



STUDIO CITY RESIDENTS ASSOCIATION

Your Advocate for Studio City

January 2010

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LAPD EMPOWERS STUDIO CITY RESIDENTS TO HELP STOP RISE IN BURGLARIES



Senior Lead Officer for Studio City, Mike Lewis, and Supervisor of Detectives for the Los Angeles Police Department's North Hollywood Division, Lieutenant Alan Hamilton, addressed more than 150 SCRA members and guests at the December SCRA Community Meeting about the recent increases in home and car burglaries.

According to Lt. Hamilton, North Hollywood Division, of which Studio City is a part, has had a 15 percent decrease in burglaries compared to last year. Studio City experiences more property crimes (theft from homes or vehicles) than any other area of the division. The LAPD believes this is because Studio City residents, on average, own more items that appeal to burglars, such as iPods, GPS systems, expensive jewelry and other

electronics that can be easily sold. Studio City is currently an area of concern for the division detectives given the recent increase in home burglaries, at one point up to seven happening in one week.

The LAPD hopes technology and communication will help apprehend and stop thieves. With a full burglary investigative team, the detectives review every crime report and attend two meetings weekly to help them gather the information they need to apprehend suspects. The first is a meeting with patrol, and the other is an intelligence meeting with the chief. Lt. Hamilton could not give specifics for fear of giving away "trade secrets;" however, he assured audience members that technology is used on a daily basis to help identify and locate suspects. In addition to helicopters being used from a distance so as not to alert burglars, undercover officers are frequently placed in burglary prone neighborhoods to help apprehend burglars. He praised Studio City residents on their Neighborhood Watch efforts, saying oftentimes residents will report undercover units as "suspicious activity" in the neighborhood.

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SCRA STUDIO CITY CARES AWARDS

The SCRA presented its annual Studio City Cares Awards at its December Community Meeting to Joan Pelico, Field Deputy for City Council member Paul Koretz, for Excellence in Government Leadership; Michael Lemus for Service to Youth Sports; and Anita Hirsh for Excellence in Community Service. In addition, the SCRA gave the Fran Quigley Award in recognition of exceptional service to preserve Los Angeles River Open Space in Studio City to Save LA River Open Space co-directors, Laurie Cohn, Kathy Hassett and Patty Kirby.



Bill Harmon, Joan Pelico



Michael Lemus



Alan Dymond, Jennifer Hirsh (on behalf of Anita Hirsh)



Kathy Hassett, Laurie Cohn, Patty Kirby, Alan Dymond

(LAPD, cont'd)

According to Officer Lewis, the best defense is an alert neighborhood. Suspicious behaviors to look for include:

- 1) Strangers wearing backpacks while walking or bicycling through the neighborhood.
- 2) People knocking on doors and asking for someone who doesn't live there or another random question that is not related to selling. The number one way burglars determine if a house is empty is by knocking on the door.
- 3) Strangers walking into a neighbor's back yard or hopping over a fence. The top entry point into a house for burglars is the back door or a back window. If you see anyone hopping a fence into a back yard in your neighborhood, call 9-1-1 to report a burglary in progress.

When asked about door-to-door solicitors selling magazine subscriptions, Officer Lewis said most of these solicitors are not burglarizing homes and cars. He explained many of these youth are bussed into Studio City by a larger company to sell door-to-door. Some are what he referred to as "opportunists," who will steal something if it is within easy reach, but most are not. He said the best way to stop door-to-door solicitors is to not buy from them. Officer Lewis often stops these solicitors just to make sure they are abiding by the law, and he is surprised at the number of subscriptions they are able to sell in Studio City. The best way to get them to leave is to ask for a Los Angeles City business license, which they are supposed to have, but usually do not.

Unfortunately for Studio City, especially in the Doñas and Silver Triangle neighborhoods, burglaries are on the rise again. Officer Lewis encouraged residents in these neighborhoods to be especially diligent in protecting their homes and to be aware of suspicious behavior. One suspect, a male black approximately twenty-five years old, has been spotted near multiple crime scenes.

Residents can sign up to receive email alerts from Officer Lewis directly by emailing 31575@lapd.lacity.org. LAPD online also offers updates with sign-up at www.lapdepolicing.org. Up-to-date crime maps for any address in the City can be found at www.lapdcrimemaps.org.

STUDIO CITY BUSINESS IMPROVEMENT DISTRICT: IMPROVING STUDIO CITY FOR THE ENTIRE COMMUNITY

The Studio City Improvement Association (SCIA) manages the Studio City Business Improvement District (BID) with the intent of improving the main commercial corridor of Studio City. An avid supporter of the community, the SCIA was the Platinum Star Presenting Sponsor for this year's Studio City Holiday Parade. To

help residents learn more about how the SCIA operates and the benefits the BID provides to Studio City, the Studio City Residents Association interviewed a face familiar to many active community members, SCIA's Executive Director Lorena Parker.

Q: How and why was the Studio City Business Improvement District originally formed?

A: The Studio City Business Improvement District (BID) was formed in 1999 by a group of property owners. In order to form the District, property owners had to agree to assess themselves for a period of five years. The original budget included parking development, maintenance, streetscape and capital improvement projects, as well as a schools marketing program. The BID provided a way for property owners to make improvements to the area as a whole in order to improve the main commercial corridor of Studio City.

Q: Does the BID still have the support from the property owners that it did at its inception, and has the SCIA grown by adding any new members?

A: The BID still has the support of the majority of property owners that it did in 1999. It is renewed every five years by the property owners. The BID was just renewed by majority vote for another five-year term, which will begin on January 1, 2010.

The SCIA is not a membership-based organization. It is a property-owner based organization. All property owners within the Studio City BID's geographic boundaries are part of the district. The main boundaries of the BID are: Ventura Boulevard, between Carpenter Avenue and Whitsett Avenue; Ventura Place; the commercial areas of Laurel Canyon just north and south of Ventura Boulevard; Radford Avenue between Ventura Boulevard and Valleyheart Drive; and Ventura Court between Laurelgrove Avenue and Rhodes Avenue. There are approximately 150 property owners and 300 business located within the boundaries of the BID.

Q: What direct benefits does the BID provide for the property owners? What are the benefits to residents and visitors to Studio City?

A: The services the BID provides in the district directly benefit everyone in Studio City, including property owners, businesses, residents and visitors. The Studio City BID has transformed the area into a clean, pedestrian-friendly environment through a number of improvement programs and ongoing services.

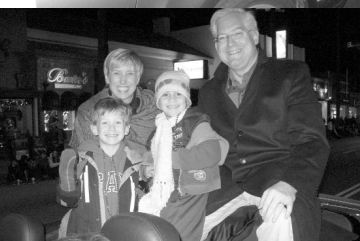
Q: What are the services and improvement programs of which the SCIA is most proud?

A: Over the past 10 years, we have made significant capital improvements to the District and continuously maintain the BID. Overall, we are most proud of the clean, pleasant environment we have created.

The Studio City Improvement Association has also administered the "Schools Marketing Program" that not only benefits the local businesses, but also three local schools: Carpenter Avenue Elementary, Colfax Elementary and Walter Reed Middle School. The schools promote families to shop in the BID and save their

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STUDIO CITY HOLIDAY PARADE SHINES BRIGHT

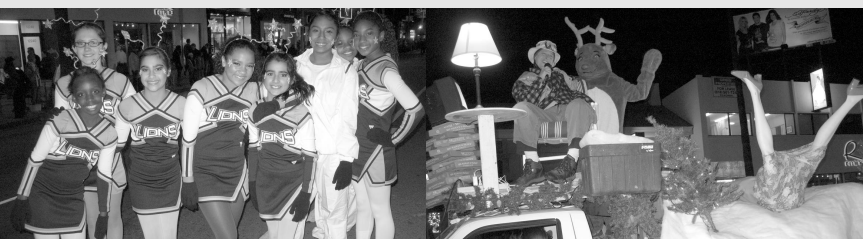


More than 2,000 people lined Ventura Blvd. from Whitsett Avenue to Laurel Canyon Blvd. on Sunday, December 6, 2009 for the 15th annual Studio City Holiday Parade. This was the first year the Studio City Residents Association (SCRA) presented the parade. As part of its work as an advocate for Studio City, the SCRA made a commitment to keep the parade alive, after it learned the Studio City Chamber of Commerce was no longer going to produce the event. "In our ongoing conversations with our members, we heard how important it is to preserve the close community feel and village-like nature of Studio City," SCRA President Alan Dymond said. "We spoke with merchants along the Boulevard and were pleasantly surprised that they welcomed the parade as part of the traditions of our community."

Parade-goers were treated to the longest, most dynamic parade in the event's history, with more music and more entrants than in the past. The parade's theme, "Stars Shine Bright," honored both the heritage of Studio City in the film industry as well as all of the people who make Studio City a great place to live, work and shop. Studio City's community "stars" make the neighborhood shine, from educating children to protecting property to helping neighbors, just to name a few ways. Viewers were treated to musical performances from Notre Dame High School Irish Knight Band, North Hollywood High School Band, Walter Reed Middle School Jazz Band "A," Rock Nation, Chabad of Studio City, Save LA River Open Space/"The Reminders," and more. Juggling stilt walkers and carolers from St. Frances de Sales strolled along the sidewalks and down the street to the delight of crowds of all ages. The parade also included appearances by Grand Marshal Ed Begley, Jr.; City Controller Wendy Greuel; Assembly member Mike Feuer; LAUSD Board of Education member Tamar Galatzan; Nicole Johnson, Miss California USA; Miss Studio City; Miss Sherman Oaks; and KCBS/KCAL Meteorologist Josh Rubenstein.

For the first time in the parade's history, the SCRA presented awards for participants. The Platinum Star Award for Best Overall Entry went to Eddy James Salon, which showcased the song "Grandma Got Run Over by a Reindeer," in a clever float that featured "grandma" upside down in the snow. The award for Best Match to Theme went to Walter Reed Middle School Jazz Band "A." The award for Best School Entry went to Notre Dame High School Irish Knight Band, while the award for Best Special Effects: Sound, Animation, Lighting went to Rock Nation.

The SCRA thanks parade sponsors: the Studio City Improvement Association, Tutor Doctor, CBS Studio Center, Rotary Club of Studio City/Sherman Oaks, the Studio City Neighborhood Council, Sportsmen's Lodge, Toluca Pharmacy, the Toluca Times, Veterinary Medical Center of Studio City, Studio City Lifestyle magazine and JJKO Design.



(Improvement, cont'd)

receipts. They then turn in receipts to the SCIA, and the schools receive 10 percent back for much-needed school programs.

Q: Who makes up the leadership of the Business Improvement District, and how often does the leadership change?

A: The Studio City Improvement Association (SCIA) is the governing body of the BID and has a 15-member Board of Directors. I run the day-to-day operations of the BID and directly report to the Board. Board members are elected to three-year terms.

Q: What is the SCIA's vision for the community going into 2010 and beyond?

A: It's going to be a slow recovery for the economy. We strongly encourage the Studio City community to support local businesses. The BID property owners voted to assess themselves again for another five years during this time because they see the value of maintaining Studio City as a vibrant community

Thank you to the Studio City Improvement Association and all property owners within the Studio City Business Improvement District for supporting the improvement of Studio City as well as sponsoring the Studio City Holiday Parade, a favorite among Studio City families. For more information about the Studio City BID, please call Lorena Parker at 818-655-5377.

ASK THE SCRA

Q: I have a friend living in one of the apartment buildings on Moorpark. I noticed she doesn't recycle. Is it up to each building owner to encourage residents to recycle?

SCRA: Commercial businesses and apartment buildings do not have to separate their trash. It is all placed into the large trash bin and is separated for recyclables by the company that picks it up. The City of Los Angeles does pick up trash from some apartment buildings provide the three color bin system.

Q: What is the reason for the size of the trees being planted in the median immediately opposite Moorpark Park?

SCRA: The SCRA has been advised that the trees, California Live Oaks, have a better chance of taking and will develop stronger roots if they are planted at this size. California Live Oaks are fast growing trees; once their root systems are well developed and established, it won't be long before they fill out.

IT'S HAPPENING IN STUDIO CITY

Campo de Cahuenga Celebration, January 10, 2010 from 1:00 p.m. - 2:15 p.m. at 3919 Lankershim Blvd., Lankershim at MTA station. This annual event re-enacts and celebrates the signing of the Treaty of Cahuenga in 1847, ending hostilities in California between Mexico and the United States. For more information, visit www.campodecahuenga.com.

Studio City Library

Friends of the Studio City Library: Patricia Smiley, Monday, January 25, 2010, 7:00 p.m. An entertaining evening with the best-selling author of the L.A.-based Tucker Sinclair mysteries, Patricia Smiley. Her debut novel, False Profits, about Los Angeles management consultant, Tucker Sinclair, received a starred review from Booklist and was a Book Sense recommendation. Her follow-up novel Cover Your Assets was a Romantic Times Top Pick. Both novels were Los Angeles Times Bestsellers. The event is free, but seating is limited and on a first come, first serve basis. Books are available for purchase.

Book Donations: Every Saturday, 10:00 a.m. - 2:00 p.m., in the library community room. Donations in "good enough condition to be resold" are accepted. Receipts for donations are available.

CAMPO DE CAHUENGA: LAYERS OF HISTORY

The community is invited to join the Friends of the Campo at the 60th re-enactment of the signing of the Treaty of Cahuenga at what is called the birthplace of California here in Studio City. Campo de Cahuenga is located next to the MetroRail station on Lankershim Blvd., and there is free parking in the MTA lot. The address is 3919 Lankershim Blvd., and the event is from 1-2:15 p.m. on Sunday, January 10, 2010.

Activities will include a re-enactment of the signing of the Treaty by costumed performers. There will be a \$2.00 taco bar, complimentary refreshments, tours of the archeological dig and fiesta dancers. There is no charge to attend the event, which also will include firing of the Howitzer Cannon and a display of history-related art work by school children in grades 3-6. Details can be found at www.campodecahuenga.com. All are welcome to time travel at the Campo. For more information, contact the Campo de Cahuenga Historical Memorial Association at campodecahuenga1847@hotmail.com.

BASELINE FLATLAND MANSIONIZATION ORDINANCE UPDATE

The proposed "Studio City Residential Floor Area District (RFA)" ordinance will be heard before the City Planning Commission on Thursday, January 28, 2010, beginning at 8:30 a.m. at Van Nuys City Hall. This is the last hurdle prior to the City Council vote. Plan on attending to support this long and hard fought five-year battle to save the local neighborhoods from huge, out-of-proportion mansions.

This ordinance is part of the Baseline Flatland Mansionization ordinance, which allows communities to determine what percentage single family residences may take up on a lot. Currently, it is 50 percent; the RFA will reduce the percentage further on flatland lots only. This new RFA is based on Studio City's Overlay, which was overwhelmingly supported by residents at Town Hall Meetings in May 2008 and July 2009.

FEUER TO ADDRESS THE IMPORTANCE OF LOCAL GOVERNMENT AT JANUARY SCRA COMMUNITY MEETING



Assembly member Mike Feuer will address the January SCRA Community Meeting on Tuesday, January 12, 2010. Feuer will discuss key legislation in Sacramento, including how the state plans to tackle a \$21 billion budget deficit. As Chair of the Assembly Select Committee on Improving State Government, Feuer will discuss recommendations for reforming the state legislature, budget process, initiatives, and returning control to local governments. The SCRA Community Meeting will take place on January 12, 2010 at 7:30 p.m. at the Beverly Garland Holiday Inn Theater Room. Light refreshments begin at 7:00 p.m.



TO THE MARKET

The hustle of the holiday season is over, and it's time to lose those extra pounds. The Studio City Farmers Market has all the wonderful fresh produce to help you get healthy for 2010. Check out the great selection of organic and conventional fruits and vegetables to make nutritious soups or stews. Givens Farms is a favorite organic grower, and its loyal customers are never disappointed. Look for new faces and an exciting array of locally made and unique products that will surprise and delight in 2010.

PRESIDENT'S MESSAGE

by Alan Dymond

This report is being written the day after the election of our new council member, Paul Krekorian. This newsletter will be edited for printing and delivery in early January 2010. However, by then, many will have done their own analyses and formed their own opinions. It may be said this election was another step along the road, what with the defeat of Measure B and the election of a "people's" City Attorney, that it is those who vote who count (no pun), and it is not those who have the money or the power positions that drive the decisions.

The SCRA wishes Paul Krekorian a successful term. We readily lend Paul our support. For our members a "successful term" is, in part, one in which the SCRA is heard. As I read the introduction to *Love's Labor's Lost* (Oxford World Classics), a phrase caught my eye. The princess (one of the leading protagonists) responded to the polite formulaic greeting given by the king upon their first meeting. The king expects a similar response from her, but it's not to be. The princess makes it very clear to the king that she treats words as "...not things to be twisted, turned, and given as much or as little weight as the speaker chooses." Further, "words should be the instruments of society, the servants of truth, and correspond to facts." During the campaign, straight answers were given to specific questions, but the SCRA will remain mindful of the responses. In the event positions have to be changed, the SCRA would like to know exactly what has been learned or the other events that bring about a change.

Now to the business of the coming year. The SCRA will start the New Year ready for whatever may come our way with our talented hardworking board, committees and volunteers. It is no secret that one big issue is to keep the property on Whitsett as open space. A year ago, Paul Krekorian, in a letter filed with the LA City Planning Department, said he fully supported keeping the Whitsett property as open space. In interviews with the boards of Save Los Angeles River Open Space (SLAROS) and the SCRA, Paul reiterated his position. The feasibility study that is exploring the SLAROS' concept vision of LA River Natural Park is due any day now from our consultants; the next step will be a presentation to our state senators, other agencies and officials who are needed to make this happen. This brings me to another question: how important is it to continue our newsletter in its present form? Some members said they would like to read it on line, just like the *Los Angeles Times*, *Daily News*, etc. Others pointed out the newsletter is not a newspaper, and, by its very nature, cannot cover immediate breaking news, plus they enjoy the relaxed read. Please let us know what you think.

The other big issue is the proposed development of the MTA/Universal Site. The organization called Concerned Citizens for Smart Growth (CUSG) presented a plan known as the Metro-Universal RiverWalk Vision Plan as an alternative. The SCRA is reviewing the CUSG proposal as though it were a first-time presentation by a developer. The SCRA analysis, when complete, will be circulated for review and comment to all interested parties who live, work or play in the Valley.

Finally, one advantage to authoring the President's Message is that our editor, Bonnie Goodman, doesn't get to change anything other than typos and my suspect grammar. So, on behalf of the SCRA Board, I am going to thank Bonnie Goodman of Goodman Communications Group for the excellent work and the number of hours she freely gives to the newsletter, to say nothing of her work as the Executive Vice President, Communications, for the SCRA Board. And speaking of "communication," the SCRA Board likes to hear from our members, so please keep your comments, suggestions and concerns coming.

Here's to a great New Year for the SCRA.

Alan Dymond

P.O. Box 1374, Studio City, CA 91614

JANUARY 2010



MONTHLY COMMUNITY MEETING

Tuesday, January 12, 2010

Agenda

7:00 p.m. Light refreshments

7:30 p.m. Assembly member Mike Feuer on bringing control back to local government

Meeting Location

**Beverly Garland's Holiday Inn Theatre
4222 Vineland Avenue, Studio City**

*When entering the hotel driveway, turn left and go through the parking turnstile. Drive to the end and turn right. Go to the large back lot. The handicap entrance is from this lot. Walk to the southwest corner of the lot, and signs will direct you to the Beverly Garland Theatre. **PARKING WILL BE VALIDATED** at the sign-in-table.*

THANK YOU TO BEVERLY GARLAND'S HOLIDAY INN

The SCRA thanks Beverly Garland's Holiday Inn for its many years of generously subsidizing SCRA's use of the hotel theater and for providing complimentary parking for SCRA members during the SCRA monthly community meetings.



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Crime and Safety
Los Angeles River Committee
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Overlay
Planning and Land Use
Studio City History Project

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Save L.A. River Studio City Open Space

Co-Directors
Laurie Cohn, Alan Dymond, Kathy Hassett, Steve Hirsh, Art Howard
SaveLARiverOpenSpace@studiocityresidents.org

School Liaisons

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Oakwood - Tammy Lundgren
Walter Reed - Bonnie Kalaf

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