 8023, 7916

Yet, the City Council continues to approve new developments.

We oppose the following developments:

• Sunset & Doheny
• Sunset Time Project
• 1422 N. Sweetzer

Paid for by the West Hollywood Group of Preservation of our Streets

Why Do We Need More Retail?

Vision Awards’ See Stars

The 40th annual “Vision awards” were held on Sept. 23 at the Beverly Hilton Hotel. Honorees and presenters included will.i.am (left) of the Black Eyed Peas; Quinton Aaron, from “The Blind Side”; Helen Harris, founder of the Vision Awards; Dr. Patrick Soon-Shiong, Jolene and George Schlatter; Sherry Lansing and Lily Tomlin. The Vision Awards, which were created in 1997, honors visionaries in music, film, television, technology, medical research, leadership and music. For more information, visit www.visionawards.org

Teen Immunity Bill Could Help Save Young Lives

Griffith Park for Equinox Hike

Larry Blank. The 60-piece YMF Debut Orchestra will perform under the baton of conductor-in-residence Case Scaglione. This year’s featured YMF soloist is 13-year-old violinist Simone Porter. For tickets and information call (310)859-7668, or visit www.ymf.org.

Teen Immunity Bill Could Help Save Young Lives

Annual Gala Honors Young Musicians

The 40th annual “Vision awards” were held on Sept. 23 at the Beverly Hilton Hotel. Honorees and presenters included will.i.am (left) of the Black Eyed Peas; Quinton Aaron, from “The Blind Side”; Helen Harris, founder of the Vision Awards; Dr. Patrick Soon-Shiong, Jolene and George Schlatter; Sherry Lansing and Lily Tomlin. The Vision Awards, which were created in 1997, honors visionaries in music, film, television, technology, medical research, leadership and music. For more information, visit www.visionawards.org

Why Do We Need More Retail?

Vision Awards’ See Stars

The 40th annual “Vision awards” were held on Sept. 23 at the Beverly Hilton Hotel. Honorees and presenters included will.i.am (left) of the Black Eyed Peas; Quinton Aaron, from “The Blind Side”; Helen Harris, founder of the Vision Awards; Dr. Patrick Soon-Shiong, Jolene and George Schlatter; Sherry Lansing and Lily Tomlin. The Vision Awards, which were created in 1997, honors visionaries in music, film, television, technology, medical research, leadership and music. For more information, visit www.visionawards.org
Celebrate Autumn!

A Sweet Deal

Three wonderful pastry chefs will donate 100% of their proceeds from their special desserts in October to local women’s and breast cancer charity funds.

Karen Hatfield, owner and pastry chef of Hatfield’s restaurant will offer an exclusive off-menu Hibiscus Panna Cotta with pomegranate gelee ($11) during the dinner hours, 6:00 to 9:30.

Founder and Executive pastry chef, Candace Nelson of Sprinkles has a strawberry cupcake with a pink sugar ribbon ($2.50) on sale.

Executive pastry chef, Waylynn Lucas (yes, she’s back), is offering a white chocolate pink peppercorn confection ($3) from The Patisserie at The Bara-Bar by José Andrés-SLS Hotel, 465 S. La Cienega Blvd. (310)246-5555.

DineLA at a Discount

Dining is vital in our economic recovery. Over 300 top restaurants in Los Angeles are participating in DineLA. A restaurant week from October 3-8 and 10-15. The bi-annual event attracts over 160,000 customers with special three-course lunch and dinner menus for a discounted value. Lunch menus range from $16 to $28 and dinners begin at $26 to $44 per person, dineLA is a two-week event that aims to establish Los Angeles as a premiere dining destination in the world. For a list of the participating restaurants, go to www.dinealongbeach.com.

Japanese Izakaya Food Fair

Chaya Venice is holding an “Izakaya Food Fair!” from September 28 to November 7. Izakaya refers to serving Japanese food paired with special cocktails, and Chaya Venice will do it just that. Traditional Japanese cocktails and sake flights will be offered with the new menu items. Sashimi will be flown in fresh daily from Tokyo’s famed Tsukiji fish market, www.chayave.com, 110 Navy Street, Venice (310)396-1179.

Preserve Classes

Valerie Gordon and Kevin West from Valerie Confections are offering a “Preserving Class” on October 9 and 15 from 2 to 5 p.m. Guest will learn how to combine the ultimate components for a cheese party platter, make fig and Port jam, fruits in piquant syrup and autumn chutney. After the class, guests can enjoy a wine and cheese pairing party. Cost is $100 per person. Call (213)739-8149 for information. 3560 W. 1st Street, Los Angeles.

“Home Grown” Menu at Terranea

For the month of October, Chef de Cuisine, Michael Fiorelli of mar’sel restaurant at the Terranea Resort in Rancho Palos Verdes, will prepare a gourmet “home grown” menu exactly like the one he presented at the James Beard House in New York City. Some of the dishes featured in October are an amuse of crispy chicken “ostre,” with creamless creamed corn and grilled Spanish octopus with pickled peppers, fried potatoes, preserved lemon and chives. For reservations, (310)265-2836, 100 Terranea Way, Rancho Palos Verdes.

New Fall Menu

Executive Chef Joseph Gillard at Napa Valley Grille revealed his new fall-inspired wine country menu featuring locally grown

Another Great Party at Farmers Market Bars, EB’S & 326!

The Farmers Market Bars, EB’S and 326, hosted another successful event with their “India Summer Luau” last Saturday, Sept. 26. Bartenders Heidi Fife, Stacey Leon and Mike Contratano wore their best Hawaiian garb, while attendees enjoyed Luau inspired cocktails, hula dancing and more. With Halloween a month away, the Farmers Market Bars are gearing up for a spooky night of fun. Don’t miss out on these festive events! Mark your calendar for the next party, or join them any day or night for big screen football.

Gourmet 1/2 lb. Burgers

1/2 lb. All Beef

Handmade from our “Secret Recipe”

Four Meat Blend

$3.98 per lb.

Marcondas Meats

6333 W, Third St., Farmers Market
323.938.5131

Family Owned at the Farmers Market for 65 Years
Not Your Typical Japanese Restaurant

"Y"ou can't go wrong with a truffle butter water at Nobu, West Hollywood, as I was enjoying the tender rib eye steak with thin crispy onion strips, chives, and the heavenly truffle sauce.

Nobu opened in 2009, and was designed by David Rockwell in the former L'Orangerie landmark. Dark wood floors and artistic wall panels backlit in red create an intriguing atmosphere. The interior of the main dining area was made more intimate by adding some booths and lowering the ceiling to give it a more relaxed and cozy feel. It works, yet the trendy backbar music makes it feel like a hip club.

What makes Nobu unique is that the chef is able to create more than 200 dishes, even those that aren't on the menu. When your waiter greets you, he will ask if you would like to order from the menu or have a meal tailored to your culinary likes. Since the menu choices looked so enticing, we opted for that option. Perhaps on a return trip, we will let Chef Nobuyuki Matsuhisa create a surprise meal for us!

The cocktail menu offers 14 pages of specialty drinks, sakes, whiskies, champagnes, wines, and cocktails. I started with a smooth mango martini with mango infused vodka, passion fruit and mango. I was pleased to see they offer a Happy Hour seven days a week from 5:30 p.m. with selected drinks between $4 - $9.

Since Nobu West Hollywood recently installed a state-of-the-art brick oven, I was eager to try one of the brick oven dishes. I ordered the edamame with crispy garlic chips and shishito (Japanese spicy sauce with seven ingredients). It's cooked in heat of over 600 degrees that creates a scorched flavor on the outside, yet locks moisture inside. The edamame beans had the consistency of baked yams and the garlic chips gave it zest.

Next, we tried the yellowtail sashimi with jalapeno. It's served with fresh chalots to wrap around the outside of the yellowtail. The coolness of the cilantro, and spiciness of the jalapeno provide an outstanding balance of flavors.

Chef Nobuyuki is the first Japanese chef to prepare black cod miso with a sweetened caramelized glaze, his most popular signature dish.

The Tsunami ocean trout with garlic, chives, and pickled ginger was served with the rock shrimp tempura with a spicy cream sauce. The shrimp was lightly battered and served on a bed of mixed greens. They also have a rock shrimp tempura served with a butter and lemon sauce. I thought the spicy cream sauce had the perfect amount of seasoning and was addictive. I couldn't eat just one. Chef Nobuyuki is the first Japanese chef to prepare black cod mison with a sweetened caramelized glaze. It's his most popular signature dish and is attempted at other Japanese restaurants, but it rarely tastes as good.

Throughout the evening, there were at least four servers dressed in black working each table. Our glasses were never empty, plates were removed quickly and replaced with a clean one for a new arriving dish. Many of the servers have worked at Nobu for years. They are a family, working with each other at Nobu in New York, Dubai, and Hawaii.

Experience Nobu during dineLA restaurant week, starting Sunday, October 3 to Friday, October 8 and then October 10 to 15, with two special dineLA menus. The first is a three-course individual menu with a choice of three appetizers, three entrees and desserts. Both the yellowtail sashimi with jalapeno, and the black cod miso are offered on the dineLA menu.

Another dining option is a five-course family style menu, where dates are shared between diners. Both are an incredible value of $44 per person. It's a wonderful opportunity to experience one of Los Angeles' finest Japanese restaurants. 903 N. La Cienega Blvd. (310)657-5711.

Top Chefs Rooted In ‘Good Food For All’

R oots of Change is hosting a reception titled "Good Food for All: A Taste of the Los Angeles Foodshed" on Wednesday, October 6. The event will showcase the diversity and great tasting food that is grown within the L.A. Foodshed, and will bring together pioneering farmers, top chefs and community members from around the region. The "Good Food for All" reception will be held between 6 to 9:30 p.m. at Vibiana in downtown Los Angeles, and will be the opening event for the "Roots of Change Network Summit: Policy in Service of Innovation.”

Some of the participating chefs and restaurants include Evan Kleiman, of Angeli Caffe; Joan McNamara, of Joan’s on Third; Neal Fraser, of Grand Central BLD; and The Farmer’s Kitchen, of SEE LA and the Hollywood Farmers’ Market. Some of the participating farmers and farms include Beulah Farm, Coastal Farm, Cal Vegetable Specials, Coleman Farms, Deardoff Family Farms and Fairview Gardens, Community and non-profit organizations participating include: Community Heath Councils, Community Services Unlimited Food and Water Watch, Homegirl Café/Homeboy Bakery, the Food Chain Workers Alliance, the Jewish Federation of Greater Los Angeles and Los Angeles Regional Food Bank.

Michael Dinneen, president of Roots of Change, will honor the L.A. Food Policy Task Force and Mayor Antonio Villaraigosa at the event. “No one wants the food we eat to make us sick, shorten our kids’ lives, hurt workers or damage our environment,” Dinneen said. “To ensure that doesn’t happen, Los Angeles is taking a future-focused approach to the ways Southern Californians grow, harvest, transport and sell our food. We are proud of the task force and happy to have supported its work.”

For more information, visit their website: www.RootsofChange.org/ GoodFoodForAll.

Virtual Wine Dinner

M orton’s and the Mondavi families will host a nationwide dinner and wine auction on October 7 at 5pm. The event will broadcast live from the Charles Krug Winery Carriage House in Napa Valley to benefit Make-A-Wish Foundation. A four-course dinner will be served with wines from Charles Krug Winery, Continuum Estate and Fallo Fino wines. Tickets are $175 per person. To make reservations, contact Morton’s Beverly Hills, 435 S. La Cienega Blvd., (310)246-1501; Morton’s, 2300 Wilshire Blvd., (310)205-4466; Morton’s Sherman Oaks, (818)987-9272.

For more information, visit their website: www.VirtualWineDinner.com.
Fraudulent Agent Scams Travelers

Los Angeles Police Department (LAPD) detectives are seeking victims who had their credit cards fraudulently used.

A former Los Angeles attorney who was arrested last month in an Internet child-sex-predator case.

LAPD Searches for Hotel Robber

The murder occurred on June 24 during a meeting at the Heather Path Holistic Care Collective, located in the 1300 block of West Sunset Boulevard. Three suspects entered the dispensary around 4 p.m., disarmed a security guard and began ransacking the business. As the suspects left, they shot both Butcher and the security guard in the head. Butcher was pronounced dead at scene. The security guard, whose name is being withheld for his safety, is still recovering from his injuries.

LAPD searches for Hotel Robber

The Los Angeles Police Department has released surveillance video of a robbery that occurred in an early-morning robbery at the Alexandria Hotel at 501 S. Spring St. Westokid. The loss was estimated at $4,200.

Most burglars go out of their way to avoid confrontation. This suspect was not afraid of running into his victims, and perhaps, intended to all along. That makes him more dangerous. -Lt. Paul Vernon, LAPD Central Division

Nearly 100 thefts and burglaries were reported for the week ending Sept. 23.

West Hollywood property crime

LAPD searches for Hotel Robber

Most burglars go out of their way to avoid confrontation. This suspect was not afraid of running into his victims, and perhaps, intended to all along. That makes him more dangerous. -Lt. Paul Vernon, LAPD Central Division

Nearly 100 thefts and burglaries were reported for the week ending Sept. 23.

West Hollywood property crime

LAPD searches for Hotel Robber

Most burglars go out of their way to avoid confrontation. This suspect was not afraid of running into his victims, and perhaps, intended to all along. That makes him more dangerous. -Lt. Paul Vernon, LAPD Central Division

Nearly 100 thefts and burglaries were reported for the week ending Sept. 23.
Local Resident Awarded Broad Residency in Urban Education

Park La Brea resident Nithya Rajan is one of three candidates who have been accepted into the Broad Residency in Urban Education. Rajan will join Damien White and Daniel Hernandez in the program.

The Broad Residency in Urban Education program brings together early career executives with management experience and advanced degrees from top business schools to help improve public education in Los Angeles. The new Broad Residents will join 14 others already working in Los Angeles to ensure that critical resources are effectively used to support teachers and students.

The two-year Broad Residency is a management development program that places talented executives with private and civic sector into full-time, paid positions at the top levels of urban school districts, state and federal departments of education, and leading charter management organizations. During their two-year residency, participants receive intensive professional development, and access to a nationwide network of education reform leaders.

Rajan, who received an M.B.A. from the University of Chicago, currently serves as director of performance management for the College Ready Promise. She specifically is helping to implement a grant from the Bill and Melinda Gates Foundation to improve teacher effectiveness and college readiness at five charter management organizations. Previously, Rajan served as a senior associate at Booz & Company, where she advised healthcare, consumer products and non-profit clients on strategic and operational challenges.

Rajan’s residency is made possible through a $3.6 million grant from the Bill and Melinda Gates Foundation, which brings Broad Residents in to provide management support in Gates-funded projects.

White, who received an M.B.A. from the University of Southern California M.B.A., currently serves as director of business development at the Alliance for College-Ready Public Schools. Hernandez, an M.B.A. graduate of Nova Southeastern University, serves as finance and budget manager at Green Dot Public Schools.

“We are pleased that these bright managers will help find ways to use limited taxpayer resources to better support teachers and deliver results for students, parents and communities,” said Eli Broad, founder of the Eli and Edythe Broad Foundation.

For information, visit www.broadresidency.org.

---

Voigt Receives CECI Award

The American Friends of The Citizens Empowerment Center in Israel (CECI) held an event Sept. 26 where film producer and entrepreneur Avi Arad was honored with a Lifetime Achievement Award by actor Jon Voight. Arad and Voight were joined by Pouran Nazarian. The dinner gala, titled “From Vision to Reality” was held in the Grand Ballroom of the Kodak Theater.

Avi Arad was honored with a Lifetime Achievement Award by actor Jon Voight. Arad and Voight were joined by Pouran Nazarian. The dinner gala, titled “From Vision to Reality” was held in the Grand Ballroom of the Kodak Theater. CECI is dedicated to improving Israel’s education, and leading charter management organizations. During their two-year residency, participants receive intensive professional development, and access to a nationwide network of education reform leaders.

Rajan’s residency is made possible through a $3.6 million grant from the Bill and Melinda Gates Foundation, which brings Broad Residents in to provide management support in Gates-funded projects.

White, who received an M.B.A. from the University of Southern California M.B.A., currently serves as director of business development at the Alliance for College-Ready Public Schools. Hernandez, an M.B.A. graduate of Nova Southeastern University, serves as finance and budget manager at Green Dot Public Schools.

“For information, visit www.ceci.org.il.

---

Arpa Film Fest Doles Out Awards

The awards ceremony for the 2010 Arpa International Film Festival was held on Sept. 26 at the Egyptian Theatre in Hollywood. The evening was attended by many celebrities and dignitaries, including Gregor Hovhannissian, Consul General of the Republic of Armenia. Actress Raya Medine hosted the evening and announced the winning films.

The winners were selected from over 50 features, shorts and documentary films from 30 countries that screened during the six-day festival.

The award for Best Short Film was presented for the film, “Nuit Blanche” (Canada).

The Best Documentary honor was given to “From Ararat to Zion” (Armenia, Egypt, Israel and Turkey) narrated by Aidan Quinn. The Arpa/AT&T Award for Environmental Conservation and Stewardship was awarded to the German film, “Scientists Under Attack: Genetic Engineering in the Magnetic Field of Money.”

The Arpa Foundation Award was given to the Armenian Missionary Association of America’s Orphan/Child Care Program (AMAA), and the Francophone Award was presented to the feature “Les Barons” (France, Belgium).

In addition, the Best Screenplay award was given to co-writers Marine Zakaryan, Thomas Schlesinger and Hovhannes Galinyan for “Bonded Parallels” (Norway, France, Armenia).

The Best Director honors were presented to Ralph Kinnard for “A Me Mi Gusta” (Venezuela); and “Les Oublies De L’Histoire” (France, Belgium).
Lettters to the Editor

BWA Protects Neighbors

In regards to the article titled “3rd Street Battle Wages On” in the September 16 issue I live in the Beverly Wilshire Homes Association (BWA) area, and appreciate the work that local residents do to protect our neighborhood.

It is not just the lack of parking on 3rd Street that is a problem. Traffic along 3rd Street and Beverly Boulevard is terrible. One example is the intersection of 3rd Street and Fairfax Avenue, which is notorious for its traffic light, as traffic backs up on Fairfax as cars wait (sometimes for the entire length of the green light) to make turns. On weekends, the neighborhood is flooded with cars, leaving residents who pay for parking permits four times yearly with nowhere to park. Valets use residential streets for parking, and do not receive tickets. (This is a revenue stream the city should look into.) Hanser Street (aka “Hanser Highway”) is often backed up, thanks to the addition of the Palazzo apartments. Until the traffic and parking issues are truly resolved, it is impossible to support the continued growth in our small corner of Los Angeles.

The BWA addresses these kinds of neighborhood issues as involved citizens, for which I am grateful.

Antonie DeVito
Vista Street

Change from Retail Adds to Parking Shortage

In regards to “Restaurants Help Other Businesses Stay Open” in the September 23 edition of the Letters to the Editor section in the September 23 issue, with all due respect, Mr. Lee, I do not live in any kind of La La-land. I serve the community in which I live in a voluntary capacity, on both the neighborhood council and on the non-profit board that is working toward improving 3rd Street. I make no money from my endeavors, and my aim is to make a better neighborhood for those I represent. I also have worked in restaurants and catering, and am well aware of the peril of opening a food service establishment. Just because I have a different vision for my neighborhood than someone else does not make me delusional, and I resent Mr. Lee implying that I am some kind of naive. Mr. Lee is a business owner, who has no idea that he has better days. He is correct that Battery City is a business that may no longer be needed along 3rd Street. His property has deferred maintenance and a below code add-on structure that is falling apart. I am pleased he has chosen to upgrade the site. However, I am also well aware of the parking issues on 3rd Street, and on the change of use from retail to restaurant adds to the shortage.

Teresa Feldman

DODGER NEWS

DODGERS DREAM FOUNDATIONS AND CSUN HONOR ROY CAMPELLA

The Dodgers Dream Foundation (DDF), in conjunction with the family of the late Roy Campanella, has teamed up with California State University, Northridge (CSUN) to carry on the legacy of the Hall of Fame catcher and civil rights pioneer.

As part of a long-term partnership, the DDF will make an annual financial contribution to support the Roy Campanella Physical Therapy Scholarship Endowment at CSUN, while also providing an internship opportunity within the Dodgers’ medical department each season for a student in physical therapy.

Roger Christensen

Woman Searches for Missing Brother

In response to the article titled “New Federal Program Aims At-Risk Homeless” in the Sept. 16 issue, I am looking for my brother, who has been missing for a year. His last contact with me was in the fall of 2009 when he was living in West Hollywood. He had been diagnosed with a psychiatric disorder in April of 2009 at age 52. He is 5’11”, of 230 pounds and has a petite build.

Carol Webb

Zapcar Used to Have Vehicles in Hollywood

In regards to the article “L.A. Approves Zapcar” to increase Car Share options, I would like to bring attention to what irony that Zapcar is speaking of undertaking an expansion to Hollywood.

Until 2007, a company known as Flexcar had an active program in Hollywood and many parts of the westside. This year, Flexcar was merged with Zapcar and immediately, all vehicles except those in the LACSC and UCLA were withdrawn from service. There was a huge uproar at the time. Now, a year later, Zapcar hopes former Flexcar customers in Hollywood will forgive and forget. Maybe, and maybe not...

Dana Gabbard
Westlake

“arv bored that the Dodgers Dream Foundation has stepped up to create this partnership.”

Jon Campanella Rosen, Roy and Roxy Campanella’s daughter

DODGERS DREAM FOUNDATIONS AND CSUN HONOR ROY CAMPELLA

The Dodgers Dream Foundation (DDF), in conjunction with the family of the late Roy Campanella, has teamed up with California State University, Northridge (CSUN) to carry on the legacy of the Hall of Fame catcher and civil rights pioneer.

As part of a long-term partnership, the DDF will make an annual financial contribution to support the Roy Campanella Physical Therapy Scholarship Endowment at CSUN, while also providing an internship opportunity within the Dodgers’ medical department each season for a student in physical therapy.

Roger Christensen

“I’m so thrilled that the Dodgers Dream Foundation has stepped up to create this partnership.”

Joni Campanella Rosen, Roy and Roxy Campanella’s daughter
FALL SERVICE & PARTS SPECIALS

MINOR SERVICE INTERVAL
5,000 – 10,000 – 20,000 – 25,000 Miles
INSPECT/CHECK:
- Transmission fluid (if applicable)
- Brake fluid level
- Power steering fluid level
- Coolant level
- Oil level
- Tire inflation pressure
- Battery condition
- Windshield wiper blades
- Light bulbs
- Air filter:
  - crate intake filter
  - cabin air filter
- Cabin Air Filter:
  How Clean is the Air in Your Vehicle?
  Freshen Up Your Vehicle - Replace Now!
  Reg. $79.99-$89.99
  Now $59.95 +tax
  Includes replacement filter & labor
  Please present when order is written. May not be combined with any other offers or specials. Valid only at Toyota of Hollywood. Expires 10/31/10

INTERMEDIATE SERVICE INTERVAL
15,000 – 45,000 – 75,000 Miles
INSPECT/CHECK:
- Brake fluid: check, brake pads, break shoes
- Power steering fluid level
- Coolant level
- Tire inflation pressure
- Oil filter
- Air filter:
  - crate intake filter
  - cabin air filter
- Cabin Air Filter:
  How Clean is the Air in Your Vehicle?
  Freshen Up Your Vehicle - Replace Now!
  Reg. $79.99-$89.99
  Now $59.95 +tax
  Includes replacement filter & labor
  Please present when order is written. May not be combined with any other offers or specials. Valid only at Toyota of Hollywood. Expires 10/31/10

FRONT OR REAR DISC BRAKE SPECIAL
IMPORTANCE SERVICE, GREAT BUY!
Includes:
- Install/Genuine Toyota brake pads
- Machine rotors as needed
- Inspect calipers
- Inspect hardware
- Check brake fluid level
- Check brake hoses and lines
- Road test vehicle
Prices vary depending on Toyota models
Please present when order is written. May not be combined with any other offers or specials. Valid only at Toyota of Hollywood. Expires 10/31/10

TIRE SPECIALS
FREE ROAD HAZARD WARRANTY
With Tire Purchase
See Advisor for Details

PRIUS GOOD YEAR
Goodyear Integrity 165-65 R15
$93.00
Per Tire
Tire Mount & Balance additional
Tax & Disposal Fee expires 10/31/10

HIGHLANDER GOOD YEAR
Goodyear Integrity 225-65 R17
$154.00
Per Tire
Tire Mount & Balance additional
Tax & Disposal Fee expires 10/31/10

TRUCKS/SUVs DUNLOP
Dunlop Grandtrek 265-65 R16
$183.00
Per Tire
Tire Mount & Balance additional
Tax & Disposal Fee expires 10/31/10

CAMRY GOOD YEAR
Goodyear Integrity 185-65 R16
$136.00
Per Tire
Tire Mount & Balance additional
Tax & Disposal Fee expires 10/31/10

PARK LABREA NEWS/BEVERLY PRESS
17 September 30, 2010

PARTS SPECIALS
WE STOCK GENUINE TOYOTA
PARTS & ACCESSORIES

Genuine Toyota TrueStart Battery
$98.00
- Meets Toyota's high reserve capacity for long life.
- Top starting performance for cold and hot weather start.
Plus tax. Toyota's warranty will not be extended. Coupon cannot be combined with any offers or applied to previous purchases. Please present coupon when order is written. Valid only at Toyota of Hollywood. Expires 10/31/10

ALIGNMENT SPECIAL
Includes:
- Check & adjustValve align
- Check suspension, steering & tires
- Additional parts & labor may be required
- On some vehicles
Now $79.00 +tax with coupon
Please present when order is written. May not be combined with any other offers or specials. Valid only at Toyota of Hollywood. Expires 10/31/10

6000 Hollywood Blvd.
Hollywood, CA 90028
1-800-293-3527
Service: 323-860-5575
Parts: 323-860-5590
www.hollywoodtoyota.com
Actress Gloria Stuart Remembered on the Walk

Actress Gloria Stuart was remembered with flowers placed Monday at her Walk of Fame star at 6714 Hollywood Blvd. Stuart, who passed away on Sept. 26 at age 100, began her career in film during the 1930s, starring in such films as “The Invisible Man” (1933) and “The Girl on the Front Page” (1936). Stuart appeared in numerous other films and television programs throughout the following decades, and in 1998 became well known to audiences in “Titanic” as Rose Calvert, the survivor of the ill-fated voyage who was the present-day representation of Kate Winslet’s character. Stuart, who was born in Santa Monica, was nominated for an Academy Award for Actress in a Supporting Role for “Titanic.”

NHM Starts Automobile Tours at Storage Facility

The Los Angeles County Natural History Museum (NHM) has been collecting specimens of California’s automotive culture since 1929, and is now offering guided tours of its automobile storage facility on the first Friday of each month, beginning on Oct. 1. The collection consists of 63 historic cars and motorcycles dating anywhere between 1900 and 1984. Until recently, the vehicles were displayed at the Petersen Automotive Museum on a rotating basis. The vehicles will now be kept at the NHM’s facility in Gardena and open to the public. Participants in the tours will learn about the history of automotive design, and Los Angeles’ automotive past. One of the standouts in the collection is the 1908 Pierce Great Arrow, which this August won the first prize in the Prewar Preservation Class and the Chairman’s Trophy at the 2010 Pebble Beach Concours d’Elegance. The Pierce was donated in 1937 by the widow of T.C. Wohlbruck, who owned a private car museum in San Jose, California. The vehicle was also once owned by Mrs. Edward de Niverinos, the wife of the editor of the San Francisco Examiner. More than 70 years later, her initials can still be seen in gold leaf on the door of the car.

Other highlights include a 1909 Case steam traction engine used in a San Fernando Valley orange grove, and the newest car in the collection, a 1984 Buick convertible which served as the Olympic Torch Relay Car in the Los Angeles Olympic Games. Other vehicles include a 1902 Tourist, produced by the first car manufacturing company in Los Angeles; a 1932 Duesenberg; a 1953 Cadillac El Dorado; and industrial designer Raymond Loewy’s personally-designed 1957 BMW 507 Coupe. Reservations are required. For information, call (213)763-3218 or e-mail to cars@nhm.org.

Jobs not jail!

HELPING HANDS CAFE

“Nothing Stops A Roller Like A Job”

For 22 years, Homeboy Industries, a nationally recognized successful gang intervention program, has provided jobs and free support services to former gang members and at-risk youth from more than half of the 1,300 known gangs in Los Angeles County. Homeboy businesses, including Homeboy Bakery and Homegirl Cafe, offer hands-on training and experience in a safe work environment. The program also offers mental health counseling, legal services, education, job counseling and tattoo removal services, which offer hope and opportunity to participants. But we need your help to keep our doors open.

Helping out is easy!

- Make a donation online.
- Donate online at Homeboy Industries.ORG
- Have lunch at the Homegirl Cafe.
- Buy your bread at Homeboy Bakery.
- Contact Homeboy and find out what you can do to help.
Metro Approves Cycling Measure

The Los Angeles County Metropolitan Transportation Authority (Metro) Board approved a motion on Sept. 23 by Mayor Antonio Villaraigosa to increase funding and resources for bicycles in the transit network. The measure will encourage the use of bicycles, and make it easier for them to be used in conjunction with buses and trains. “I am proud to be an advocate for bicycles and transit, and together they contribute to healthier and more sustainable communities,” Villaraigosa said. “The Los Angeles County Metropolitan Transportation Authority can do better to build bike infrastructure into stations and lines and encourage ridership by incorporating bike-explorer planning.” Funding for bicycle projects will be increased by a yet to be determined amount in the “2011 Call for Projects” issued by Metro. The fundmined amount in the “2011 Call for Projects” will be increased by a yet to be determined amount. The measure also called for bike-friendly improvements to the current transit system, and in future transit projects. In the short term, Metro will develop a phased plan for the installation of bicycle racks on all buses, which is estimated to cost $1.6 million. Metro officials will also develop a cost estimate, implementation schedule, and identify possible funding sources for retrofitting trains to accommodate bicycles.

In addition, the measure also stipulates that all future transit station designs will include stair channels or ramps so riders can wheel their bikes safely up and down staircases. The designs will also be required to accommodate bicycles. The designs will also include bicycle directional signage.

The measure also called for bike-pedestrian improvements to the current transit system, and in future transit projects. The measure also called for bike-rack funding, which is estimated to cost $1.6 million. The measure also called for bike-lane funding, which is estimated to cost $1.6 million. The measure also called for bike-path funding, which is estimated to cost $1.6 million. The measure also called for bike-hub funding, which is estimated to cost $1.6 million. The measure also called for bike-share funding, which is estimated to cost $1.6 million. The measure also called for bike-rental funding, which is estimated to cost $1.6 million. The measure also called for bike-camp funding, which is estimated to cost $1.6 million. The measure also called for bike-tour funding, which is estimated to cost $1.6 million. The measure also called for bike-festival funding, which is estimated to cost $1.6 million. The measure also called for bike-rally funding, which is estimated to cost $1.6 million. The measure also called for bike-ride funding, which is estimated to cost $1.6 million. The measure also called for bike-club funding, which is estimated to cost $1.6 million.
Resnick Pavilion Opens to the Public

From page 1

From page 1


dedication the educators have pro-
acknowledges the hard work and
education. The nomination
Los Angeles County's annual
Nomination forms are avail-
day. Nomination forms are avail-

- Lynda Resnick, vice chair of
the LACMA Board of Trustees

Lynda and Stewart Resnick were the main benefactors behind the new art pavilion, but the project was part of the overall transformation of the campus being implemented by Michael Govan, the museum's CEO and Wallis Annenberg Director.

**Deadline Approaching For Music Center Bravo Awards**

The deadline for nominations is
Oct. 4 for the Music Center of Los Angeles County's annual Bravo Award, which honors teach-
ers and schools for exemplary arts education. The nomination acknowledges the hard work and dedication the educators have pro-
vided to students, their profession and communities.

Teachers and schools can be
ominated in four categories, including School, School Arts Program, Generalist Teacher, and Arts Specialist Teacher. The Bravo Award involves a two-step process including the completion of a nomi-
ation form and an application. All Bravo Awards applicants will be recognized at an event held at the Music Center in spring 2011.

In order to be considered for a Bravo Award, arts educators must first be nominated by princi-
pals, faculty committees, superin-
tendents, parents or through self-
nomination. Nominations are open to Los Angeles County's educators and schools who offer arts education programs during the regular school day. Nomination forms are avail-
able by calling (213) 972-3387, or visit www.musiccenter.org/educa-
tion.

**Council Looks at Ways to Boost Business for Restaurants**

From page 1

In June, City Councilmember
Tom LaBonge, 4th District, which includes the Miracle Mile, instructed city departments to investigate how to prevent food trucks from parking in metered spaces, where they would sometimes sit all day, even if they were ticketed. Since then, however, LaBonge has worked with food truck union and
operators to find a solution to the problem on Wilshire Boulevard, and, in recent months, the trucks have largely moved away from restaurants to other locations down the street.

In recent months, restaurant
owners and truck operators seem to have reached an armistice on Wilshire Boulevard. Matt Geller, vice president of the Southern California Mobile Food Vendors Association, said at the committee meeting that the problems in that district could have been solved ear-
er if existing laws were enforced against food trucks that violated them.

Alarcón suggested that, at least in some cases, both food trucks and restaurants could benefit from each other, collectively drawing more commerce. In other situations, he hoped to make brick-and-mortar establishments more competitive by offering tax breaks, waiving permit fees, and streamlining the process for setting up outdoor din-
ing on the sidewalk.

Even at the situation on Wilshire Boulevard has stabilized, however, food trucks are popping up in other parts of the city, and more restau-
rants are starting to complain about this to their profits.

Vahé Karamardian, owner of Sandella's Flat Breads Café, said he first noticed a truck parked around the corner several months ago, which coincided with a 25 percent drop in business that day. While a break from taxes and fees would be welcome, Karamardian said the cost of rent is the main obstacle for restaurants trying to compete with the food trucks.

"Does the city want to pay my rent?" Karamardian said. "Let the trucks pay the kind of rent I do in Hollywood, and then see if they can keep their prices. When I'm selling a sandwich for five or six dollars, and they're selling tacos for one dollar, I'd go eat over there, too.

Vahé Karamardian, owner of Sandella's Flat Breads Café in Hollywood, said the food trucks have cut into his business.

"I think art builds a bridge of understanding for the diverse cultures of our society."

- Lynda Resnick, vice chair of the LACMA Board of Trustees

"When you walk inside, you see more than an acre of open space. This building is the heart of our campus. God and man have created the idea to establish this place as a gathering place for Los Angeles. The museum is a resource for all of us to come together.

The pavilion's façade is con-
structed of pale travertine marble. It has a "sawn-toothed" roof with sky-
lights that allows the daylight to enter the galleries, but also lets in light to illuminate out at night, pro-
viding a glow that can be seen from 6th Street and Fairfax Avenue to the rear of the museum campus.

The Lynda and Stewart Resnick Pavilion is one component of Phase II of LACMA's transformation, which also includes the revitaliza-
tion of the surrounding park at Fairfax Avenue and 6th Street with the Kelly and Robert Day Gardens. A restaurant, also designed by Pinao, will be built near the pavilion in the BP Grand Entrance and is scheduled to open in January. The final component of Phase II will be the installation next fall of artist Michael Heizer's piece, "Lievated Mass 2006-2009," a boulder weighing 683,000 pounds that will be sus-
pended on concrete rails enabling visitors to walk through carved-out earth underneath.

Numerous special events are
planned throughout the free com-
munity weekend, including a spe-
cial concert by Quetral and artist workshops. Although the event is free, special tickets are required. LACMA is located at 5005 Wilshire Blvd. For information, call (323) 933-857-6000, or visit www.lacma.org.

Photo by Ian Lovett

Lynda and Stewart Resnick were the main benefactors behind the new art pavilion, but the project was part of the overall transformation of the campus being implemented by Michael Govan, the museum's CEO and Wallis Annenberg Director.

"The real idea was to provide the art with an unpretentious, tolerant space." Pinao said. "The idea of destroying the wall between art and architecture was part of Michael's challenge. It's a very simple build-
ing, it's really a space for art. Light is excellent, and when you take the light from the north, which is dif-
fused, it complements the art."

Govan added that the pavilion is designed to create a sense of indoors and outdoors, and added that the "weather was the inspiration."

"When you walk inside, you see
more than an acre of open space. This building is the heart of our campus. God and man have created the idea to establish this place as a gathering place for Los Angeles. The museum is a resource for all of us to come together."
Supergraphics Banned in Hollywood
From page 1

Although the ads may change, the space is permitted for this type of signage, city officials said.

There are another 16 superf gra phics approved, but which still have to be built. The changes did not address digital walls and signs. The ban only affects future permitting of such advertisements — usually made of plastic or vinyl — in what is known as the Hollywood Signage Supplemental Use District, (SUD).

The district is bounded on the north and east by the Hollywood (101) Freeway, Melrose Avenue to the south, and La Brea Avenue to the west.

City Councilman Paul Koretz, 5th District, said councilmembers were in agreement that the amount of supergraphics needs to be scaled back.

“It’s gotten to the point where buildings are being designed as a location just to put plastic super graphics on them,” Koreetz said.

He was in favor of a city-wide ban of supergraphics, but Koreetz said Hollywood was target ed because of the “special use dis trict” designation.

The district was created in 2003 to boost Hollywood’s redevelopment efforts. Back then, many historic Hollywood hotels wanted to replace their roof signs. Blake Lamb, a city planner, said the unique designation was also meant for developers to use as an incen tive for investors — some of the supergraphics can bring their own ers up to $100,000 a month in profit.

Lamb added that the supergraph ic incentive is no longer needed today.

But Fred Rosenthal, vice presi dent of Ametron AudioVideo on Argyle avenue, disagrees. His busi ness is located across from the W Hotel, and the Hollywood/Vine Metro stop, and said the ban is going to negatively impact his busi ness and development in the area.

He was in the beginning stages of applying for a supergraphic compo nent to his business, but now isn’t sure if it will see the light of day.

“The ban is really going to hurt things. Rents are down, and in order to fund projects and have income on these properties, supergraphics are the way to do it,” Rosenthal said.

Lamb added that seven super graphics have been permitted for a future residential development on Hollywood Boulevard; two super graphics were approved for instal lation on the Metropolitan Hotel on Sunset Boulevard, just west of the Hollywood (101) Freeway, and several more are expected on Sunset and Hollywood Boulevards and Highland Avenue.

Dennis Hathaway, president of the Coalition to Ban Billboard Blight, said he wishes city officials would better monitor the original spirit of the ordinance.

“Very poor planning is why so many of these supergraphics are up today,” Hathaway said. “The num ber is significant, and represents over 30,000 square feet. This is visual blight — unsettling intru sions in our public spaces.”

Scott Campbell, president of the Central Hollywood Neighborhood Council, said he is glad the council sided with residents, who have strongly come out against super graphics over the last year.

“We don’t want every building wrapped in vinyl,” said Campbell, who lives a few blocks away from Sunset and Vine.

Campbell said the number of il legal signs that sprang up quickly in the last year, as well as the crack down on such signs by Los Angeles City Attorney Carmen Trutanich, probably hastened the ban.

“I think the billboard industry has dug themselves a hole,” Campbell said.

After the special district was cre ated, the ordinance not only allowed hotels and apartment rooftop signs, but also plastic signs that rotated its advertisements, from movies to alcohol, TV shows, and other products.

The way supergraphics have been used in the past, companies have approached property owners or vice-versa, and they then work together to get a permit, Lamb said.

The revenue ranges significantly, depending on where it is placed and its size, but can bring in between $10,000 up to $100,000 each month, officials have estimated.

Either the property owner or the sign company would then under the permit application through the city planning process, Lamb said.

The recent crackdown on illegal signs has prevented more from going up, but there are still illegal supergraphics in Hollywood, Lamb said, but it’s hard to spot them.

“They’re constantly changing,” Lamb added. “But generally, when you see supergraphics that wrap buildings, that’s not legal. Our reg ulations don’t allow you to cover windows.”

In March, the Los Angeles City Attorney’s Office filed a civil law suit against a sign company, several sign installers and property owners for allegedly illegal supergraphics and billboards installed at five locations in the city.

One of those, Vanguard Outdoor, Inc. is currently in litigation. The owner, Pam Anderson would not comment on the city’s ban this week, citing the lawsuit.

Garcetti said the ban is about reducing blight that threatens Hollywood’s prosperity and quality of life.

“We want a Hollywood economy that attracts tourists and that fills buildings with jobs, not one that uses buildings as three-dimensional billboards,” Garcetti said.

Although the ad space may change, the space is permitted for this type of signage, city officials said.

There are another 16 supergraphics approved, but which still have to be built. The changes did not address digital walls and signs. The ban only affects future permitting of such advertisements — usually made of plastic or vinyl — in what is known as the Hollywood Signage Supplemental Use District, (SUD).

The district is bounded on the north and east by the Hollywood (101) Freeway, Melrose Avenue to the south, and La Brea Avenue to the west.

City Councilman Paul Koreetz, 5th District, said councilmembers were in agreement that the amount of supergraphics needs to be scaled back.

“It’s gotten to the point where buildings are being designed as a location just to put plastic super graphics on them,” Koreetz said.

He was in favor of a city-wide ban of supergraphics, but Koreetz said Hollywood was targeted because of the “special use district” designation.

The district was created in 2003 to boost Hollywood’s redevelopment efforts. Back then, many historic Hollywood hotels wanted to replace their roof signs.

Lamb, a city planner, said the unique designation was also meant for developers to use as an incentive for investors — some of the supergraphics can bring their own up to $100,000 a month in profit.

Lamb added that the supergraphic incentive is no longer needed today.

But Fred Rosenthal, vice president of Ametron AudioVideo on Argyle Avenue, disagrees. His business is located across from the W Hotel, and the Hollywood/Vine Metro stop, and said the ban is going to negatively impact his business and development in the area.

He was in the beginning stages of applying for a supergraphic component to his business, but now isn’t sure if it will see the light of day.

“The ban is really going to hurt things. Rents are down, and in order to fund projects and have income on these properties, supergraphics are the way to do it,” Rosenthal said.

Lamb added that seven supergraphics have been permitted for a future residential development on Hollywood Boulevard; two supergraphics were approved for installation on the Metropolitan Hotel on Sunset Boulevard, just west of the Hollywood (101) Freeway, and several more are expected on Sunset and Hollywood Boulevards and Highland Avenue.

Dennis Hathaway, president of the Coalition to Ban Billboard Blight, said he wishes city officials would better monitor the original spirit of the ordinance.

“Very poor planning is why so many of these supergraphics are up today,” Hathaway said. “The number is significant, and represents over 30,000 square feet. This is visual blight — unsettling intrusions in our public spaces.”

Scott Campbell, president of the Central Hollywood Neighborhood Council, said he is glad the council sided with residents, who have strongly come out against supergraphics over the last year.

“We don’t want every building wrapped in vinyl,” said Campbell, who lives a few blocks away from Sunset and Vine.

Campbell said the number of illegal signs that sprang up quickly in the last year, as well as the crackdown on such signs by Los Angeles City Attorney Carmen Trutanich, probably hastened the ban.

“I think the billboard industry has dug themselves a hole,” Campbell said.

After the special district was created, the ordinance not only allowed hotel and apartment rooftop signs, but also plastic signs that rotated its advertisements, from movies to alcohol, TV shows, and other products.

The way supergraphics have been used in the past, companies have approached property owners or vice-versa, and they then work together to get a permit.

The revenue ranges significantly, depending on where it is placed and its size, but can bring in between $10,000 up to $100,000 each month, officials have estimated.

Either the property owner or the sign company would then under the permit application through the city planning process.

The recent crackdown on illegal signs has prevented more from going up, but there are still illegal supergraphics in Hollywood,

Lamb said, but it’s hard to spot them.

“They’re constantly changing,” Lamb added. “But generally, when you see supergraphics that wrap buildings, that’s not legal. Our regulations don’t allow you to cover windows.”

In March, the Los Angeles City Attorney’s Office filed a civil lawsuit against a sign company, several sign installers and property owners for allegedly illegal supergraphics and billboards installed at five locations in the city.

One of those, Vanguard Outdoor, Inc. is currently in litigation.

The owner, Pam Anderson would not comment on the city’s ban this week, citing the lawsuit.

Garcetti said the ban is about reducing blight that threatens Hollywood’s prosperity and quality of life.

“We want a Hollywood economy that attracts tourists and that fills buildings with jobs, not one that uses buildings as three-dimensional billboards,” Garcetti said.

Triathlon

Triathlon

From page 6

she said the training had helped her get in good shape, and was confident that she could finish the triathlon.

Pendelton and Goldman, on the other hand, have mostly trained by biking and running, respectively.

They both expressed more trepidation about the swimming portion of the race. Goldman said they have only trained once in the ocean, where the swim portion will be held, and got winded after putting on the wetsuit.

“As I see everyone this week, I’m acknowledging that it might be the last time I see them,” Pendelton joked.

Pendelton and Goldman were more excited about the success of the training as a team-building exercise.

Goorvich has been swimming with some of the other female employees, and, at least once a week, going out for nachos.

“If I were doing it alone, I don’t think it would be the same experience,” Goorvich said. “It’s brought the group of people who are doing it close together. We keep each other motivated. A few of us, after we swim, always go out for nachos. We thought, what’s the most disgusting thing we can eat to counteract the thousand meters we just swam? Oh, nachos! So now we have nacho Mondays. The social, team building part has been great.

The CauseForce team was also excited to experience what it felt like to participate in a large public event, rather than to organize it.

“It’s good to see the other side,” Goorvich said. “I’m really excited so get a free T-shirt. I’m usually in charge of getting the shirts printed, but now I’m the one that gets the free T-shirt.”

Participants will have to endure a grueling swim in the ocean as part of the event.

Numerous supergraphics are located on buildings on Vine Street, from Sunset to Hollywood Boulevard.

A pavilion with vendors and informational displays will be featured as part of the triathlon.

Park Labrea News/Beverly Press 21 September 30, 2010
Project Planned at Studios on Sunset

From page 1

Barton said one of the most interesting aesthetic components of the site — the KTLA radio tower near Sunset Boulevard and Bronson Avenue. The tower was originally located there prior to it being moved during a previous renovation project in the 1960s, he added.

“A lot of other studios are doing it, like Paramount and Warner Brothers, and we wanted to make the same improvements.”

-Christopher Barton, Hudson Pacific Properties

The mansion-like building at the front of the property will be restored under the new development plan.

Music Center Names Hall After Philanthropists

The Music Center of Los Angeles County has named the Grand Hall of the Dorothy Chandler Pavilion as the Eva and Marc Stern Grand Hall in recognition of contributions made by the Los Angeles-based philanthropists.

The Sterns are the second largest cumulative donors, after the family of Walt Disney, to the Music Center and its resident companies. In keeping with the Sterns’ wishes, details of their gifts are not being disclosed. The Sterns’ contributions will be used to continue the growth and expansion of Music Center programming and arts education initiatives.

“We are deeply grateful that Eva and Marc have honored the Music Center and our resident companies with such generosity,” Music Center president and CEO Stephen D. Whitman said. “As a result, the Stern’s names will be linked in perpetuity with the world-class presentations and exceptional programs that celebrate the joy and magic of the performing arts throughout our community.”

Marc Stern is vice chairman and chief executive officer of The Tribune Company, owner of KTLA. Christopher Barton, executive vice president and chief development and fund development for Hudson Pacific Properties, said Tribune had already approved entitlements to build a larger project at the site with 16 and 20-story office towers, prior to selling the property. Hudson Pacific will have to secure new entitlements, Barton said, and presented the plan recently to begin the long process of obtaining city approval and working with local community groups.

“The idea is to develop the part of the lot that is currently undeveloped, and take the existing building that is in front and restore it,” Barton said. “Basically, we have a site that is in dire need of development. The studio is very outdated, and we want to upgrade it. A lot of other studios are doing it, like Paramount and Warner Brothers, and we wanted to make the same improvements.”

Photo courtesy of Hudson Pacific Properties

InsideOut Writers, a creative writing program conducted in juvenile detention centers throughout Los Angeles. The program provides positive experiences for incarcerated youth through creative writing.

The Eva and Marc Stern Grand Hall is located on the second floor of the Dorothy Chandler Pavilion, and its use as key reasons behind the AIDS epidemic among MSM. As a result, HIV prevention efforts must be multifaceted, said Valerie Wagner, APLA’s director of education. “We have health education in only one piece of the puzzle,” Wagner added. “We must also fight the effects of structural barriers, like racism and homophobia, that undermine our best HIV prevention programs.”

APLA’s prevention efforts focus on key risk groups often stigmatized, including MSM of color, youth, and gay men who use crystal methamphetamine. Funding for such efforts still substantially trails the need, according to Thompson.

“Only in recent months have we seen signs of shifting from the traditional AIDS Strategy that singles out MSM as a high-priority group,” Thompson added. “And still California’s investment in HIV prevention remains at zero.”

A rendering shows how the project would look once it is completed, including the office tower and production facility.

Ratepayer Advocate Position Analyzed

From page 3

Robb said Garcetti is hoping to establish a “robust office” that would address governance and oversight issues, and provide neutral analysis to the public. DWP would also be in charge of paying for these positions, which include a ombudsman — an impartial and unbiased fully independent advocate to provide independent analysis on future proposals for rate increases. The position would also be tasked with increasing the number of households in DWP’s dis

responsiveness by the DWP, which it had promised to the city.

From page 16

For more information or to submit a comment, visit www.cd13.lacity.org.

Answers From Page 16

AIDS Project Los Angeles (APLA) has called for a dramatic increase in HIV prevention programming targeting men who have sex with men (MSM), particularly MSM of color, following a report from the U.S. Centers for Disease Control and Prevention (CDC) showing that nearly one in five MSM in major U.S. cities is living with HIV. The analysis also showed that nearly half are unaware of their status, and a majority are youth and men of color.

"For years, we’ve been watching infection rates among MSM rise — especially MSM of color," said APLA executive director Craig E. Thompson. "Today’s announcement, which is really good news, is long overdue."

Thompson cited lack of access to culturally appropriate care and prevention resources, along with homophobia, stigma, and substance misuse as key reasons behind the AIDS epidemic among MSM. As a result, HIV prevention efforts must be multifaceted, said Valerie Wagner, APLA’s director of education. “We have health education in only one piece of the puzzle,” Wagner added. “We must also fight the effects of structural barriers, like racism and homophobia, that undermine our best HIV prevention programs.”

APLA’s prevention efforts focus on key risk groups often stigmatized, including MSM of color, youth, and gay men who use crystal methamphetamine. Funding for such efforts still substantially trails the need, according to Thompson.

“Only in recent months have we seen signs of shifting from the traditional AIDS Strategy that singles out MSM as a high-priority group,” Thompson added. “And still California’s investment in HIV prevention remains at zero.”

T he Music Center of Los Angeles County has named the Grand Hall of the Dorothy Chandler Pavilion as the Eva and Marc Stern Grand Hall in recognition of contributions made by the Los Angeles-based philanthropists.

The Sterns are the second largest cumulative donors, after the family of Walt Disney, to the Music Center and its resident companies. In keeping with the Sterns’ wishes, details of their gifts are not being disclosed. The Sterns’ contributions will be used to continue the growth and expansion of Music Center programming and arts education initiatives.

“We are deeply grateful that Eva and Marc have honored the Music Center and our resident companies with such generosity,” Music Center president and CEO Stephen D. Whitman said. “As a result, the Stern’s names will be linked in perpetuity with the world-class presentations and exceptional programs that celebrate the joy and magic of the performing arts throughout our community.”

Marc Stern is vice chairman and chief executive officer of The Tribune Company, owner of KTLA. Christopher Barton, executive vice president and chief development and fund development for Hudson Pacific Properties, said Tribune had already approved entitlements to build a larger project at the site with 16 and 20-story office towers, prior to selling the property. Hudson Pacific will have to secure new entitlements, Barton said, and presented the plan recently to begin the long process of obtaining city approval and working with local community groups.

“The idea is to develop the part of the lot that is currently undeveloped, and take the existing building that is in front and restore it,” Barton said. “Basically, we have a site that is in dire need of development. The studio is very outdated, and we want to upgrade it. A lot of other studios are doing it, like Paramount and Warner Brothers, and we wanted to make the same improvements.”

Photo courtesy of Hudson Pacific Properties

InsideOut Writers, a creative writing program conducted in juvenile detention centers throughout Los Angeles. The program provides positive experiences for incarcerat-

ed youth through creative writing.

The Eva and Marc Stern Grand Hall is located on the second floor of the Dorothy Chandler Pavilion, and its use as key reasons behind the AIDS epidemic among MSM. As a result, HIV prevention efforts must be multifaceted, said Valerie Wagner, APLA’s director of education. “We have health education in only one piece of the puzzle,” Wagner added. “We must also fight the effects of structural barriers, like racism and homophobia, that undermine our best HIV prevention programs.”

APLA’s prevention efforts focus on key risk groups often stigmatized, including MSM of color, youth, and gay men who use crystal methamphetamine. Funding for such efforts still substantially trails the need, according to Thompson.

“Only in recent months have we seen signs of shifting from the traditional AIDS Strategy that singles out MSM as a high-priority group,” Thompson added. “And still California’s investment in HIV prevention remains at zero.”

Ratepayer Advocate Position Analyzed

From page 3

Robb said Garcetti is hoping to establish a “robust office” that would address governance and oversight issues, and provide neutral analysis to the public. DWP would also be in charge of paying for these positions, which include a ombudsman — an impartial and unbiased fully independent advocate to provide independent analysis on future proposals for rate increases. The position would also be tasked with increasing the number of households in DWP’s dis

responsiveness by the DWP, which it had promised to the city.

From page 16

For more information or to submit a comment, visit www.cd13.lacity.org.

Answers From Page 16

AIDS Project Los Angeles (APLA) has called for a dramatic increase in HIV prevention programming targeting men who have sex with men (MSM), particularly MSM of color, following a report from the U.S. Centers for Disease Control and Prevention (CDC) showing that nearly one in five MSM in major U.S. cities is living with HIV. The analysis also showed that nearly half are unaware of their status, and a majority are youth and men of color.

“For years, we’ve been watching infection rates among MSM rise — especially MSM of color,” said APLA executive director Craig E. Thompson. “Today’s announcement, which is really good news, is long overdue."

Thompson cited lack of access to culturally appropriate care and prevention resources, along with homophobia, stigma, and substance misuse as key reasons behind the AIDS epidemic among MSM. As a result, HIV prevention efforts must be multifaceted, said Valerie Wagner, APLA’s director of education. “We have health education in only one piece of the puzzle,” Wagner added. “We must also fight the effects of structural barriers, like racism and homophobia, that undermine our best HIV prevention programs.”

APLA’s prevention efforts focus on key risk groups often stigmatized, including MSM of color, youth, and gay men who use crystal methamphetamine. Funding for such efforts still substantially trails the need, according to Thompson.

“Only in recent months have we seen signs of shifting from the traditional AIDS Strategy that singles out MSM as a high-priority group,” Thompson added. “And still California’s investment in HIV prevention remains at zero.”

T he Music Center of Los Angeles County has named the Grand Hall of the Dorothy Chandler Pavilion as the Eva and Marc Stern Grand Hall in recognition of contributions made by the Los Angeles-based philanthropists.

The Sterns are the second largest cumulative donors, after the family of Walt Disney, to the Music Center and its resident companies. In keeping with the Sterns’ wishes, details of their gifts are not being disclosed. The Sterns’ contributions will be used to continue the growth and expansion of Music Center programming and arts education initiatives.

“We are deeply grateful that Eva and Marc have honored the Music Center and our resident companies with such generosity,” Music Center president and CEO Stephen D. Whitman said. “As a result, the Stern’s names will be linked in perpetuity with the world-class presentations and exceptional programs that celebrate the joy and magic of the performing arts throughout our community.”

Marc Stern is vice chairman and chief executive officer of The Tribune Company, owner of KTLA. Christopher Barton, executive vice president and chief development and fund development for Hudson Pacific Properties, said Tribune had already approved entitlements to build a larger project at the site with 16 and 20-story office towers, prior to selling the property. Hudson Pacific will have to secure new entitlements, Barton said, and presented the plan recently to begin the long process of obtaining city approval and working with local community groups.

“The idea is to develop the part of the lot that is currently undeveloped, and take the existing building that is in front and restore it,” Barton said. “Basically, we have a site that is in dire need of development. The studio is very outdated, and we want to upgrade it. A lot of other studios are doing it, like Paramount and Warner Brothers, and we wanted to make the same improvements.”

Photo courtesy of Hudson Pacific Properties

InsideOut Writers, a creative writing program conducted in juvenile detention centers throughout Los Angeles. The program provides positive experiences for incarcerat-
Classified Advertising
(323)933-5518
6720 Melrose Ave. P.O. Box 36036, Los Angeles, CA 90036

BUSINESS & SERVICE DIRECTORY

BATH TUBS
BATH TUBS & SINKS
OLD-LACQUER-STAINED-CHIPPED
We Refinish Like New At Your Site!
Also Fiberglass Tub Repairs
All Work Guaranteed
Rick's Porcelain Refinishing
8033 Sunset Blvd., #602
W. Hollywood, CA 90069
1-800-200-TUBS
(323) 851-9142

HANDYMAN
DD CONSTRUCTION
20 Years Experience
Plumbing • Electrical • Iron Work Painting • Concrete Brick Work • Finish Carpentry Roofing Waterproofing REASONABLE RATES
ALL WORK GUARANTEED CALL FOR FREE ESTIMATES
213-324-2821 Contractor Lic. #65518

FURNITURE RESTORATION
Furniture Restoration
Established 1964
House of Brienza, Inc.
Voted “BEST OF LA 2010”
“Furniture Repairs • Fine Art Restoration • Furniture Restoration • Upholstery • Rush Work We Make Fine Custom Furniture”
2358 S. Robertson Blvd.
www.houseofbrienza.com
310-839-9254

COMPUTER
The Disc Doc
Computer Problems?
I can help!
• Troubleshooting
• Lessons
• Purchase Consultation
• Phone Support
Jed Rothman
323.240.5112
TheDiscDoc@mac.com

FOR RENT
MID WILSHIRE
MOVE-IN SPECIAL
1/2 OFF
1ST MONTH’S RENT
1 BDRM $950
Large Kitchen, Carpet, Paint, Blinds, Laundry Facility, Controlled Gated Entry
544 S. Hobart
(323)630-4538

FARMERS MARKET AREA ON 3RD ST.
Very Bright Spacious STOREFRONT
Lots of glass windows
Built-in Workspace
Available Oct. 8
Eva (323)270-0604

HELP WANTED
Fuddruckers
Hiring Cooks, Cashiers, Shift Leaders!
Apply 2-4pm Daily
10250 Santa Monica Blvd
221 North San Fernando
Great Opply's!

GOLD STAR JEWELRY
FAMILY OWNED
SINCE 1976
We buy gold, diamonds & fine watches
Top Dollar Paid!
Specializing in ring setting, Custom design, Engraving, Stone replacement, Wedding Bands, Restoring, Bracelet Repair, Replacing prongs
587 South Fairfax Ave. (1 bl. North of Wilshire) • (323)931-2113

WINDBARG CLEANING
RAMIZ WINDOW CLEANING
and Maintenance serving Park Laubrea Residents for more than 35 years.
(323)653-7460

CAM’S SHUTTERS & INTERIORS
Specializing in Custom Made shutters, window treatments and interior design.
We manufacture & install. Family owned & operated since 1960.
Call 800-867-5034 Visit our showroom in Covina.
www.cams shuttersandinteriors.com

Read us online
breaking news updated daily
best local news coverage
www.beverlypress.com

The news from around the world - and around the corner - delivered right to your door.
Los Angeles Times and Beverly Press & Park Laubrea News together. Call 1-800-474-5085

BEVERLY PRESS
Los Angeles Times
PARK LABREA NEWS

We offer expert Rolex Repair Service Limited-Time Rolex Repair special offer: Complete Overhaul was $539 Now only $175
FREE SINUS RELIEF SEMINAR
SATURDAY, OCTOBER 2, 2010
12 PM - 1:30 PM
Olympia Medical Center
Call (323) 932-5102 to register

OLYMPIA MEDICAL CENTER
Your Community Hospital

Ranked TOP 5% in EMERGENCY MEDICINE in the nation

HEALTHGRADES®
5 Star - Highest Ratings For:

STROKE  CARDIAC
PULMONARY  ORTHOPEDIC
GASTROINTESTINAL  GENERAL SURGERY
CRITICAL CARE

Certificate of Excellence from CalHospitalCompare.org

5900 W. Olympic Blvd., Los Angeles, CA 90036
(310) 657-5900  www.olyMPIAmc.com
24/7 LIVE OPERATOR AVAILABLE FOR PHYSICIAN REFERRALS AT (800) 874-4325