

# SEASCAPE

A P U B L I C A T I O N O F T H E C I T Y O F S A N T A M O N I C A



## ENJOY OUTDOOR ICE SKATING THIS HOLIDAY SEASON IN SANTA MONICA!

*Balmy temperatures, festive decorations, and ice—real ice! Visitors to Downtown Santa Monica will have it all this holiday season when the parking lot at the corner of 5th Street and Arizona Avenue will be transformed into a 6,000 square-foot ice skating rink in November. Everyone will be able to glide, slide and spin in a real winter wonderland, thanks to a partnership of the Bayside District Corporation, the City of Santa Monica and a local business that is bringing this magnificent fair-weather skating rink to our fair city.*

*“We hope it will become a tradition,” said Debbie Lee, director of marketing and communications for the Bayside District. “We have a lot of great holiday events taking place on Third Street Promenade and at Santa Monica Place this year as part of the Winterlit celebration. The addition of the rink will really help to create a fun and festive atmosphere Downtown.”*

*The rink will be open from November 21, 2007 to January 6, 2008; admission is \$10 including skate rental. Put on your hat and scarf and join the fun on the ice!*

SEE THE BOX ON PAGE 6 FOR  
HOURS OF OPERATION



## N BLUE: THE TRANSIT STORE... THE GREENEST STORE IN DOWNTOWN!

Now there's an easier way to access Big Blue Bus Customer Service: come visit our new location at 223 Broadway, just southwest of the Third Street Promenade. A combination transit store and customer service center—officially named “Blue: The Transit Store”—has replaced the old service center at 1660 7th Street. Conveniently located in downtown Santa Monica, the Transit Store is open Monday through Friday from 7 a.m. to 6 p.m., and Saturdays from noon to 6 p.m.

Blue: the Transit Store is the new home of our customer service staff, who respond to more than 5,000 calls and help hundreds of walk-in customers each month. Store visitors can pick up tokens, Little Blue Cards and other fare media, maps and schedules, get help with trip planning and obtain various IDs. Fun new items on sale include transit-oriented and environmentally friendly clothing and accessories and beach-themed goodies.

Our eco-friendly transportation boutique is a modern, “green” retail space that incorporates innovative materials into nearly every inch of its 900 square feet—floors made from recycled tires, walls of renewable straw-board, counters of recycled paper and solar panels that light the exterior of the store. Try traveling green with us—visit Blue: the Transit Store at 223 Broadway Avenue, or call (310) 451-5444 for more information.



SERVED BY BIG BLUE BUS LINES 1, 3, 4, 7, 8 AND 9, AS WELL AS THE TIDE RIDE.



## A NEW YEAR COMING, A NEW BUDGET IN THE WORKS

As 2008 rolls into view, city staff is beginning to develop the Fiscal Year 2008-09 budget. This effort involves balancing revenues and expenditures and the challenge of financing a range of ongoing and unfunded projects, services and programs within an uncertain economic climate of slowed growth and possible recession. The focus will continue to be on completing significant infrastructure projects, addressing key community priorities and strengthening core services while stabilizing city revenues.

As *SeaScape* went to press, the City Manager and staff were continuing neighborhood meetings begun in early November to talk about community priorities and how they are integrated into the budget process. We invite all who live and work in Santa Monica to help the City Council and city staff plan for 2008-09, by identifying the services, programs and projects they believe are essential to the city's continued progress and those that are less important. Submit suggestions in one of five ways: 1) on the city's website (click on the “Budget Suggestions” link on the home page at [www.smgov.net](http://www.smgov.net)); 2) attend the January 8 Council meeting where budget priorities will be discussed, beginning at 6:45 p.m. in the Council Chamber at City Hall; 3) e-mail to [budget@smgov.net](mailto:budget@smgov.net); 4) mail to the City Council, 1685 Main Street, Room 209, Santa Monica 90401; or 5) fax to (310) 917-6640.

**Briefly...**

**CITY HALL, 1685 MAIN STREET**, is open Monday through Thursday from 7:30 a.m. to 5:30 p.m., and every other Friday from 8 a.m. to 5 p.m., with payment and permit services available every Friday. "Closed Fridays" for most city offices (reducing car trips and improving air quality) for the next two and a half months are December 7 and 21, January 4 and 18 and February 1. All city offices will be closed on November 22 and 23 for the Thanksgiving holiday, December 25 and January 1 for the Christmas and New Year's holidays, and on January 21 for the Martin Luther King, Jr. holiday. All offices will be open from 7:30 a.m. to 12 noon on December 24 and December 31.

**WISE SENIOR SERVICES**, a city grantee with offices in the Ken Edwards Center at 1527 4th Street, has received a grant from the S. Mark Taper Foundation to increase staffing hours for its ombudsman service. A key component of WISE's assistance to local seniors, ombudsmen educate skilled nursing and residential care facility residents and their families about their rights, help resolve complaints and address issues. For more information about WISE and its ombudsman program, please call (310) 394-9871 or visit [www.wiseseniors.org](http://www.wiseseniors.org).

SANTA MONICA

# SEASCAPE

is a publication of the  
City of Santa Monica designed to inform  
residents about city programs and services.

Please e-mail editorial information  
and comments to [seascape@smgov.net](mailto:seascape@smgov.net)  
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**Diane Kuntz Design**

In accordance with the Americans with Disabilities Act, SeaScape is available in alternate formats by calling the City Manager's Office at (310) 458-8301 (TDD/TTY 917-6626).

## T \$100,000 GRANT AIDS PIER'S 100TH ANNIVERSARY CELEBRATION

The City of Santa Monica and the Santa Monica Pier Restoration Corporation (PRC) were awarded a \$100,000 "Preserve America" grant to assist funding a yearlong celebration and marketing campaign to promote the Santa Monica Pier's 100th anniversary on September 9, 2009. The Preserve America grant program, administered by the National Park Service, supports preservation efforts through heritage tourism, education and historic preservation planning in designated Preserve America communities. The City of Santa Monica received the designation in 2004.



"This was outstanding news to kick off planning for the 100th anniversary celebration," said Ben Franz-Knight, executive director of the PRC. "This funding will go a long way in making sure [our] program is worthy of the pier's 100-year history, and that it features the caliber of events that our residents and visitors expect and deserve."

The grant, which requires matching funds to be raised through sponsorship, donations and other sources, will be used to create a calendar of events and educational programs tied to the theme, "One hundred years in the past, one hundred years in the future."

**WATCH FOR MORE INFORMATION ABOUT THE PIER'S 100TH ANNIVERSARY CELEBRATION IN FUTURE EDITIONS OF SEASCAPE AND ON-LINE AT [WWW.SANTAMONICAPIER.ORG](http://WWW.SANTAMONICAPIER.ORG)**



## C WORKING TOGETHER TO REDUCE GANG VIOLENCE

Communities across the nation struggle with gang violence. The majority of gang-related incidents that have taken place in Santa Monica in recent years are primarily attributable to gangs with roots in West Los Angeles, Venice and Mar Vista, an indication of larger regional issues.

In 2003, City Council placed enhanced safety and quality of life for residents of the Pico Neighborhood at the top of its community priorities. Since then, the city has worked with local non-profit agencies, Santa Monica College, the school district, the Chamber of Commerce and neighborhood associations to find solutions to the underlying causes of gang violence, as well as to support affected youth and families. These efforts include:

- ▲ Engaging young people before they become involved in gang activities through presentations by the Santa Monica Police Department in schools and after-school programs such as the Police Activities League.
- ▲ Supporting a \$25.1 million Council-approved youth budget for after-school and park programs, The Cove skatepark, recreational swim and lessons at the swim center, teen programs and employment services, among many other enrichment activities. Funding is also provided to nonprofit organizations offering community- and school-based programs for youth and families.
- ▲ Offering monthly workshops at Virginia Avenue Park on a variety of topics related to the challenges of parenting older youth.
- ▲ Teaching key life skills to older youth seeking to leave the gang lifestyle behind through Virginia Avenue Park's Night Bridges Program, funded by the US Department of Justice.
- ▲ Participating in a Regional Gang Task Force with other local law enforcement agencies.
- ▲ Aggressively investigating gang-related crime, such as the string of increasingly violent incidents, including two homicides and several shootings, that occurred over a three-year period and ended in 2007 with the arrest of several West L.A. gang members.

**FOR MORE INFORMATION, VIEW THE BIENNIAL "ACTION PARTNERS" PROGRESS UPDATES AT [WWW.SMGOV.NET/RESIDENTS/SGV](http://WWW.SMGOV.NET/RESIDENTS/SGV)**



## JOIN THE EFFORT TO SHAPE THE CITY'S FUTURE

The Planning & Community Development (PCD) Department continued its “building blocks” approach to formulation of the General Plan Land Use and Circulation Elements (LUCE) with two well-attended workshops in October. More than 140 people assembled on October 6 for a lively discussion on “complete streets” designed to serve the needs of people using all types of transportation. Popular ideas included biking, walking and transit opportunities to allow travelers to avoid congestion, and “safe routes to schools” programs. Other recommendations included:

- ▲ Design streets to reflect the adjacent businesses and neighborhoods, i.e., pedestrian and/or bicycle focus, transit-oriented or automobile-serving;
- ▲ Develop transportation strategies that acknowledge the connection between quality of life, congestion, economic well-being, sustainability, active living, etc.;
- ▲ Understand contributors to traffic and identify solutions that respond to its different causes;
- ▲ Create more neighborhood-serving uses or better mixed-use development;
- ▲ Use technology to improve parking management; and
- ▲ Step up efforts to create a better bicycle, transit and pedestrian network throughout the city.



On October 25, PCD staff led a follow-up industrial lands workshop, offering proposed principles and land use options for these areas based on input received at the first workshop in July. 120 participants responded with their ideas about Expo light rail station location and track alignment, preferred locations for mixed-use, transit-oriented development, industrial preservation opportunities for arts and industrial uses, affordable and workforce housing, open space and more.

A second transportation workshop will be held in December, to be followed by others on economic development, housing, the boulevards and transportation. This input will guide the first draft of the LUCE plan, expected to be released in the spring. Download recordings of past workshops and get project information at [www.shapethefuture2025.net](http://www.shapethefuture2025.net).



## HELPING YOU DO BUSINESS RIGHT...

“Business” means any business, commercial enterprise, trade, calling, vocation, profession, occupation or means of livelihood, whether or not carried on for gain or profit. You may need a Santa Monica business license if you:

- ▲ Work out of your Santa Monica home
- ▲ Collect rent on property owned in Santa Monica
- ▲ File a 1099 or Schedule C with your income tax returns
- ▲ Are registered with the state as a corporation or partnership
- ▲ Operate a business at a Santa Monica commercial location

All Santa Monica businesses are required to obtain a city business license within thirty days from starting operation. The business license office can help you register your business to operate in compliance with the Santa Monica Municipal Code, and can answer any questions you may have about the requirements and process.

Find out more or apply for a license on-line at [www.smgov.net/finance](http://www.smgov.net/finance). For assistance in determining if you need a license, please call (310) 458-8745 or e-mail [license@smgov.net](mailto:license@smgov.net).



## CHANGE IS GOOD... BUT THE CARD IS BETTER!

*If you've always wanted to park at parking meters without worrying about the amount of change in your pocket, we have the card for you.*

*The SantaMoniCard can be used at all city parking meters (except multi-bay meters), and is reloadable so you can use it over and over again.*

*The SantaMoniCard is now available at the following locations:*

- ▲ *City Hall, Treasury/Revenue, 1685 Main St., Room 103*
- ▲ *Main Library, 601 Santa Monica Blvd.*
- ▲ *Transportation Management Division Parking Office, 429 Santa Monica Blvd., Suite 350*

FOR MORE INFORMATION, PLEASE CALL THE PARKING OFFICE AT (310) 458-8295.



## CITY TV HIGHLIGHTS

### “IT’S YOUR CALL” GOES PRIME TIME!

*Join us on Wednesday, November 28, as “It’s Your Call: Homelessness in Our Community” goes prime time on CityTV. From 8 to 9 p.m., viewers are invited to call hosts Stephen Solomon and Ralph Saltsman to ask questions, share solutions and discuss the issue of homelessness in the Los Angeles area, including Santa Monica. This special edition of “It’s Your Call” on CityTV cable channel 16 is brought to you by the City of Santa Monica in partnership with the Westside Shelter & Hunger Coalition and the Los Angeles Central Providers Collaborative.*



## WHAT'S NEW IN PARKS & AT THE BEACH

- ▲ *Pardon our dust while **STEWART PARK** gets new restrooms! Construction completion is targeted for December.*
- ▲ *Take an early morning walk at **CLOVER PARK**... it opens at 6 a.m.! The par course around the perimeter of the park is three-quarters of a mile long and features exercise equipment along the way. Or organize a volleyball game with friends and co-workers—bring a ball and try out the new net and poles! Call (310) 458-8300 to reserve the court.*
- ▲ *Are you familiar with **CAROUSEL PARK**? Built in 1983, this tiny park sits on Ocean Front Walk at the base of the Santa Monica Pier next to the Carousel. Bring the kids and climb the concrete sea dragon and “sail” the newly-cleaned concrete pirate ship. It’s the perfect place for fun and imaginative play!*
- ▲ *This winter, a patch of asphalt in the **SOUTH BEACH PARKING LOT** (2030 Ocean Ave) will be transformed into beautiful green grass, expected to be available next spring for picnics, Frisbee, kite flying and ball playing. The Beach Greening Project, funded by a state grant, will convert 83 parking spaces to green recreational space designed to filter storm water and parking lot runoff, ultimately improving Santa Monica Bay’s water quality. It can also be used for parking on days of high beach visitation.*
- ▲ *Lighting fixtures along the **BEACH BIKE PATH**, from Bay Street to the southern city limits, will soon be upgraded. Stenciled “bikes only” signs along the entire route were recently repainted to help improve the flow of traffic and increase safety. Stay to the right and ride safely!*
- ▲ *Remember: **FILMING AND SPECIAL EVENTS** in parks and at the beach may require a permit. For more information, call (310) 458-8573.*

## A SIGN OF THE SEASON: OPPORTUNITIES FOR GIVING

The holiday season is a wonderful time to connect with the community and improve the lives of those around you. To make the most of your good intentions, please consider donating time, money or goods to the local, nonprofit service providers listed here as an alternative to leaving donated goods in parks or other public spaces, or giving handouts to people on the streets.

- ▲ **CHRYSLIS** (310-401-9400) helps economically disadvantaged and homeless individuals through employment opportunities. Among the things most needed are interview clothes, non-perishable lunch items, and personal care products.
- ▲ **OPCC** (310-264-6646, Ext. 235) operates a network of shelters and services, providing assistance to low-income and homeless men, women and children. Individuals and community groups can “Adopt-A-Family” or sponsor a drive to collect toiletries, socks or canned food. OPCC will drop off and pick up containers for non-perishable food items. OPCC also needs groups year-round to prepare, cater and/or serve meals for its clients.
- ▲ **ST. JOSEPH CENTER** (310-396-6468, Ext. 310) aids low-income families and individuals. “Adopt-A-Family” by purchasing gifts and food scrip for those in need. St. Joseph Center also accepts unopened, non-perishable foods, diapers, socks and underwear (all sizes), toiletries and hygiene kits, and gift certificates for fast foods and movies.
- ▲ **WESTSIDE FOOD BANK** (310-828-6016, Ext. 12) distributes food to over 60 social service agencies in the area. Community groups can get involved by starting a food drive. WFB will drop off and pick up containers at your site. Donations of blankets, toiletries, towels and frozen turkeys are welcome throughout the holiday season.



FOR MORE INFORMATION ABOUT THESE AND THE CITY'S OTHER PARTNER AGENCIES, CONTACT THE WESTSIDE SHELTER AND HUNGER COALITION AT (310) 314-0071, OR VISIT [WWW.WESTSIDESHILTER.ORG](http://WWW.WESTSIDESHILTER.ORG)



## S BEACH SUMMIT HIGHLIGHTS RECENT PROGRESS, FUTURE IMPROVEMENTS

Santa Monica Convention & Visitors Bureau (SMCVB) hosted the second annual Beach Summit in September, kicking off the organization's 25-year anniversary celebration. With more than 70 city officials, community leaders, residents and local business representatives in attendance, this year's event looked at progress made in three key areas: environmental stewardship, amenities and services and safety perceptions.

“The 2006 Beach Summit effected dramatic and positive change in Santa Monica and we anticipate a similar trend from this year's forum,” said SMCVB President and CEO Misti Kerns. “Suggestions taken at last year's consortium resulted in the implementation of more than a dozen programs [that] provide residents and visitors with more amenities and services and . . . a cleaner and safer beach.”

Noteworthy among these programs are: the voters' passage of Measure V to raise revenue for managing urban runoff; a “trash valet” service in busy areas of the beach during the summer; expanding the marketing of beach amenities via the city's website; and installation of security cameras on the Santa Monica Pier and Third Street Promenade. The Santa Monica Police Department has also recently designated an officer to patrol the beach.

Projects scheduled for completion in 2007 and 2008 include improving pathway and freeway directional signage for getting to the beach, and developing a beach map to serve as an educational tool for beachgoers about water quality, available amenities and environmental stewardship of the beach.

FOR MORE INFORMATION ABOUT THE BEACH SUMMIT, CONTACT THE SMCVB AT (310) 393-7593



## SPECIALIZED FINANCIAL SERVICES ENABLE CITY RESIDENTS AND BUSINESSES TO GO SOLAR

After a rigorous selection process, Solar Santa Monica has selected four financial partners who will make available a variety of loans aimed specifically at financing the installation of solar systems and energy efficiency upgrades to homeowners and business owners. Having lenders who understand solar—its long life, its steady income stream and its value to the property—is essential to getting the kind of financing that will turn Santa Monica residents' solar projects into reality.

These financial services are now available through Solar Santa Monica:

- ▲ secured and unsecured financing through certified contractors;
- ▲ “green” and sustainable lending;
- ▲ innovative, tax-based financing for large commercial and municipal projects; and
- ▲ lending exclusively for small businesses.



Solar Santa Monica participants receive a thorough, no-cost energy efficiency and solar assessment as a first step. This assessment is performed by a qualified expert who serves as an “honest broker” throughout the process, helping the participant understand all options, including financial. If a resident or business owner wants a solar proposal, Solar Santa Monica will refer one of its preferred providers, a pre-qualified group of experienced solar contractors. Those who elect not to install solar are offered referrals and discounts on products and services such as air conditioning, efficient appliances or specialized contractors.

FOR MORE INFORMATION, CALL SOLAR SANTA MONICA AT (310) 458-4992, OR CHECK OUT OUR WEBSITE AT SOLARSANTAMONICA.COM



## GET READY FOR 2008 TEEN FILM FESTIVAL

*Attention, teen filmmakers! The third annual Santa Monica Teen Film Festival celebrates and rewards the talents of young filmmakers with a competition open to all high school students and youth ages 12 to 18 years. Submit your short film (2-25 minutes in length, any genre) between February 11 and May 16, 2008 and then find out who the winners are the weekend of June 20-22. Check out [www.santamonicateenfilmfestival.com](http://www.santamonicateenfilmfestival.com) for details, including an entry form.*



## GREEN BUSINESS CERTIFICATION PROGRAM: The Little Engine that Could

*Certified green businesses all share the same belief—that providing quality products and services to the community while minimizing their impact on the environment and human health will bring business success. A collaborative project of the City of Santa Monica, Convention & Visitors Bureau, Chamber of Commerce and Sustainable Works, the Santa Monica Green Business Certification Program (GBC) has continued to gain momentum and members since its introduction in the fall of 2006. Through a rigorous assessment and evaluation of numerous business practices—from office paper use and landscaping to energy efficiency and transportation—the GBC program certifies and recognizes those businesses in our community which have met established standards for conserving resources, preventing pollution and building a sustainable community.*



*In the past year, several new participants have joined the green business community, including a yoga studio, a health and beauty products retailer, a hotel, a wine bar/seasonal kitchen and even the Santa Monica Convention and Visitors Bureau. Green businesses are easily recognized by their GBC window decals and the GBC logo printed on their promotional materials.*

*We invite you to support Santa Monica's certified green businesses; learn about them and their environmental profiles at [www.smgbc.org](http://www.smgbc.org).*

## SANTA MONICA IS A SUSTAINABLE COMMUNITY

### CITY RELEASES THIRD ANNUAL SUSTAINABILITY REPORT CARD

The 2007 Sustainable City Report Card is a snapshot of a larger on-line report ([www.smedpd.org/scpr](http://www.smedpd.org/scpr)) describing the city's progress in eight sustainability goal areas. Released in September, the Report Card highlights improvements and challenges in these areas, as well as many successes over the past year. Notable achievements for 2006/2007 include:

- ▲ **SUCCESS WITH SOLAR:** Solar Santa Monica has created the potential to become a net-zero energy city through deployment of energy efficiency and solar energy into the community. Twenty solar projects were installed last year!
- ▲ **COLLECTING COMPOSTABLES:** The city's food waste composting program kept more than three million pounds of food waste from local restaurants out of the landfill last year.
- ▲ **HELPING HOUSEHOLDS:** The Household Hazardous Waste Facility has kept more than 133,000 pounds of hazardous materials out of the landfills. And this year, satellite battery collection sites were established throughout the community.
- ▲ **BEAUTIFUL BEACHES:** Santa Monica voters approved the Clean Beaches and Ocean parcel tax to fund a comprehensive, 20-year plan to improve water quality in Santa Monica Bay.
- ▲ **BIKING IS BIG:** Our innovative, free bike valet program parked 16,310 bikes at events around the city, the BIKE Santa Monica map was released and the design of Exposition Bike Way is underway.



Santa Monica's sustainability efforts were among the first of their kind in the nation and have served as a model for a growing number of communities, academic institutions and businesses. Visit [www.smedpd.org](http://www.smedpd.org) for more information.



## OUTDOOR ICE SKATING RINK HOURS

5th and Arizona / November 21, 2007 – January 6, 2008

- Monday - Thursday, 11 a.m. – 9 p.m.
- Friday, 11 a.m. – 10 p.m.
- Saturday and school holidays, 10 a.m. – 10 p.m.
- Sunday, 11 a.m. – 9 p.m.
- Thanksgiving Day, 1 p.m. – 10 p.m.
- Christmas Eve, 11 a.m. – 7 p.m.
- Christmas Day, 11 a.m. – 10 p.m.
- New Year's Eve, 11 a.m. – 9 p.m.
- New Year's Day, 11 a.m. – 10 p.m.



## CELEBRATE IN STYLE AND SAVE!

Need an extra bedroom for the holidays? Santa Monica Convention & Visitors Bureau (SMCVB), in conjunction with participating local hotels, offers discounted room rates exclusively to Santa Monica residents through the "Extra Bedroom" program. It's the perfect way to stay and play in your own community, whether you need to house your guests or you're looking for a romantic mini-getaway. Simply show proof



of Santa Monica residency to save up to \$210 this season, from November 18 to January 28. Visit [www.SantaMonica.com](http://www.SantaMonica.com) and click on the "For Locals" tab for more information, including the list of participating hotels.

Shoppers should take note of SMCVB's 25th anniversary sale at all its locations, offering 25% off all merchandise through January 28. Check us out at our walk-in center at 1920 Main Street; our kiosk at 1400 Ocean Avenue; and the visitor information cart on the Third Street Promenade. Mention this article at one of the visitor centers and receive a free gift!

## SANTA MONICA CIVIC AUDITORIUM EVENTS

### November

30 International Gem & Jewelry Show

### December

1-2 International Gem & Jewelry Show

7-8 Fashion Co-Op

9 Santa Monica Symphony Orchestra

15-16 Eco Gift Show

### January

7 13th Annual Critics' Choice Awards

11-13 Bustamante Antiques Show & Sale

24-27 Art L.A. 2008

The Civic Auditorium is served by Big Blue Bus lines 1, 3, 7, 8 and 10. All events are subject to change without notice. For further information, contact the Civic Auditorium at (310) 458-2288, or visit [santamonicacivic.org](http://santamonicacivic.org).

## ICE SKATE, SING CAROLS, PLAY IN THE SNOW... ALL IN SANTA MONICA!

This year's Winterlit celebration is guaranteed to stir up that holiday cheer in Downtown Santa Monica. These are just a few of the many festive activities guaranteed to delight all ages. All listed events are free except for Santa Photos.

### WINTERLIT "BEST GIFT EVER" CHALLENGE FOR PAL Nov. 12 – Dec. 20

Drop off an unwrapped gift for a Santa Monica Police Activities League child (6-17 years) at the Winterlit Gift Wrap Station (1300 block of Third Street Promenade) or Santa Monica Place Guest Services on Level 2. Visit [www.downtownsm.com](http://www.downtownsm.com) for other locations.

### PHOTO OPP WITH SANTA CLAUS Nov. 23 – Dec. 24, 11 a.m. to 5 p.m. daily

Center Court, 1300 block of Third Street Promenade.

### SANTA'S ARRIVAL Nov. 29 – 5 p.m.

Catch a glimpse of Santa as he lights the tree at Santa Monica Place or as he makes his way down Broadway to join the PAL kids for a group skate.

### CHANUKAH Dec. 4 - 12, Sundown (4:45 p.m.)

Menorah lighting ceremony every evening of Chanukah, 1300 block of Third Street Promenade.

### HOLIDAY CAROLS BY THE AMERICAN YOUTH SYMPHONY Dec. 7 & 9, 2 to 5 p.m.

Santa Monica Place, Center Court.

### CHILDREN'S MUSEUM OF LA PRESENTS ENTERTAINMENT, COCOA AND CRAFTS Dec. 8, 11:30 a.m. to 4 p.m.

Santa Monica Place, Center Court.

### PERFORMANCE STAGE Dec. 8 – 9 and 15 – 16

Bayside Community Stage presents a variety of cultural performances celebrating diversity. 1200 block of Third Street Promenade.

### SNOW HILL AND SNOWMAN BUILDING CONTEST Dec. 15, 11 a.m. to 4 p.m.

1400 block of Third Street Promenade.

VISIT [WWW.DOWNTOWNSM.COM](http://WWW.DOWNTOWNSM.COM) FOR A COMPLETE LIST OF HOLIDAY EVENTS.

SANTA MONICA HIGH SCHOOL THEATRE presents two family-friendly shows this winter:

▲ **LITTLE WOMEN** Louisa May Alcott's classic novel about a Civil War-era family in New England. Fridays, Dec. 7, 14, 21 – 8 p.m.; Saturdays, Dec. 1, 8, 15, 22 – 2 p.m. and 8 p.m.

▲ **BYE BYE BIRDIE** This Tony-award winning musical tells the story of a rock & roll singer who is about to be inducted into the Army. Thursday, Feb. 14 – 8 p.m.; Fridays, Feb. 15, 22 – 8 p.m.; Saturdays, Feb. 16, 23 – 2 p.m. and 8 p.m.

\$10 for all students and \$15 for adults. Call (310) 458-5939 or visit [www.smclo.org](http://www.smclo.org) for more information.

**WHALE OF A WEEKEND** returns to the Santa Monica Pier Aquarium on Feb. 2 and 3 with activities to celebrate the Pacific gray whale's annual migration, 12:30 – 5 p.m. Admission is free for children 12 and under and \$2 per person for all others (\$5 donation suggested). Please visit [www.healthebay.org/smpa](http://www.healthebay.org/smpa) for all the fun details!

## BIG BLUE BUS Getaways!

Our most popular excursion—to the Rose Parade and Rose Bowl—kicks off the new year on Tuesday, January 1, 2008. The theme of the 199th Rose Parade is "Passport to the World's Celebrations." Afterward, the 94th Rose Bowl hosts "the Granddaddy of All Bowl Games." Join us for an easy ride to the parade and/or the game, and watch the parade from grandstand seats if you'd like. Tickets on sale now—get yours today!

CALL (310) 451-5444 FOR TICKETS AND INFORMATION OR VISIT [WWW.BIGBLUEBUS.COM](http://WWW.BIGBLUEBUS.COM)

# KNOW BEFORE YOU GO

Stay informed and on the move despite local construction activities that affect motorist and pedestrian travel. Weekly updates are available on the web at [knowB4Ugo.smgov.net](http://knowB4Ugo.smgov.net), or call "City Hall On Call" at (310) 458-8999 (enter 716). TTY users may call (310) 458-2243. These projects are scheduled to be underway this winter:



## ▲ DOWNTOWN (Area bounded by Lincoln Blvd. / Wilshire Blvd. / Beach / Pico Blvd.)

**DOWNTOWN FIBER COMMUNICATION AND TRAFFIC SIGNAL MODIFICATION** The project includes improvements to 11 intersections in the downtown area, as well as five others at locations across the city, for fiber optic communication upgrades. Construction is currently underway and is expected to continue until summer 2008.

**2ND AND 4TH STREETScape IMPROVEMENTS (BETWEEN WILSHIRE BLVD. AND COLORADO AVE.)** Improvements include new street and pedestrian lighting, mid-block crosswalk enhancements, sidewalk repairs, tree canopy lights and new curb cuts at major intersections. Construction is currently underway and should be substantially complete in summer 2008.

**PARKING STRUCTURE 4 - SEISMIC RETROFIT PROJECT** This project also includes bathroom remodeling. Parking capacity in the structure is reduced through August 2008.

## ▲ VARIOUS LOCATIONS CITYWIDE

**MONTANA / WILSHIRE STORM WATER DIVERSION STRUCTURES** Work continues on this project with traffic lanes narrowed to two lanes north and one lane south on Ocean at Wilshire. The project is scheduled to be completed by December 2007.

**ANNUAL TREE TRIMMING PROJECTS** City trees are being trimmed at numerous locations, requiring some lane closures weekdays from 7:30 a.m. to 3:30 p.m. Affected residents and businesses will be notified in advance of tree trimming operations, and streets will be posted with no parking signs.



## T NEW ECO-FRIENDLY MAINTENANCE FACILITY IN STORE FOR BIG BLUE BUS

The Big Blue Bus broke ground this fall on a new, state-of-the-art maintenance facility on the site of the current bus yard at 7th Street and Colorado Avenue. The new 66,000-square-foot facility will not only accommodate a larger fleet, it will also make improvements to meet the needs of busses that are more technologically advanced than ever.

It will feature the most advanced and sustainable building systems, construction materials and landscaping available today, including photovoltaic panels that collect power from the sun and supply energy to the buildings; recycled-content construction materials (concrete, steel, insulation, and gypsum board) to reduce landfill waste; and a reclaimed water irrigation system for landscaping, with water-efficient plants and materials.

The three-year construction project is expected to be completed in early 2010. Notes Big Blue Bus Fleet Supervisor Ralph Merced, "The expansion of the maintenance facility will allow us to have enough room to keep improving our services for many years to come."

FOR MORE INFORMATION, VISIT [WWW.BIGBLUEBUS.COM](http://WWW.BIGBLUEBUS.COM) OR CALL (310) 451-5444

## COMMUNITY CLASS INSTRUCTORS WANTED



The City of Santa Monica invites proposals from individuals or businesses interested in conducting fee-based classes from July 2008 through June 2009. The city's Active Living initiative promotes integration of physical activity into daily routines, and we're especially interested in active living and recreational/leisure classes designed for children, adults and/or families.

Examples of active living classes that support fitness and wellness for all ages include walking, skating, biking, basketball, dancing, volleyball, tennis, stair climbing, badminton, jump rope, street hockey and martial arts, etc. Recreational and leisure classes include healing arts, health and fitness, self-defense, dance, music, art, sports, "parent and me" and more.

For details, contact the Community Classes office at (310) 458-2239 or view the Request for Proposals on-line at [communityprograms.smgov.net](http://communityprograms.smgov.net).

PROPOSALS MUST BE RECEIVED NO LATER THAN 5 P.M. ON DECEMBER 14, 2007.

## LEADERSHIP SERIES RETURNS IN 2008!

GET CONNECTED—LEARN ABOUT  
SANTA MONICA'S WEB SERVICES

Last April's Leadership Series session on the city's Internet services saw one of our biggest crowds ever, and we're planning an exciting follow-up in late February. Whether you joined us last spring or you'll be getting your feet wet for the first time, this is a program you won't want to miss!

Watch for details in the next issue of SeaScape and on the web at [www.smgov.net](http://www.smgov.net).

## CYBERNEWZ

### REAL-TIME PARKING AVAILABILITY ON-LINE IN SANTA MONICA

Are you driving downtown for shopping, a movie, lunch or dinner this holiday season? Check on-line to find the best and easiest place to park before even getting in the car! Go to [parkingspacenow.smgov.net](http://parkingspacenow.smgov.net), and see a real-time display of the number of available spaces in downtown parking structures and beach parking lots. The website, which projects the parking information onto an aerial view of downtown, is automatically updated every five seconds.

With this valuable information in hand, you can avoid crowded parking structures and lots and spend more time enjoying downtown entertainment, shopping and dining venues and beaches. If you are already in the downtown area, electronic signs indicating the number of available spaces are located at the entrances to the parking structures and lots, alerting you to the available parking situation before you enter.

[parking.smgov.net](http://parking.smgov.net)

To get out of your car and on with your day a little more quickly, take a look at this on-line parking guide first. The Overview Map provides detailed information about locations, hours and rates for lots and structures along with a downloadable PDF map. The Shuttle Buses & Monthly Parking Permits section will help you take advantage of public transportation to and from Santa Monica's most popular destinations. You can even find out how to pay or contest a parking citation.



## SEASCAPE HIGHLIGHTS

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<i>Blue: The Transit Store Debuts Downtown</i> .....	1
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<i>Happening Around Town</i> .....	6
<i>Parking Made Easy with On-line Tools</i> .....	7
<i>RecScape</i> .....	Insert




## LONG-RANGE COUNCIL AGENDA ITEMS

### MAJOR MATTERS EXPECTED TO COME BEFORE CITY COUNCIL NOVEMBER TO JANUARY

- ▲ Certification of EIR for the Pier Access Improvement Project
- ▲ Adoption of Private Tree Canopy Conservation Policy
- ▲ No-Smoking Ordinance Amendment to Hold Restaurant and Bar Operators Liable for Violations
- ▲ Modifications to Sign Ordinance
- ▲ Approval of 20th & Cloverfield Improvement Project Concept Design
- ▲ Midyear Budget Report
- ▲ Community Priorities Budget Hearing

*The long-range nature of this list means that some items may not be heard in the month originally scheduled, as new matters emerge and agendas are re-worked. No item will come to Council before the date originally published. Also available on-line at [www.smgov.net](http://www.smgov.net).*

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Winter Recreation  
Classes Inside!

## HAPPY HOLIDAYS FROM THE FARMERS' MARKETS!

Shop the Santa Monica Farmers' Markets this season for all your holiday needs! Find unique handmade gifts from the farmers such as jellies, pickled veggies, soaps, oils and wreaths, or shop "Little Main Street" at the Sunday Market for original handmade jewelry, clothes and hats from Main Street businesses.



- ▲ **SANTA CLAUS NEEDS HIS FRUITS AND VEGGIES, TOO!** Find him on Saturday, December 22 at the Pico Farmers' Market (at Virginia Avenue Park) from 10 a.m. – 1 p.m., and on Sunday, December 23 at the Main Street Farmers' Market (Main Street and Ocean Park Blvd.), 10 a.m. – 1 p.m.
- ▲ **"THE SANTA MONICA FARMERS' MARKET COOKBOOK"** The perfect holiday gift for the foodie in your life! Author Amelia Saltsman will sign your book purchase(s). Sunday, December 2, Main Street Farmers' Market, 10 a.m. – 1 p.m.
- ▲ **KLEZMER AND LATKES** Sunday, December 16, Main Street Farmers' Market, 10 a.m. – 1 p.m. And enjoy live music every Sunday!

# PARK your TREE!

*Recycling your Christmas tree is just a trip to the park.*



<p><b>WHEN:</b> During the month of January</p> 	<p><b>WHERE:</b> Trees may be brought to any of the following Santa Monica parks:</p> <p><b>Clover Park</b> 25th &amp; Ocean Park Blvd.</p> <p><b>Douglas Park</b> Chelsea &amp; Wilshire</p> <p><b>Christine Emerson Reed Park</b> Lincoln &amp; California</p> <p><b>Los Amigos Park</b> 5th &amp; Hollister</p>	<p><b>PLUS:</b> <b>City of Santa Monica Transfer Station</b> 2401 Delaware Avenue (next to Recycling Center). During the month of January, Christmas trees may be brought, free of charge, to the city's Transfer Station. <b>Hours: Monday-Saturday 6:00 a.m.-2:00 p.m.</b></p>
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