



STUDIO CITY RESIDENTS ASSOCIATION

Your Advocate for Studio City



September 2009

GOODBYE UGLY BLACKTOP, HELLO TREES.

In the near future, traffic and pedestrians traveling east on Moorpark Street at Laurel Canyon Blvd., opposite Moorpark Park, will no longer pass by the blacktop panels. The Studio City Beautification Association (SCBA), an affiliate of the Studio City Residents Association, has contracted with North East Trees to perform design and construction work for that area and has partnered with USC Center for Sustainable Cities and Environmental Furniture Inc. (EFI), the latter of which has provided a generous structured grant for the project. The plan calls for planting a street median across the street from the park to help calm traffic and make an already heavily used park even more attractive for residents. Details include:

- Removal of the two-block-long bleak asphalt-covered median that divides the frontage road for apartment buildings from Moorpark Street in order to plant 12 California live oak trees and allow for infiltration of storm water runoff.
- Planting 17 jacaranda trees in the city right of way in front of the apartment buildings.
- Planting 75 drought-tolerant shrubs in the median strip in the block immediately west of the live oak trees. This median is too narrow to tolerate full tree planting. Future plans call for it to be incorporated in a full "green street" project on Gentry Avenue, where the design will focus on storing, cleaning and infiltrating a large volume of storm water runoff from streets and buildings in the surrounding area before discharging the excess into the Tujunga Wash.

WHAT WE NEED FROM OUR COUNCIL MEMBER

Op-Ed by Alan Dymond, President, SCRA

The one overriding interest of anyone who lives in Studio City and the surrounding neighborhoods all the way up to Sunland-Tujunga is what the new council member will fight for in Council District 2. The geographic boundaries are disparate, but there is a commonality to all in this district.

We know any council member has to act in the best interests of the City of Los Angeles at large, but this emphasis should not override local concerns. And there are plenty. At a recent candidates' forum, one attendee invited comment on the plus and minus acts of the former council member of our district. Although comments on an elected official's past performance might provide an interesting topic for discussion, a better question to ask might have been, what will the new council member do for the district compared to what has happened in the past? And what are the qualifications and experiences that give a candidate an understanding of local issues?

(Continued, Page 2)

Established in 1998, the USC Center for Sustainable Cities fosters research, education and partnerships to address sustainability challenges facing metropolitan regions and generates innovative solutions that enhance the natural environment, economic vitality and social equity of cities worldwide. SCRA members can learn more at

<http://college.usc.edu/geography/ESPE/index.html>.

North East Trees, founded in 1989, has planted more than 30,000 trees through its urban forestry program. The organization's mission now extends to park design, watershed restoration and training of at-risk youth. For more information, visit <http://www.northeasttrees.org>.

The Moorpark project, originally much smaller, has grown with the assistance from the project partners and the EFI grant. What was once a modest removal of asphalt and planting shrubs will now be a beautiful landscape of many trees. This work comprises phase one of the project. Phase two will connect at the east end to the proposed Tujunga Wash walking/bike path and then to Radford and the sculpture garden adjacent to the CBS lot.

(Op-Ed, cont'd)

Alternatively, how has the candidate been involved in issues that face Studio City, Sherman Oaks/Sunland-Tujunga and the Valley over the past years?

The incoming council member will have an initial two-year term. Then, he or she will ask to be reelected to a four-year term. In the last election, Measure B, the Solar Energy Ordinance, failed, and the recent City Attorney election resulted in an upset. Both occurred despite powerful forces with interests that differed from that of the communities. Voters realized they are not NIMBYS but are a "special interest group" and not in a pejorative sense. Voters might not have the money, but they vote. In reflecting on the past election, voters are quite prepared to use the power of the vote.

Editor's Note: Periodically, the SCRA will publish an op-ed about an issue of importance to the community. Interested parties should feel free to submit op-eds for consideration to the editor of this newsletter via email at scraboard@studiocityresidents.org.

BREAKING NEWS

Sportsmen's Lodge Update

SCRA members have observed some crane activity at Sportsmen's Lodge. The SCRA has learned the cranes were used in TV productions, with both "House" and "The Office" filming on the property.

At this time, the owner, Richard Weintraub of Weintraub Financial, is in the process of sanding and painting the exterior. Carpeting has already been removed and replaced; Weintraub is continuing to make cosmetic improvements and plans to reopen the facility as a banquet center in October or November of this year. There are also plans in 2010 to bring in a steakhouse restaurant into the former location of The Muddy Moose. The foot print of the facility will not be altered at this time.

All the memorabilia from Sportsmen's Lodge has been safely stored. Weintraub Financial plans to solicit input from Studio City community organizations to determine the best use of the memorabilia and its final destination.

Update on Studio Oaks

The Studio Oaks Neighborhood Park project to beautify the immense oak-studded side panels on Ventura Blvd. west of

Coldwater Canyon is progressing rapidly. After a successful petition, the city is in the straw ballot process. Households and businesses in the proposed assessment district have been mailed ballots to determine their willingness to participate in the final Proposition 218 ballot to form the district, which would complete the park and establish a professional maintenance program. If the majority agrees, the next step is a city-conducted detailed financial engineering study, final hearings and official assessment district ballot.

The improvement to this major gateway to Studio City has been in the SCRA sights for many years. The SCRA is pleased to have it become a reality, thanks to the hard work of the Studio Oaks Neighborhood Park Committee comprised of the Studio City Beautification Association, Greenleaf Watch and area neighbors.

The SCRA gives special thanks to City Council District 5 Senior Field Deputy Joan Pelico for her help and amazing support.

SEPTEMBER COMMUNITY MEETING MAKES WATER THE FOCUS

Two guest speakers at the September 8 SCRA Community Meeting (held at Beverly Garland's Holiday Inn) will address the challenges Studio City residents face with the water shortage in California. The Department of Water & Power's Greg Bartz will give an overview on how water drought restrictions have worked during the summer months, where the best efficiency and savings were seen and projections for the future of water usage in Los Angeles.

In addition, Assembly member Mike Feuer will address the state legislature's progress on water issues. Feuer recently attended a public forum (along with Studio City Residents Association affiliate Save LA River Open Space), which focused on solving California's water crisis. Feuer will address the urgent need to fix the fragile Sacramento-SanJoaquin Delta region, from which Southern California receives more than one-third of its water.




Members of Save LA River Open Space joined Friends of the LA River for the August 22, 2009 Los Angeles River clean-up event, along with State Senator Alex Padilla.

HOLIDAY PARADE VOLUNTEERS/SPONSORS/PARTICIPANTS WANTED

The SCRA is pleased to announce it is bringing the community this year's holiday parade on Sunday, December 6, 2009. This year's theme is "Studio City Holiday Parade: Stars Shine Bright."

Call 818-990-0722 or email studiocityholidayparade@gmail.com for more information about getting involved in the parade as a participant, sponsor and/or an event volunteer.

 Stay tuned for more information. This year's holiday parade will take the celebration to a whole new level.



IT'S HAPPENING IN STUDIO CITY

City Council District 2 Candidates' Forum

September 16, 2009 at 7:15 p.m., Notre Dame High School at Woodman and Riverside.

Special Election Day: September 22, 2009.

Bring a New Park to Life in Studio City

Event to Update Progress on Weddington Golf & Tennis

Free family event with information on potential Los Angeles River Natural Park. Kids' activities, food, music (see more details on p.6), September 12, 2009, 3:00 p.m., Christian Science Church, 4032 Whitsett Ave.

Studio City Branch Library

Book Donations: Every Saturday, 10:00 a.m. - 2:00 p.m., in the library community room.

Book Sale: Saturday, September 26, 2009, from 10:00 a.m. - 2:00 p.m. Please bring bags or boxes for purchases.

COMMUNITY CRIME REPORT

By Studio City Lead Officer Mike Lewis

Crimes in Studio City for the month of July 2009 were extremely low. The community saw a total of 48 incidents this month versus a monthly average in 2007 of 92 crimes. The breakout includes:

BFMV	29	(Burglary from motor vehicle)
Burglary	14	(Residential or commercial)
GTA	5	(Grand theft auto)
Robbery	0	(Taking of property by the use of force or fear)

During a recent Neighborhood Watch Meeting, a community member said given the state of the economy and the high rate of unemployment, he expected crime rates to increase. Fortunately, the circumstances have not affected crime in Studio City nor in the City of Los Angeles. In fact, most criminals are not burglarizing cars because they have just lost their jobs as engineers, construction workers, grips, directors, auto mechanics, etc. An individual who breaks into a house or car is almost always someone who does this over and over and over again.

In 2008, LAPD Deputy Chief Charlie Beck said, "There were fewer violent crimes than any other year since 1967, and the fewest number of property crimes since 1959. Overall crime was the lowest it has been since 1961." Studio City is also at historic low levels and is a true testament to the part of LAPD's mission statement that reads "Reduce the fear of crime."

There is still a continuing problem with mail thefts, with most incidents occurring in the hills. Suspects are targeting unlocked mailboxes, located on the street, in front of the victim's home. The North Hollywood division recently arrested a suspect, off Mulholland Drive, who was walking up and down streets opening up mailboxes. He was seen by a neighbor who safely followed him and directed the officers to his location. He was on parole for burglary and was recently released from prison. Not surprisingly, he had a long rap sheet. Getting a locking mailbox is very important for the community.



TO THE MARKET

With summer in full swing, it is virtually impossible to mention all the wonderful produce now in season at

the Studio City Farmers Market. This is the best time to buy local. Pudwill Farms now has sweet breba mission figs and delicious black raspberries. Ethridge Farms brought out its lemon cucumbers that are excellent in a salad with heirloom tomatoes. Arnett Farms always has a good selection of succulent pluots (a plum/apricot hybrid). Of course, this is corn season, and this year's crop is very sweet. Please welcome a new vendor, Glen, with Extreme Desserts. His red velvet whoopi pies are sinfully delicious. Try a sample.

The Studio City Farmers Market is presented jointly by the Studio City Residents Association and the Studio City Chamber of Commerce. Free parking is available at the CBS lot on Radford.

As a reminder, please be sure to take personal belongings out of the car, including iPods, no GPS systems, computers, briefcases, wallet, etc. Criminals love an easy target. To report something suspicious call, the LAPD non-emergency number 1-877-ASK-LAPD. If it is a crime in progress, call 911. For non-emergencies, Officer Lewis can also be reached at 818-634-2593.

COMMUNITY HEROES: FRANCESCA CORRA



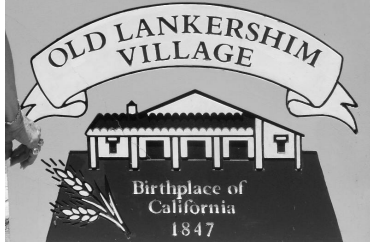
The Studio City Beautification Association (SCBA) and Studio City owe much to Francesca Corra of Dirt Diva Designs.

Commuters who have noticed the acre of improvements on Ventura

Boulevard across from Marshall's - the creek bed, the landscaping and the meandering path - have Francesca Corra to thank. She not only planned this work and shepherded the plans through approval at Public Works Street Services, she managed installation for free. All told, this effort ranks Francesca right behind the Studio City Residents Association as the biggest benefactor to the Studio City Beautification Association in 2009. A true community hero, Francesca's easy, creative and persistent approach to program management is one of her greatest strengths. As volunteer director of parkways, Francesca is making Studio City a better place.



OLD LANKERSHIM VILLAGE



Board member Connie Elliot recently attended the dedication a few blocks north of the Campo de Cahuenga of The Old Lankershim Village Gateway Monument. This stone monument is located in a landscaped

island near the junction of Lankershim Blvd. and Cahuenga where Studio City meets Toluca Lake. It celebrates the early identity of the area as well as the year 1847 when the Treaty of Cauenga ("Cahuenga") was signed at the Campo, the "Birthplace of California." The treaty signing is celebrated each year at the Campo. For updates on the celebration, check www.campodecahuenga.com.

Isaac Lankershim grew wheat in the area, which was fertile soil due in part to the Los Angeles River. The area also became a major fruit growing location. It was later renamed North Hollywood in hopes of encouraging studios to move into the area. When the Mack Sennett Studios (now CBS Studio Center) opened, Studio City got its name. The naming of the area took place in the 1920's.

The idea of an identity for the area where the stone is placed was backed by Richard Bogy of Toluca Lake, Councilmember Tom LaBonge and businesses on Lankershim from Riverside Dr.



(L to R): Alice Roth, deputy district Director for CD4; Deuk Perrin, president, Campo de Cahuenga Historical Memorial Association; Richard Bogy, chair of community development, Toluca Lake Chamber of Commerce; Councilmember Tom LaBonge (CD4); Kelly Altobelli, chair, Old Lankershim Village Committee; Shirley Duenckel, Toluca Lake Garden Club; Terry Davis, director, Toluca Lake Chamber of Commerce, and Cos Altobelli, Old Lankershim Village Committee.

south to the Campo. Cos Altobelli, business and property owner on Lankershim, got involved to help give the corridor a collective identity.

LAUREL CANYON BEATIFICATION PLANS

The Studio City Beautification Association (SCBA) has a dream to transform Laurel Canyon into a boulevard environment. The SCBA has formed a small committee and is looking for additional volunteers. The SCBA is also in the process of getting approvals for placing a welcoming monument at

(Continued, Page 5)

SCRA WATCH: WORKING FOR A BETTER STUDIO CITY

Editor's Note: In this space we will report about things that are broken or problems in our community, including information about who is responsible, what has been repaired, and who in the City made it happen.

EYESORE: At what point does a Bobcat tractor or a Porta-Potty become a permanent fixture? While games have been played, basically for two years every neighbor accessing the neighborhood at the 3800 block of N. Ridgemoor Drive in Studio City has enjoyed a view of a tractor and an Andy Gump Porta-Potty. There must be some code being violated by long-term storage of a tractor on what should be a front lawn. Neighbors have contacted City Council District 2 office, and the SCRA has called the Council District's Valley office to determine if this is a citable offense and who in the City needs to be called to have this eyesore removed.

FIXED: The Andy Gump Porta-Potty has been removed.

NOT FIXED: The tractor is still stored on the front lawn of the property.

ANOTHER EYESORE: The buildings at 11060 and 11062 Fruitland Drive are in a shambles with no one living in these buildings for years. A retaining wall has been partially removed and has not been repaired, creating the possibility of the hill side falling into Fruitland Drive. The front porch of the top house has been removed and has not been replaced. The SCRA is on the case.

TRASH: For the last several weeks, the parking lot at the rear of the stores on the southwest side of Ventura Blvd. at Laurel Canyon Blvd. - Long's/CVS, Urban Outfitters, Chico's, Bookstar, Papyrus, Starbuck's, etc. - has been filled with all sorts of trash (plastic bags, papers, food wrappers, cigarette butts, etc.) Much of the trash has blown up against the southern wall of the parking lot and is squashed by parked cars. For a while, there was speculation the accumulation of trash was a result of an uncovered dumpster used while Long's was being remodeled into a CVS. The dumpster is long gone, and the trash situation has worsened.

FIXED: After calls from the SCRA, as of the end of August, the trash was removed.

PLEASE BE OUR EYES AND EARS. Is something broken in your neighborhood and not being repaired?

Call the SCRA at 818-509-0230 or email: scraboard@studiocityresidents.org



(Laurel Canyon, cont'd)

Laurel Canyon Blvd. and Mulholland Drive and drawing up plans to beautify the triangle at Fryman Place and Oakdell Road. The current concept is to turn this triangle into a small bird sanctuary. Interested volunteers should call and leave a message at the SCRA office (818) 509-0230.

These two immediate improvements will begin the boulevard process. The next step for will be to request the City create a

scoping report on Laurel Canyon from Ventura Blvd. to Mulholland Drive. This will give the SCBA a detailed report on all underground lines, property lines and other pertinent information in order to initiate the planning phase.

THE NEWS ABOUT NEWS & NOTES

SCRA members may have noticed the new format for the e-blast called "News & Notes." The SCRA has signed up with a service for bulk e-mails that has proven to be a major improvement in the delivery of news to members. Along with this service comes the ability to track the number of members who actually open these important e-blast. Seventy-five percent of SCRA members who are receiving "News & Notes" are opening and reading them. "News & Notes" is used to keep SCRA members informed about breaking news and important events that occur between publication of the monthly SCRA newsletter. The SCRA Board remains committed to using this tool sparingly with the goals of bringing important factual information to members without attachments and pop-ups. To be sure to receive the SCRA's "News & Notes," call the SCRA office at (818) 509-0230 and leave a call back number.

PRESIDENT'S MESSAGE

by Alan Dymond

September 22, 2009 is Election Day and the City Council District 2 election is coming down to the wire. Make no mistake; this is the most important vote our members will cast for some time to come as it will impact Studio City, not just for the remainder of Wendy Greuel's term - two years - but for the possibility of the incumbent's being reelected for the succeeding two four-year terms – a total of ten years. So, if it is that important, why isn't the SCRA hosting a candidates' forum?

On September 16, 2009 at 7:15 p.m., the Sherman Oaks Homeowners Association will hold a candidates' forum at Notre Dame High School on Riverside Drive. The SCRA will join in this debate. Sherman Oaks has similar issues to SCRA, and, in the past, both organizations have presented a common front on many issues. Further, our members, through SCRA's "News & Notes," have been advised of alternate sites and dates of similar forums. In fact, Laurel Grove, Valley Glen and Valley Village hosted a forum on August 18, 2009 with more than 250 in attendance. I attended and counted at least five SCRA board members and recognized many SCRA members.

Moving past Election Day, campaign managers and others are in agreement that a runoff is certain. To that end, candidates have been asked to reserve the October 13, 2009 SCRA Community Meeting for a debate between the two finalists.

That brings me to the subject of endorsements. As I have said before, the SCRA does not endorse candidates in any election. I have requested board members not lend their names in support even when candidates utilize the gloss "for identification purposes only" or list board members as "Former, Fmr, etc." when posting the name and the Association on their flyers and web sites. It is so close to the old Monty Python skit of "Nudge, Nudge, Wink, Wink." Any board member, committee member, president or officer of the SCRA, present, past or otherwise, does not speak for our SCRA members. It is everyone's constitutional right, jealously guarded and rightly so, to support whom they wish, but let's not pretend that the object of naming names is not to make the connection to the SCRA. If there is no connection intended, then why state the connection with the SCRA!

Why am I so adamant on this point? For the simple reason our members are quite capable of making up their own minds: and more importantly, in my discussions of the election with SCRA members, I learned they have many different opinions about whom they would like to see elected. They do not appreciate endorsements being given in this manner and that is why I have resisted, and will continue to resist, calls from candidates to endorse them. Believe me, there have been many requests of this nature. It is not Alan Dymond's name they want: it's the connection.

Alan Dymond



**Attend the
Tuesday, Sept. 8, 2009
SCRA Community Meeting**

Beverly Garland's Holiday Inn

**Presentation by Greg Bartz,
DWP, and Assembly member
Mike Feuer, on water issues
facing the community.**

7:00 p.m. Light refreshments

7:30 p.m. Meeting

Visit studiocityresidents.org for directions.

**NOTICE TO ALL SCRA
MEMBERS AND GUESTS:**

If you have not renewed your membership,
this will be your last newsletter.

Visit the SCRA web site at
<http://www.studiocityresidents.org>
for details on how to
renew your membership or
call the SCRA office at 818-509-0230.



**Save LA River
Open Space**



Bring a New Park to Life in Studio City
Family Event to Update Progress with the
Weddington Golf & Tennis Property

WHEN: Saturday, September 12, 2009
3:00 p.m.

WHERE: Christian Science Church
4032 Whitsett Ave.
Studio City, CA 91604

Just imagine:

- The return of native habitats
- Recreational opportunities
- Improved water quality
- Support for revitalizing/improving access to the Los Angeles River
- Much-needed open space
- **NO DEVELOPMENT!!**

Efforts to save the last remaining piece of open space in Studio City at Weddington Golf & Tennis are far from over. The Save LA River Open Space team wants to keep this space from development with the creation of **Los Angeles River Natural Park**.

Learn more about the potential for Los Angeles River Natural Park. See how you can play a part in making it happen at a **family-friendly, interactive and educational event**.

Kids can design their own vision for the park along with other activities. Enjoy music and good food.

**BE ENTERED INTO A DRAWING FOR A
\$200 AMERICAN EXPRESS GIFT CERTIFICATE.**

**Learn a Lot! Enjoy a Bite!
Have Fun with the Kids! Win a Great Prize!**

Preserve Open Space in Our Community!
www.savelariveropenspace.org

For more information: saveopenspace@slaros.org