

Dear Residents

As we embark on a new year, it is important to celebrate the community's core values that are at the foundation of the City of West Hollywood and that have influence and significance beyond our 1.9 square mile border.

CITY OF WEST HOLLYWOOD CORE VALUES

- **Respect and Support for People:** We recognize and celebrate the diversity of the community by treating all individuals with respect for their personal dignity and providing a wide array of specialized services.
- **Responsiveness to the Public:** We hold ourselves accountable to our community and are committed to actively seeking public participation. We promote a public process that responds to the community's needs while balancing competing interests and diverse opinions.
- **Idealism, Creativity and Innovation:** We value our artistic richness and support idealism and creativity. We are dedicated to finding innovative and better solutions to provide the best public service possible.
- **Quality of Residential Life:** We maintain a balanced sense of community by protecting quality of life, conserving historic neighborhoods, safeguarding housing affordability, and proactively governing growth with care and thought.
- **Promote Economic Development:** We recognize that economic development is essential to maintaining quality of life for the total community. We support an environment where our diverse and eclectic businesses can flourish.
- **Public Safety:** We protect the personal safety of our constituents and safeguard the community from threats of natural, technological and other man-made hazards. Through preparation and planning, we minimize the effects of these disasters.
- **Responsibility for the Environment:** We make it our responsibility to protect and improve our natural and built environments, pursuing opportunities to preserve and create open and green space in our urban setting.

In 2007, let's all recommit to our core values and continue to make West Hollywood a truly premiere City.
Paul Arevalo
City Manager

WEST HOLLYWOOD CITY COUNCIL

JOHN HEILMAN	MAYOR
SAL GUARRIELLO	MAYOR PRO TEMPORE
JOHN J. DURAN	COUNCILMEMBER
ABBE LAND	COUNCILMEMBER
JEFFREY PRANG	COUNCILMEMBER

PAUL AREVALO | CITY MANAGER

PUBLISHED BY THE CITY'S PUBLIC INFORMATION AND PROSECUTION SERVICES DEPARTMENT

TAMARA WHITE	EDITOR
HELEN J. GOSS, ESQ.	EXECUTIVE EDITOR
BRETT WHITE	PHOTOGRAPHER

HIGHLIGHTS

WEST HOLLYWOOD

WINTER 2007

INFORMATION FOR THE PEOPLE OF THE CITY OF WEST HOLLYWOOD

13

Live, Work, Play: **Be Safe!**

New City of West Hollywood Public Safety Awareness Campaign Initiated

The City of West Hollywood's Public Safety Division, with the assistance of the Public Safety Commission, has developed a public safety awareness campaign entitled "Live, Work, Play: Be Safe!" to help educate residents about important public safety issues. The campaign focuses on one specific safety issue several times each year and include brochures, posters, bus shelter advertisements, and public service announcements in English and Russian which will air on Citychannel 10 on Time Warner Cable.

As part of the campaign, ten pocket-size brochures that spread public safety messages have been created. These messages include *Emergency Preparedness*; *Don't Drink & Drive*; *Pedestrian Safety*; *Vehicle Burglary Prevention*; *Sexual Assault Prevention*; *Street Robbery Prevention*; *Neighborhood Watch*; *Protect Your Identity*; *West Hollywood "Hate-Free City" With Respect for All*; and *Pet Safety*.

To kick-off the "Live, Work, Play: Be Safe!" campaign the first message in the series, *Emergency Preparedness* was unveiled on twenty bus shelters citywide last summer. Each poster outlined steps residents can take to help ensure safer street crossings and ways to prepare for emergencies and disasters, such as earthquakes.

The second message in the series, *Don't Drink & Drive* was distributed in

(CONTINUED ON PAGE 7)



Residents Encouraged to **Get Out to Vote**

February has been proclaimed "Get Out to Vote Month" in an effort to encourage the City's more than 23,000 registered voters to participate in the upcoming West Hollywood Municipal Election. The **Municipal Election will be held on Tuesday, March 6, 2007, and polls will be open from 7 a.m. to 8 p.m.** Registered voters will have the opportunity to elect three Councilmembers to four-year terms in office.

If you are not registered to vote, you may register by completing a registration-by-mail form. Forms are available at the City Clerk's window in West Hollywood City Hall, located at 8300 Santa Monica Boulevard, and throughout Los Angeles County at most County buildings, fire stations, libraries, State Motor Vehicle Offices, Public Assistance Offices, and the Secretary of State website: www.ss.ca.gov which contains detailed election and voter information. Voter registration is permanent.



However, you should re-register if you have moved, wish to change your political party affiliation, or have changed your name.

As a Los Angeles County resident you may register to vote:

- If you are a citizen of the United States;
- If you will be at least 18 years of age at the time of the next election; and
- At least 15 days before an election to be eligible to vote in that election.

Other important Municipal Election related deadlines include:

- February 5, 2007 through February 27, 2007 Absentee Ballot Request Period; and
- February 20, 2007 — Last Day for Voter Registration.

For more information, regarding the upcoming West Hollywood Municipal Elections, please call the West Hollywood City Clerk's office at (323) 848-6409. For the hearing impaired, please call (323) 848-6496. ■

2

Bonnie Smith A Woman on the Move

Catching up with Bonnie Smith, the City's Special Events Supervisor, is a job unto itself. Those around City Hall know Bonnie as the whirl of energy that is constantly on the move, spending her days rushing from meeting to meeting. In many ways, Bonnie is the invisible glue that holds together City events such as the City's annual Halloween Carnival, West Hollywood Book Fair as well as independent events which include some of the hottest A-list red-carpet parties in town like the post-Academy Awards®, Emmy® Awards and Grammy® Awards soirees.

Asked why so many high-profile special events come to West Hollywood, Smith answers, "West Hollywood is the happening place — look in any magazine on any given week and you will see West Hollywood whether it's the Sunset Strip, Pacific Design Center, a popular restaurant or a designer boutique. Santa Monica Boulevard, Sunset Boulevard, and Melrose Avenue are all hot spots. I think that's why people bring their special events to the City," she added.

Bonnie produces more than 30 special events each year.



These events are important to the City because they help generate revenue, increase tourism and bring employment opportunities to the many residents who work in the entertainment industry. As the City's Special Events Supervisor, Bonnie is responsible for planning and coordinating logistics for special events. This includes street closures, addressing residents' concerns and mitigating noise,

traffic and public safety impacts. Bonnie spends a lot of time coordinating these issues with the L.A. County Sheriff's Department and Los Angeles County Fire Department.

Although Bonnie enjoys the part of her job that keeps her busy planning special events, she also likes working directly with residents when she gets the chance. One of the activities that she holds closest to her heart is the City's annual Holiday Toy Drive. The City has sponsored the Holiday Toy Drive for seventeen years and Bonnie has managed the program for eleven years. During the holidays, Bonnie works with local schools to identify children who are in need. She mobilizes residents, area businesses, and City Hall employees who this year donated more than \$30,000 in toys and money. Bonnie puts a lot of personal

(CONTINUED ON PAGE 7)

Update on the City's Housing Summit

The City of West Hollywood recently hosted a Housing Summit to discuss critical housing issues facing residents. Topics discussed included the State's housing policy; regional economy and the impact on housing trends; growth management; providing incentives for creation of affordable housing; and stopping Ellis evictions. The Housing Summit was attended by nearly 150 residents and was the first in a series of community discussions on housing issues. A streaming video of the Housing Summit is available on demand on the City's website: www.weho.org

While there needs to be continued community input, the City Council has directed staff to further study the following options:

- Placing all qualified tenants who have been evicted due to the Ellis Act to the top of the priority list for available affordable inclusionary housing;
- Exploring ways to require more inclusionary units to be built on-site rather than allowing in-lieu fee payments;
- Exploring possible ways for the City to purchase existing multi-family structures for use as affordable housing;
- Developing a homeowners' assistance program to provide loans to first-time purchasers;
- Investigating ways to provide incentives for construction of rental rather than condominium units;
- Creating an information center for residents to learn about housing assistance programs;
- Developing an information center for residents to learn about housing assistance programs;



- Pursuing additional funding sources and strategies for affordable housing projects in West Hollywood; and
- Investigating ways to modify standards for second residential units

After staff has completed the analysis of these options, a timeline for implementation of each item will be created. In addition, the City will continue community outreach on housing issues in preparation for the State-required Housing Element Update due in 2008. (A Housing Element is a section of the City's General Plan that includes goals, policies, and programs that meet existing and projected housing needs for a community.)

For more information about the Housing Summit, call the City's Community Development Department at (323) 848-6475. For the hearing impaired, please call (323) 848-6496. ■

SAVE THE DATE! **EIGHTH ANNUAL WEST HOLLYWOOD JOB FAIR SET FOR WEDNESDAY, APRIL 4, 2007**



The West Hollywood Chamber of Commerce and the City of West Hollywood will host the Eighth Annual West Hollywood Job Fair on Wednesday, April 4, 2007 from 9 a.m. to 2 p.m. at Plummer Park, 7377 Santa Monica Boulevard. The West Hollywood Job Fair is free and open to job-seekers of all levels including those looking for a job, interested in re-entering the work force, or those looking for a career change. Last year, employer participants included companies such as Universal Studios Hollywood, Bank of America, University of California and Cedars-Sinai Hospital.

For more information or employers interested in participating in the Eighth Annual West Hollywood Job Fair, please call David Smith at the West Hollywood Chamber of Commerce at (323) 650-2688.

Process Underway to Update City's Inventory of Historic Resources

Architectural history is living history. As places and people evolve so does our understanding of what previous history has meant. It is the rule, rather than the exception, that it takes the passage of several decades for the influence and the importance of buildings and districts of a city to fully unfold. As part of the City's ongoing strategic program to enhance the cultural and creative life of the community, the City of West Hollywood is currently in the process of updating its historic resources survey. A historic resources survey is a careful, thoughtful inventory of all or part of a city to determine what may be eligible to receive special historic status. West Hollywood's first historic resources survey was completed in 1987. During the 20 years since the last survey was conducted, many West Hollywood buildings have passed the 50-year old threshold that is widely used as a benchmark for review of buildings for historic status.

For more than a year, the City of West Hollywood in



El Mirador, located at 1302-10 Sweetzer Avenue was built in 1929, and is a designated Cultural Resource.

conjunction with Architectural Resources Group (ARG), an architectural consulting firm and an expert in the field of historic preservation, have been gathering information, compiling data and conducting research for the updated Historic Resources Survey. ARG has assisted numerous municipalities with their historic preservation efforts including Pasadena, Glendale, Los Angeles, Berkeley and Oakland. The survey will be used to determine buildings that may be eligible to receive special historic status. Designation of historic status gives greater protection to preserving, remodeling, and adding to buildings and consideration to new buildings planned nearby.

In West Hollywood, historic structures are known as cultural resources and buildings may be eligible for historic status for any of the following reasons:

- Architectural or historical significance;
- A good example of a particular architectural style or architectural period;
- Representative work of a notable architect;
- Buildings that are part of a thematic grouping of properties; and
- Examples of development patterns that are unique characteristics of West Hollywood.

The historic resources survey consists of several parts. The first part of the survey involves visiting every property within

(CONTINUED ON PAGE 6)

Save the Date! Sixth Annual Russian Cultural Festival to be Held in May

The Sixth Annual Russian Cultural Festival will take place on Sunday, May 20, 2007 from 10 a.m. to 8 p.m. at Plummer Park. The Russian Cultural Festival will include traditional Russian entertainment and musical performances, food sampling, arts and crafts, children's activities and sports competitions.

For more information about the Sixth Annual Russian Cultural Festival, please contact Tatiana Rodzinek in the City's Public Safety Division at (323) 848-6826.

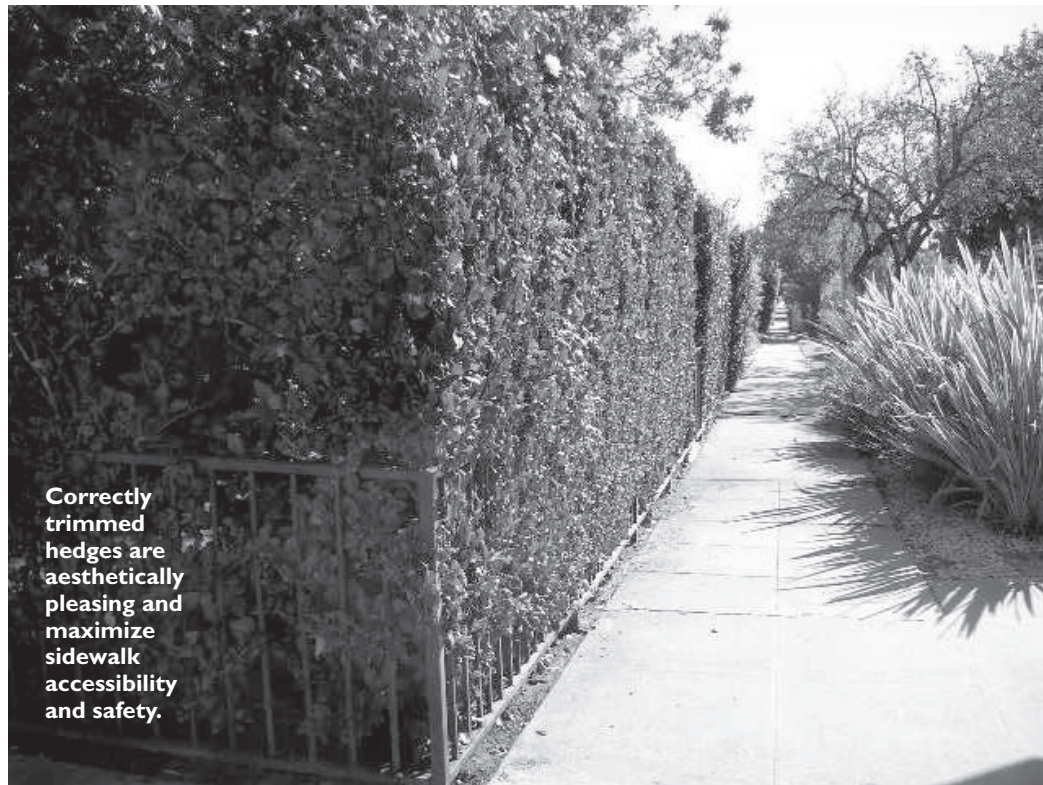
Trimming Your Hedges For Their Health and Pedestrian Safety

The City has initiated several important measures to ensure accessibility and safety of sidewalks within the City. In an effort to maximize sidewalk accessibility, the City encourages residents to trim hedges located on their property that encroach on sidewalks and create an inconvenience or hazard to pedestrians. Here are tips on how to successfully trim your hedges:

- First, think about where your hedge should be planted, keeping in mind that when fully mature it will need to stay at or behind the property line. It is a good idea to plant hedges at least one foot from the property line, and preferably more, to make sure that the hedge will thrive without impinging on the adjoining sidewalk. Also, keep in mind that hedges can reduce the visibility of automobiles, pedestrians, and street signs. You should consult with specialists at the West Hollywood City Hall public counter located on the second floor of City Hall, before embarking on hedge planting to make sure that permits are not required.
- Second, soon after a hedge has been planted it is time to begin training it into the shape that you desire. All side branches should be cut back by half, and the main leader branch should be cut back two to three inches. During the first year, this is very important as this will encourage lots of new side branches that will make your hedge thicker; and for hedges planted along a fence line, it will provide more privacy.
- Third, as a hedge grows, it is important to trim it so that the top is more narrow than the bottom. This is not only more aesthetically pleasing, but allows more sunlight to reach the bottom of the hedge, and prevents the top of the hedge from imped-

ing on passing pedestrians. This shape further encourages thick uniform growth throughout the hedge. If this is not done, the lower portions of your hedge will not receive enough sunlight. The more sunlight the bottom of the hedge receives, the thicker and healthier it will be.

- Fourth, once your hedge has reached its mature height you should continue to trim it regularly. If your hedge is overgrown or out of shape, your only solution may be to cut it back severely. Ficus, Privet, and Eugenia hedges respond favorably to heavy rejuvenate pruning. Frequently they will look better than before, especially if the new branches are tipped back several times before the final desired shape and size is achieved.
- Finally, most hedges in Southern California can be cut back year-round, however, the best time is before new growth starts in the spring or late fall. For more information regarding trimming hedges, please contact David Gardner at (323) 848-6811. — *Special thanks to David Gardner, City of West Hollywood Landscape Maintenance Supervisor for his assistance in writing this article.* ■





Historic Buildings

(CONTINUED FROM PAGE 4)

the survey area which primarily includes properties located in the City's multi-family residential zoning districts. Photos of each property are taken and information is gathered on the property including the estimated date of construction; style of architecture; property type; and material integrity. The second part of the historic resources survey and the current phase of the City's historic resources survey update focuses on an individual or group of properties, or districts that need a more in-depth analysis.

The initial product of the survey update will be the release of a number of draft documents. These include the survey matrix, the context statement, maps, and the in-depth analysis done on individual properties. These will be available in March of this year.

It is important to know that the completion of the update of the historic resources survey only identifies properties that are eligible for further review and **will not** result in the automatic designation of any property as a cultural resource. In order for any property surveyed that is identified as potentially historic to receive designation as a local cultural resource, a public hearing before the Historic Preservation Commission as well as final City Council action on the property is required.

For further information please contact Terry Blount, Liaison to the Historic Preservation Commission, at (323) 848-6853. ■

City of West Hollywood Awards \$60,000 in Arts Grants to Local Organizations

The City of West Hollywood's Arts & Cultural Affairs Commission has awarded Annual Arts Grants totaling \$60,000 to 17 organizations. The purpose of the grants is to support and nurture the creativity of eligible arts organizations by helping them to create art projects, augment their audiences, and gain visibility in a way that benefits the West Hollywood community.

Organizations that have been awarded Annual Arts Grants include: Classical Theatre Lab (\$4000); Center for Early Education (\$1000); Gay Men's Chorus (\$5250); Greenway Arts Alliance (\$4600); Highway Performance Space (\$4600); Hollywood Master Chorale (\$3000); Los Angeles Women's Theatre Festival (\$3500); Live Arts Group (\$4500); Los Angeles County Museum of Art/Sunday's Live (\$500); LA Doctor's Symphony (\$1600); Mujeres Advancing Culture History and Art Theatre Company/Films (\$4000); Museum of Contemporary Art (\$4500); Outfest (\$4500); Pen Center, USA (\$5000); Society for the Activation of Social Space through Art and Sound (\$1250); Spirit Series (\$3700); and United Arts Academy (\$4500).

West Hollywood Book Fair Receives California Park and Recreation Society Award of Excellence for the Third Consecutive Year

The City of West Hollywood has been selected as a California Park & Recreation Society (CPRS) Award of Excellence winner for the West Hollywood Book Fair in the Neighborhood/ Community Life award category and Agency Showcase — Single Focus Brochure category. In recent years, CPRS recognized West Hollywood's Book Fair with Awards of Excellence in the Marketing Theme Campaign, Poster, Logo category and Agency Showcase — Single Focus Brochure category.

The CPRS awards program recognizes those public agencies and individuals that publicize, develop and manage programs, parks, and facilities that provide accessibility, service to community, lifelong learning, diversity of experience, and environmental stewardship. CPRS is a membership organization with 4,200 members representing the 525 local parks and recreation agencies in the State of California.

Reminder About Trash Collection and Recycling in the City of West Hollywood

The City of West Hollywood has experienced an ongoing problem with improper disposal of waste materials. As a reminder, please follow these guidelines for disposal of household items in the proper recycling carts and trash bins.

- **Green Recycling Cart** — Only green waste such as leaves, grass clippings and brush should be deposited in the green cart. Please do not include pet waste or trash. Mixing pet waste into green waste prevents it from being recycled.
- **Blue Recycling Cart** — Many recyclable items can be included in your blue recycling cart including newspapers; magazines; catalogs; junk mail; envelopes; computer paper; aluminum cans; foil; pie plates; glass jars; bottles; plastic jugs; bottles and containers. Cardboard boxes can also be thrown away. Please flatten boxes when placing in the blue recycling carts. Boxes that are not flattened prevent carts from accommodating the desired volume of recyclable goods.

- **Construction Waste** — Construction waste should not be placed in trash bins. Those bins holding incorrectly disposed construction waste will be red-tagged and not emptied. Construction waste must undergo a special recycling process and cannot go to a landfill. In addition, the extra weight added to bins by construction waste makes them unmovable, and may cause injury to workers. Call Athens Services at (888) 336-6100 to request a temporary bin for construction waste.

If you are not sure what to recycle or need more recycling bins, call the Environmental Services Division at (323) 848-6404. For the hearing impaired, please call (323) 848-6496.

City of West Hollywood and Jewish Vocational Services/West Hollywood WorkSource Center's Youth Employment Services to Host a Career Workshop on Monday, March 26, 2007

The City of West Hollywood and Jewish Vocational Services (JVS)/West Hollywood WorkSource Center's Youth Employment Services (YES) will kick-off a series of career workshops on Monday, March 26, 2007 from 3:30 p.m. to 4:30 p.m. in Room 3 at Plummer Park. The YES program sponsors six one-hour workshops to help youth ages 16 and older, explore future career options, and teach skills that will be useful to teens in a job search. The program will also assist participants in finding internships and volunteer opportunities.

The YES program is free to teens who live in West Hollywood as well as those whose parents either work or own a business in the City. Pre-registration is required. YES will also hold an additional career workshop in May.

To register or for more information, please call (323) 845-0173 or sign-up at Plummer Park's Teen Center, 7377 Santa Monica Boulevard, West Hollywood.

Call For Nominations for the Second Annual West Hollywood Russian Cultural Month Opening Ceremony and Annual Awards Presentation Honoring Exemplary Community Leaders

The City of West Hollywood and the Russian Advisory Board are currently accepting nominations for exemplary community leaders to be honored at the Second Annual West Hollywood Russian Cultural Month Opening Ceremony and Annual Awards Presentation which is scheduled for Wednesday, May 16, 2007 at 6 p.m. at the Hyatt West Hollywood. Nominees will be considered for awards in the following categories: Outstanding Community Service Award; Role Model of the Year Award; and Achievement in Business Award. Last year, former City employee and four-time swimming Olympic Gold Medalist, Lenny Krayzelburg, was awarded for exemplary leadership.

Nomination forms and more information about the Second Annual West Hollywood Russian Cultural Month Opening Ceremony and Annual Awards Presentation can be found online at www.weho.org or at West Hollywood City Hall by contacting Tatiana Rodzinek at (323) 848-6826. For the hearing impaired, please call (323) 848-6496.

Be Safe!

(CONTINUED FROM PAGE 1)

December to promote responsible drinking during the holidays. The *Don't Drink & Drive* campaign also encourages people to use alternative transportation such as taxis, public transportation, or a designated driver when out drinking and socializing. These safety tips, along with "*Don't Drink & Drive*" holiday cocktail napkins, and safety cards were distributed to local clubs and restaurants to remind patrons to drink responsibly.

The *Pedestrian Safety* posters, the third message in the series, are scheduled to be distributed to area businesses this spring followed by the remaining seven messages in the series which will be unveiled over the next year or so.

If you would like more information about the "Live, Work, Play: Be Safe!" Public Safety Campaign, go to the City's website at www.weho.org or call the Public Safety Division at (323) 848-6414. For the hearing impaired, please call (323) 848-6496. ■

Bonnie Smith

(CONTINUED FROM PAGE 2)

effort into the event. It is not uncommon for her to purchase and gift wrap many of the toys, clothes and food baskets with her special brand of tender loving care. Due to her efforts, more than 750 families with children, including those living in shelters, received gifts this year which made their holidays a little bit brighter and enjoyable.

Always a woman on the move, Bonnie has decided to return to school at California State University, Long Beach to earn her bachelor's degree in Physical Education. In her spare-time, Bonnie enjoys spending time with her eight-year old pit bull dog, Roxie, who she rescued from the Long Beach Humane Society. Bonnie also enjoys hiking, playing softball and she runs three miles a day. ■

Earned Income Credit (EIC) and Child Tax Credit

Make Tax Time Pay — for You!

Claim All Your Tax Credits. You could be eligible!

Did you work in 2006? You may be eligible for the Earned Income Credit. If so, you'll owe less in taxes and you could get cash back. Even if you don't owe income tax, you can get the EIC!

- Were you raising one child in your home in 2006? Did your family earn less than \$32,001? You could get an EIC up to \$2,747.
- Were you raising more than one child in our home in 2006? Did your family earn less than \$36,348? You could get an EIC up to \$4,536.
- If you weren't raising a child, did you earn less than \$12,120 in 2006? Were you between the ages of 25 and 64? You could get an EIC up to \$412.
- If you are married, the income limit is \$2,000 higher than this amount. Many married workers will get a larger EIC.

File a Federal Tax return to Get the EIC: Get Free Help!!!

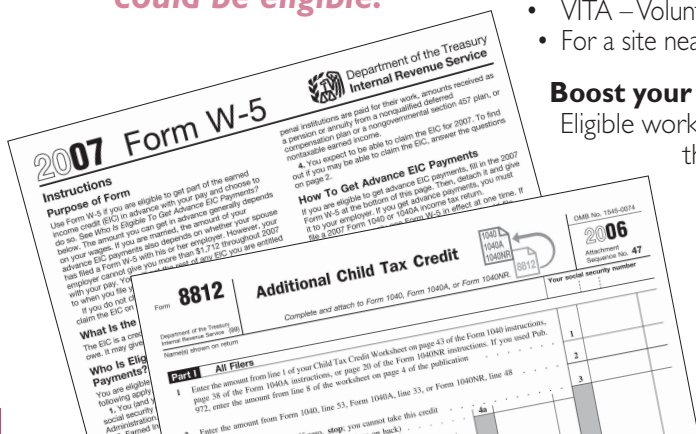
- VITA – Volunteer Income Tax Assistance – helps people fill out returns for free.
- For a site near you, call 1-800-829-1040.

Boost your take-home pay!

Eligible workers with children can receive Advance EIC in their paycheck. Obtain Form W-5 from your employer, or call 1-800-TAX-FORM (1-800-829-3676).

Tax time can pay even more – claim your CTC refund!

Many families that earned more than \$11,300 may qualify for the Child Tax Credit (CTC) refund – up to \$1,000 for each qualifying child under age 17. See your tax instructions and get Form 8812.



PRESORTED
STANDARD
U.S. POSTAGE
PAID
MERCURY MAILING
SYSTEMS, INC.