



STUDIO CITY RESIDENTS ASSOCIATION

Your Advocate for Studio City



July 2022

NO JULY COMMUNITY MEETING

There is no community meeting this month. We hope you all enjoy your summer, and we look forward to seeing you in September. Join us at our September 13th community meeting as we celebrate our 60th anniversary year. There will be special presentations from both our CD4 (Jorge Plascencia) and CD2 (Tiffany Zeytounian) Field Deputies in recognition of our milestone anniversary. **Have a wonderful summer!**

IT'S THAT TIME AGAIN, TIME TO RENEW YOUR ANNUAL MEMBERSHIP!

1962 was the year that the Studio City Residents Association (SCRA) was born. We are looking forward to this coming year as we celebrate our milestone 60th Anniversary Year! Renew now and stay informed as to all that we have planned for the year ahead.

We will continue to attend hearings, track legislation, and meet with elected officials. We will keep informing you through email alerts, bi-monthly newsletters, and community meetings.

We will continue to foster community by collaborating with our local schools, co-hosting the award-winning Farmers Market every Sunday, and supporting our local businesses through the SCRA Member Discount Card. Renew now and you can enjoy the benefits of this wildly popular membership benefit, now in its 4th year.

We have got some fun planned as well! To celebrate our 60th anniversary, we are planning a fab 1960s-themed event for Leadership Circle donors (\$100 and above), with the event taking place sometime this fall. Also, look for us at our booth at the Farmers Market in both August (8/7) and again in September (9/18). Stop by and say hello.

The SCRA is an independent, all-volunteer, community-operated nonprofit that, for 60 years, has been your advocate for Studio City. The support of our members continues to be the lifeblood of our work. Ask friends and neighbors to join too, because the more members we can count on, the stronger our collective voice.

By now, you should have received your Membership Renewal information in the mail. If you have not yet renewed, please take a moment to renew your annual membership now. Thank you for your enduring support.

With best wishes, Your SCRA Board



Renew now and you will receive your new, 2022- 2023, SCRA Member Discount Card.


Our popular SCRA Member Discount Card is back for the **fourth** year in a row! Not only do we love the special deals, but local businesses love the continued patronage, making it a fun and easy way to support our Studio City business community. The most current info about Participating Businesses and their offers can be found at: studiocityresidents.org/scra-member-card-participating-businesses-offers

Email us at: ScraBoard@studiocityresidents.org and let us know which businesses you would like to see added to the list this year! **Or better yet, urge your favorite business to contact us directly and we'll be happy to add them to our list of Participating Businesses.**



SOCIAL MEDIA

We are actively working to expand our usage of the most common Social Media platforms, but we need volunteers for one or more of these platforms. If you are interested, please email us at: SCRABoard@studiocityresidents.org and reference Social Media Volunteer.

 facebook.com/StudioCityResidentsAssociation

 instagram.com/studiocityra

 twitter.com/scraneews

BEAUTIFICATION UPDATE

Meg McDonald Seltzer, SCBA President



Welcome to summertime and good news about our "Studio City Welcomes You" sign on the Vineland median at Whipple. It's finally been approved by the city for installation. I know, it's been a very slow process with a lot of starts and stops and a redesign of the base because

of that surprising pipe we found buried in the ground. But really, this time we really do have the appropriate permits and notice of approval for installation. And speaking of installing, it's very possible this month you'll see a shiny sign standing tall welcoming people to Studio City.



Continuing on our median beautification update tour, SCBA's newest beautification project is the Vineland median adjacent to the LA River. Affectionately known as "Vineland Median C" you may recall we originally planned to install three of the late Karl Johnson's sculptures on this median. But the city was concerned people would walk on the median to get a closer look at the sculptures and that would create a safety hazard.

So Wild Flora did a new design pro bono using drought-tolerant pink, blue, and green plantings and ground cover. The city approved the plan and we planted: Ceanothus 'yankee point', Muhlenbergia rigens 'pink' (Pink muhly grass), Aeonium 'velour' or 'green', Senecio mandraliscae (Blue chalk sticks), Kalanchoe thyrsiflora (Paddle Plant) and Echeveria.

Shades of starting a baby album, here are pictures of the median. Though it looks sparse now it will fill in soon as the plants grow. When the plants get bigger, we'll update you on their beauty with new photos.

And a special SCBA thank you and acknowledgment to Council District 2 for helping Studio City Beautification Association keep Studio City looking beautiful. SCBA Board Member Andy Epstein recently noticed a tremendous number of weeds on Moorpark between Lankershim and Colfax. He contacted Councilmember Paul Krekorian's office and spoke with Jackie Keene about the weeds. Jackie is the Director of Community Improvements for CD2. She agreed the weeds were an eye sore and quickly coordinated a cleanup effort. We thought you'd enjoy seeing these before, during, and after photos.

Stay safe and see you in the neighborhood.



ASK THE SCRA

One of the functions of the SCRA is to empower its members, who are the eyes and ears of the community. The SCRA can assist by providing opportunities to make all of Studio City a better place to live. Please send questions to scraboard@studiocityresidents.org.

Q: So sorry to be emailing you on a Sunday night at 9:30 PM. But I just got home from a very long trip and I can't even begin to describe how bad the noise from CBS is right now. I had to call security twice. Not only that, but the lights are shining right into our building. I have to say over these last couple of months, the noise has gotten progressively worse. Especially in the early hours of the morning. All of us have to work and being woken up, sometimes around 4 in the morning, has become so tiring. And to come home to this on a Sunday night is just flat-out frustrating and exhausting.

SCRA: SCRA contacted the Radford Studio Center, who thanked us for bringing this to their attention. They will look into it and do everything they can to correct the problem.

Q: Would you please let me know where in the city the restoration efforts of the LA River from Whitsett to Laurel Canyon southside is. At least three years ago or more, funding was obtained for Parks and Rec to clean up, replant and restore the greenway. Are the funds still available for this project? Has Recs and Park scheduled the work to begin?

SCRA: SCRA contacted Jorge Plascencia, Field Deputy CD4, who advised that they had touched base with Recs and Park to confirm the funding amount and any funding gaps that might be needed to bring it to fruition. So, as of now, no scheduled work has begun until they fulfill the rest of the funding gap.



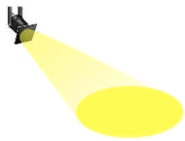
BENEFITS OF YOUR SCRA MEMBERSHIP

- **Digital Newsletter, in your "in-box" before your "mailbox".** You can Opt-in to receive the Digital version (instead of the print version) of our newsletter, email us your request to SCRANewsletter@studiocityresidents.org. Just let us know if you prefer the digital format and you will begin receiving it to your email address starting with the next publication. Digital Format Available in **FULL COLOR**. If you prefer the print version of the newsletter, you do not need to do anything, you will continue to receive it in the mail.
- **'News & Notes' email blasts**, cover breaking Studio City news, police advisories, community events, calls to action, and so much more. If you are missing out on these advisories, email us at SCRABoard@studiocityresidents.org and we will add you to our email mailing list.

GET TO KNOW OUR WEBSITE

In this issue, we are spotlighting **PARKS & PROGRAMS**. studiocityresidents.org/our-community/parks-programs

Studio City is fortunate to have within its boundaries FIVE magnificent public parks for recreational and outdoor activities. Much more information, on each of these parks, is available on our website. Visit studiocityresidents.org.



SPOTLIGHT ON OTHER COMMUNITY ORGANIZATIONS:

STUDIO CITY NEIGHBORHOOD COUNCIL

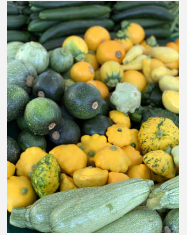
Created by City Charter to make government more responsive to local needs, the Studio City Neighborhood Council (SCNC), now nearing its 20th anniversary serving the community of Studio City, is an elected body officially recognized by the City of Los Angeles to promote greater access and participation in the political process. Its mission: Build community involvement and advise City government on issues of local concern; act as a conduit of information between City agencies and local Stakeholders, and work alongside stakeholders to address the future of our neighborhood. Its members include a diverse group of Studio City stakeholders who pledge to fight for you and present your interest at City Hall.

The structure of the SCNC, or any Neighborhood Council for that matter, begins with you. Attending committee meetings and addressing either your opinion on a topic of discussion, voicing a concern that has yet to find its way to committee, or both. From these concerns, motions are formed and



TO THE MARKET

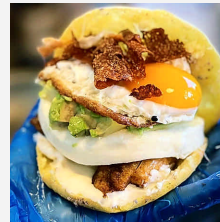
It's summer and that means stone fruit and a huge assortment of squash in every size and color imaginable! The farmers' booths are overflowing



with peaches, plums, pluots, apricots, nectarines, and so much warm weather goodness. Perfect for pies, mixed into a salad, or for a snack, there is nothing better than locally grown fruit.

We are sad to report that two longtime vendors have recently left the Market. Blonde Kuh, makers of delicious cashew cheeses and spreads, and Tummy Thyme, makers of wonderful organic baby food. The owners of both companies have decided to move on to different projects and will be missed by many.

We are also happy to welcome two new vendors. The Arepa Stand sells delicious Salvadorean arepas. Similar to a sandwich, the 'bread' of an arepa is made with corn and



stuffed with a variety of toppings. There is The East LA, stuffed with Chorizo and eggs, plantains, garlic sauce & gouda cheese, The Hills, stuffed with Black bean purée, market greens, onion and bell pepper sofrito, fried plantains, avocado, and cilantro, The

Westsider, stuffed with Shredded chicken breast salad with house-made aioli, smashed avocado, bell peppers, parsley, cumin, lime, gouda cheese, and cilantro. There are several other delectable combinations and all are delicious. The Arepa Stand is located in the small parking lot.

Our newest vendor is Katona's Creamery, makers of vegan blue cheese that would win any blind taste test. Made with the highest quality ingredients, it's hard to imagine this cheese is dairy-free. Katona's Creamery is in the small parking lot. Stop by for a sample.



For more information, go to: StudioCityFarmersMarket.com.

presented, which allows continued discussion to construct a final, fully-realized motion. This motion is ultimately voted upon and, if passed, brought to the Regular Board Meeting for final presentation and vote.

Usually, a motion passed by the Board will result in either a CIS (Community Impact Statement) which will be attached to City Council files (CF) currently being deliberated by the City, or an RFA (Request for Action) which is in regards to a concern not currently active within the City legislative structure (such as an issue local only to Studio City).

Please visit studiocitync.org to learn more.

FROM OUR ARCHIVES...

As we celebrate our 60th Anniversary year, let's take a look back at the top news item from October 2009.



STUDIO CITY RESIDENTS ASSOCIATION

Your Advocate for Studio City



October 2009

DWP OFFICIALS PUT THE SPOTLIGHT ON WATER AT SEPTEMBER SCRA COMMUNITY MEETING

Water became a timely topic at the Studio City Residents Association September Community Meeting with presentations by representatives from the Department of Water and Power (DWP).

DWP's Director of Water Resources, Tom Erb, told SCRA members and guests that water conservation during the month of June 2009 was 14.4 percent while conservation in July was 17.2 percent. As a result of favorable compliance from the community, the lawn watering schedule is currently being reevaluated. It may be possible to move from two to three days a week for sprinkler usage; however, both the DWP and its customers will pay hefty premiums if Los Angeles exceeds its allocation from the Metropolitan Water District, which provides half of the water used in Los Angeles. Water rationing will take place until June 2010.



Richard West, Water Rates Manager, and Thomas Erb, Director of Water Resources

On desalinization, Erb said other sources, such as gray and recycled water, are much more attainable and much more cost effective. He reported the Santa Barbara desalinization plant had been dismantled and sold for scrap some time ago. According to Erb, local sources of recycled, gray and runoff water are drought proof. With global warming, DWP is anticipating the loss of snow pack in the Sierras and is working towards use of other local water sources.

To read the article in its entirety, you can go to our website at:
www.studiocityresidents.org/wp-content/uploads/2014/05/SCRA-Newsletter-Oct-2009.pdf

NEWS & NOTES EMAIL BLASTS

Several of our members have recently inquired as to why they are no longer receiving our News & Notes email blasts. These emails, which cover breaking Studio City news, police advisories, community events, calls to action, and so much more, help keep all our members informed and current on Studio City news.

There are several reasons why you may not be receiving them. Just send us an email at SCRABoard@studiocityresidents.org, referencing missing News and Notes and we will investigate

your request and get back to you.

One reason may be that you did not provide an email when you originally joined or renewed, so just let us know if you wish to receive News & Notes and we will add you to our contact list.

Another reason may be that you 'Unsubscribed' by accident or have changed your mind about being part of our contact list. In this case, we will need to send you a 'Resubscribe Request Email'. Follow the instructions and we will get you back on our mailing list.

PRESIDENT'S MESSAGE by Alan Dymond

On May 9th, the Planning and Land Use committee sent to the LA City Council for adoption, a program known as the Restaurant Beverage Program (RBP), which, when adopted by the LA City Council, would give Vince Bertoni, Director of LA City Planning Department, the authority to issue alcoholic beverage licenses for certain designated areas in Los Angeles, Studio City is one of those designated areas.

One rationale being pro-offered for this program is that the applicant would not have to apply to the Alcohol Beverage Control Department of California, a savings of both cost and time for the applicant. The Alcohol Beverage Control Department of California, which came into being at end of Prohibition, usually issues such licenses. ABC has the funding, staff, and experience to review and verify the bona fides of all applicants, the Planning Department does not.

Does the Planning Department pay any attention to the people? The mandate of any city agency is to ensure the agency complies with the decisions made by the council, which in turn, represents the people. The agency may advise and bring experience, but it does not "make policy" or make decisions that run counter to what has been determined to be in the municipal codes. Most recently the Planning Director attempted to curtail public hearings for the Mulholland Scenic Parkway Specific plan.

Other specific plans here in Studio City and elsewhere are also under attack. Any proposed changes or curtailments must be made with public input with any action by the City Council. Not by a single individual decision alone.

A farewell to Single Family Residences?

Sacramento mandated Senate bills requiring that housing stock be increased, no matter what. It was a one-size-fits-all mandate ignoring the reality of physically disparate neighborhoods and local knowledge. This one-size-fits-all approach targets single-family residences.

An ad hoc Redistricting Commission, set up by the City Council took a better approach; the Commission focused on the 2022 - census data to arrive at a distribution of housing units city-wide that would be more equitable and not place the burden on a specific area, class, or residents.

SCRA is in a joint study effort with Sherman Oaks and Encino in adopting the following goals:

- Identify Non-residential sites to accommodate housing with no displacement of current residents.
- Identify sites that may realistically be developed in the next 8 years.
- NO up zoning of single-family zones. Zones R4 and R3 Designations, in accordance with Regional Housing Needs Allocation (RHNA).

Community	Population*	Percent of Entire City	RHNA Housing Allocation** (8 yrs.)	RHNA Housing Allocation per Year
Entire City	3,912,215	100.00%	456,643	57,080
Studio City	37,224	0.95%	4,345	543
Sherman Oaks***	76,161	1.95%	8,890	1,111
Encino	46,816	1.20%	5,464	683

The above table indicates the allocated target allocated per year for Studio City 543 and the eight-year target of 4,345.



WHO WE ARE

SCRA OFFICERS

Alan Dymond, President
Barry Johnson, Vice President
Claudia Freedle, Admin. Vice President
Connie Elliot, Secretary
Sharon Udkoff, Treasurer

BOARD MEMBERS

Joanne Brenner
Beth Dymond
Martha Hanrahan
Stephen Sass
Lana Shackelford
Karen Younce

BEAUTIFICATION ASSN. OFFICERS

Meg McDonald Seltzer, President
Beth Dymond, Vice President
Connie Elliot, Secretary
Sharon Udkoff, Treasurer

BOARD MEMBERS

Andy Epstein
Barry Johnson
Chip Meehan
Karen Younce
StudioCityBeautificationAssoc@gmail.com

SAVE LA RIVER OPEN SPACE OFFICERS

Alan Dymond, President
Beth Dymond, Secretary
Sharon Udkoff, Treasurer

BOARD MEMBERS

Barry Johnson
Joe Laskin
SaveOpenSpace@SLAROS.org

STUDIO CITY FARMERS MARKET

(818) 655-7744
StudioCityFarmersMarket.com

NEWSLETTER

Graphic Design: Kevin Lewis
(818) 667-6647 Kevin@kevw.com

STUDIO CITY RESIDENTS ASSOCIATION
P.O. BOX 1374, STUDIO CITY, CA
91614

PH: (818) 509-0230 FAX: (818) 206-3419

SCRABOARD@STUDIOCITYRESIDENTS.ORG

SCRA COMMUNITY MEETING

No meeting in July

Happy Summer!

*Looking forward to seeing
you at our September
Community Meeting*

- Plan on joining us as we
- celebrate our **60th**
- Anniversary Year.



Save the date:

SEPTEMBER 13th



SCRABoard@studciocityresidents.org
www.studciocityresidents.org



**STUDIO CITY
RESIDENTS ASSOCIATION**



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



JULY 2022

PRINTED WITH SOY-BASED INKS

There is strength in numbers!

Hello Again.

The SCRA Member Discount Card is back for our 4th year! This year, as we celebrate the SCRA's 60th anniversary, we are proud to come together as a community to support our local businesses. When you renew your membership, you will receive your new Member Discount Card that is welcomed at these local businesses:

- | | |
|------------------------------|----------------------------|
| April Davis Investigations | Gisele Tune |
| Arnold's Copy & Print | Habit |
| Auto Plaza | James Thomas Stained Glass |
| Back to Wellness | La Krittnerie Parisienne |
| BLYD Hotel & Spa | Matthew's Jewelry Store |
| Ceremony | Mister O's |
| Charlies' Shoe Repair | Panache Boutique |
| Classic Toys | Pepe's Pizza |
| Cocoa and Candy | Pizza Rev |
| Creation Station Studio City | Rain Bar & Lounge |
| Dana Kathryn Jewelry | SALI Optics |
| Danielli Menswear | Sportsmen's Lodge |
| Diana's Boutique | topdrawer |
| Eye Candy Optometry | The Village |
| Eyedenity Eyewear | Viteillo's Restaurant |
| Flair Cleaners | Wild Flora |

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**To see more
info on the
businesses
and their
discounts.**



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