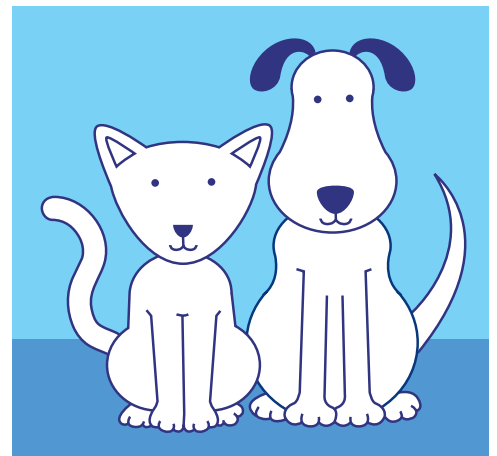


NEWS BRIEFS

New Local Facility for Lost West Hollywood Animal Companions

As a result of concerns expressed by residents about long drives to pickup lost animals, the City of West Hollywood has contracted with the Amanda Foundation, a non-profit organization that temporarily houses lost animal companions. If your animal companion is retrieved by Los Angeles County Animal Care and Control it will now be transported locally to the Amanda Foundation located at 351 North Foothill Road in Beverly Hills. The facility is open for animal pick-up Monday through Saturday. It has a fully equipped veterinary clinic on the premises should medical attention for an animal be necessary. All animal companions that have not been reclaimed after a 10-day stay at the Amanda Foundation facility will then be transferred to the Society for the Prevention of Cruelty to Animals (spca-LA) facility, 12910 Yukon Avenue in Hawthorne. Once the animal is placed at the spca-LA Adoption Center, it will be held for a minimum of four days, after which time it will be held indefinitely pending adoption.

For more information about the City of West Hollywood's animal companion services, please call (323) 848-6895.



Dear Residents

It's hard to believe that 2010 is rapidly concluding. This has been a challenging year for many of us as we continue to confront the country's economic uncertainties. In West Hollywood, we were able to adopt a budget that adjusted to the fiscal realities of a difficult economy and the continuing threat of state take-away of local government revenues to fund its budget deficit. However, the City's budget is balanced and continues to fund important services, social services programs and the major initiatives of the 25th Anniversary Capital Project.

In less than a year, the much-anticipated new West Hollywood Library will open as we complete the implementation of the first phase of the West Hollywood Park Master Plan. We will also begin the construction of the Plummer Park Master Plan in early 2012.

As we begin winding down our one-year celebration of the 25th Anniversary of Cityhood, we take time to reflect on the City's incredible accomplishments in *Facts about West Hollywood*. This community has achieved so much in just 25 years and we all should be inspired and proud. We helped to change the world.

In this issue, please take a few minutes to meet Michelle Nemetz, one of our City employees who has been able to accomplish great things in her life in spite of a hearing disability. She is an inspiration to us all.

October is a busy month in West Hollywood. On Sunday, October 17th, join us for AIDS Walk Los Angeles (see insert for details). Later in the month, it's all about Halloween. Don't miss the special tribute to the "35th Anniversary of *The Rocky Horror Picture Show*" at the West Hollywood Halloween Costume Carnaval on Sunday, October 31st.

Paul Arevalo,
City Manager

WEST HOLLYWOOD CITY COUNCIL

JOHN HEILMAN	MAYOR
JOHN J. DURAN	MAYOR PRO TEMPORE
LINDSEY HORVATH	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

HIGHLIGHTS

WEST HOLLYWOOD

FALL 2010

INFORMATION FOR THE PEOPLE OF THE CITY OF WEST HOLLYWOOD

20



ALMOST FINISHED — The new West Hollywood Library opens Fall 2011.

25th Anniversary Capital Project Under Construction and Moving Forward

Investing in the physical infrastructure of a community is important to its long-term sustainability. As such, the City of West Hollywood has embarked upon a capital project to develop premier public facilities, parks and open space: the 25th Anniversary Capital Project. The project includes:

1. The implementation of Phase I of the West Hollywood Park Master Plan (which includes the development of a new West Hollywood Library);
2. West Hollywood City Hall Community Service Center; and
3. Implementation of Phase I of the Plummer Park Master Plan.

Phase I of the West Hollywood Park Master Plan will replace the current library with a new 44,000 square foot, state-of-the-art library, public meeting rooms, government access television facilities, coffee bar and Friends of the Library space. The project also includes 2.5 acres of increased parkland and green space, new tennis courts and 400 parking spaces in two municipal garages. The much-anticipated new West Hollywood Library will open in Fall 2011.

The West Hollywood City Hall Community Service Center will include an increase in the number of public meeting rooms and expanded parking opportunities.

Phase I of the Plummer Park Master Plan will include renovation and expansion of Fiesta Hall into a quality multi-purpose performance venue; improvement and expansion of parkland and green space and additional parking for the public. Construction on Phase I of the Plummer Park Master Plan is set to begin in early 2012.

Sunset Strip Beautification Project Completed

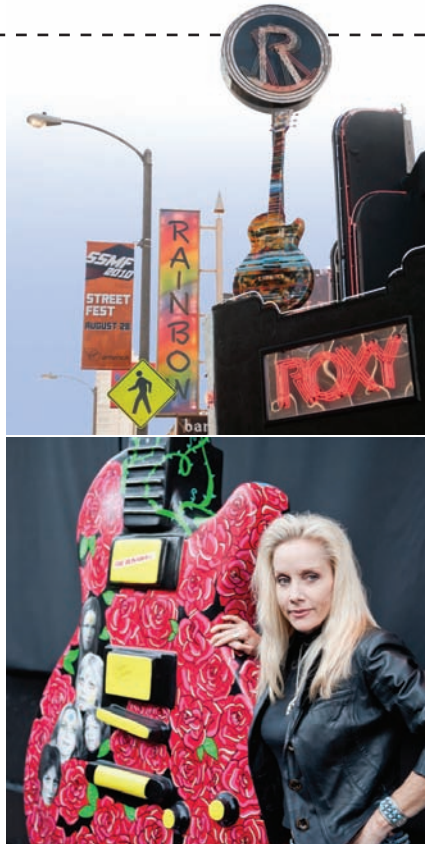
Sunset Boulevard, also known as “The Sunset Strip” and one of the most famous streets in the world, has received a facelift after more than 75 years of use. The Sunset Boulevard roadway had not been repaved since the County of Los Angeles replaced the original dirt road with concrete in the 1930s. The construction of the Sunset Strip Beautification Project (SSBP) was completed in August 2010.

Improvements to the Sunset Strip included:

- Replacing the roadway surface with rubberized asphalt
- Traffic signal upgrades
- Repairing broken and damaged sidewalks and widening the public sidewalk at Sunset Plaza
- Planting flowering trees at the west and east entrances to the City
- Creating a shade tree district with Golden Rain trees as well as a Palm tree district and Magnolia tree district
- Installing a new planted median at the west entrance to the City

The total cost of the SSBP infrastructure investment was \$5.4 million. The majority of the funding, \$4.3 million, was from the City’s Capital Improvement budget, while \$1.1 million was funded through the American Reinvestment and Recovery Act of 2009. The project created and saved more than 160 jobs.

For more information about the SSBP, please contact Donn Uyeno, Senior Civil Engineer, at (323) 848-6457 or visit www.weho.org



Cherie Currie posing with The Runaways-themed Gibson Guitar.

GuitarTown Comes to West Hollywood

The nationally-acclaimed public arts project GuitarTown has arrived in West Hollywood. GuitarTown features more than 25 ten-foot tall fiberglass Gibson Les Paul model guitars strategically placed on the legendary Sunset Strip in West Hollywood. The oversized Gibson guitar sculptures were created by local and nationally-acclaimed visual artists and placed along the 1.6-mile Sunset Strip in front of the Boulevard’s landmarks and businesses, including the Whisky A Go-Go, The Roxy Theatre and Sunset Marquis. Each guitar sculpture celebrates a musician, personality or artist unique to The Sunset Strip’s history and Gibson Guitar.

The guitars will complete a “tour” of The Strip and then be sold at a gala auction, with all proceeds benefiting nonprofit organizations and charities. Other GuitarTown projects in Nashville, Austin, London, Orlando and Miami have raised hundreds of thousands of dollars for charity.

The Sunset Strip GuitarTown project will be administered through the Gibson Foundation, the philanthropic arm of Gibson Guitar Corp., which is dedicated to improving the quality of life through its support of the arts, education, health and welfare, and environmental causes.

For more information on GuitarTown, please visit www.thesunsetstrip.com

City of West Hollywood to Host Series of Halloween Events Culminating in the **West Hollywood Halloween Costume Carnival** on Sunday, October 31, 2010

Do 'The Time Warp' at the Special Celebration of the 35th Anniversary of The Rocky Horror Picture Show



One of the world's most creative, outrageous and original Halloween celebrations will begin early in the City of West Hollywood, as several events get underway over Halloween week. Get the festivities started at the Halloween Youth Carnival and Annual Doggy Costume Contest, and end the week at the 2010 West Hollywood Halloween Carnival with a special celebration of the 35th Anniversary of *The Rocky Horror Picture Show*.

The Rocky Horror Picture Show is the 1975 film adaptation of the British musical stageplay "The Rocky Horror Show." The movie is a parody of science fiction and B-movie horror films. Still in limited release 35 years after its premiere, *The Rocky Horror Picture Show* is hailed as the king of Midnight cult films and has been in distribution longer than any film in the history of motion pictures.

For a hair-raising good time visit the **Halloween Youth Carnival** on Saturday, October 30, 2010 from 3 p.m. to 6 p.m. at West Hollywood Park, 647 N. San Vicente Boulevard. The Halloween Youth Carnival will include



game booths, entertainment, a costume contest, moon bounces, candy and prizes. Everyone is encouraged to dress in costume for an afternoon of fun. Admission to the Halloween Youth Carnival is free.

The City of West Hollywood will again host its **Annual Doggy Costume Contest** on Saturday, October 30, 2010 starting at 4 p.m. at West Hollywood Park, 647 N. San Vicente Boulevard. Registration begins at noon on Saturday, October 23, 2010 at the West Hollywood Park office. Proof of immunization must be shown and all animal companions must be on leashes. Entering pets in the Annual Doggy Costume Contest is free. Winners receive prizes for a variety of categories including Scariest Costume; Look-Alike (pet and guardian); Most Creative Costume; Most Colorful Costume; and Best Costume. Prizes are awarded to pets in each category and a Certificate of Appreciation will be awarded to all participants.

The heart of West Hollywood, Santa Monica Boulevard will once again pulse with excitement on Halloween night as hundreds of thousands of Halloween revelers are expected to flock to the famous street for the legendary **West Hollywood Halloween Costume Carnival on Sunday, October 31, 2010 from 6 p.m. to 11 p.m.**

For more information, please call (323) 848-6503. For the deaf and hard of hearing, please call (323) 848-6496.



Nomination Period for City Council set for November 15, 2010

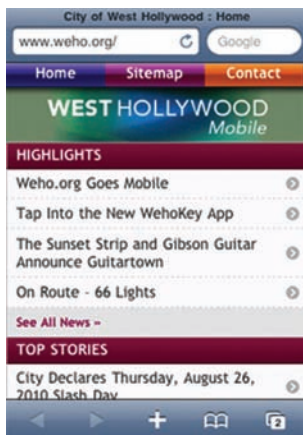
The nomination period for persons interested in running for the West Hollywood City Council will begin on Monday, November 15, 2010 at 8 a.m. The deadline for filing nomination papers is Friday, December 10, 2010 at 5 p.m., pursuant to the State Elections Code. The City of West Hollywood Municipal Election will be held on Tuesday, March 8, 2011 for the purpose of electing three members of the City Council to four-year terms.

The nomination process requires a potential candidate to gather between 20 and 30 signatures by voters registered in West Hollywood. Potential candidates must be at least 18 years old, residents of West Hollywood and registered voters within the City. Beginning Monday, November 15, 2010, all interested candidates can pick up the necessary forms from the West Hollywood City Clerk's Office at City Hall, 8300 Santa Monica Boulevard, West Hollywood, CA 90069.

For further information, please call the City Clerk's Office at (323) 848-6409 or e-mail twest@weho.org

Weho.org Goes Mobile

The City of West Hollywood is pleased to announce the launch of its new mobile website optimized for use with all major smartphone operating systems. Simply point an iPhone, iPad, BlackBerry, Android or other smartphone to **www.weho.org**, and it will automatically present a unique, fast-loading, mobile version of the City's website. Developed by Vision Internet using its visionMobile™ technology, all web page content and key components including the City's Calendar and news releases are converted and displayed through an intuitive interface that allows easy navigation through the City's website.



'On Route — 66 Lights' Exhibit Spotlights West Hollywood's Vibrant Neon Art

The City of West Hollywood, in collaboration with the Museum of Neon Art, has launched "On Route — 66 Lights," a citywide celebration of the impressive range of neon signage in West Hollywood. The sprawling public art exhibition is part of the City's Art on the Outside efforts in recognition of the City of West Hollywood's 25th Anniversary of Cityhood. (The City of West Hollywood was incorporated on November 29, 1984.)

The exhibit showcases illuminated art in a real-world setting and is a remarkable study in the region's history. All the art is easily enjoyed throughout the City's pedestrian-friendly community.

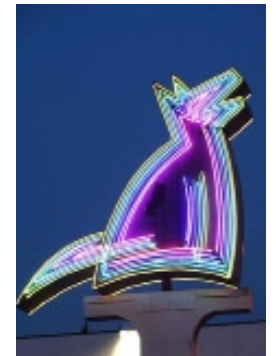
The "On Route — 66 Lights" collection contains more than 50 neon signs that are a

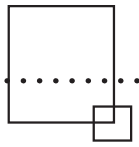


mix of funky new commercial signage and memorable vintage icons, all of which lend to the City of West Hollywood's unique sense of visual style and architectural glamour.

The collection has four large-scale classic neon lights on display: three in the center median of Santa Monica Boulevard near Barney's Beanery and one in Plummer Park. The entire exhibit extends the length of the City's iconic Sunset Strip and along Santa Monica Boulevard from Doheny Drive to La Brea Avenue, which is at the western end of the historic 2,400-mile Route 66.

For a free brochure with information on the "On Route — 66 Lights," collection of neon signs throughout West Hollywood, stop by West Hollywood City Hall, the Plummer Park Community Center or call (323) 848-6883.





Michelle Nemetz | West Hollywood's Cheerful Spirit

Michelle Nemetz has been an Accounting Technician for the City of West Hollywood for more than nine years. While accounting may seem as linear a subject as any, Michelle's journey to West Hollywood and her position has been anything but direct. Seemingly always cheerful, Michelle consistently makes the time — even throughout the busy workday — to ask other employees how they are doing or to offer a smile or kind word. It is a testament to her spirit that she is able to maintain such an admirably positive disposition, considering the challenges she's faced in life.



Michelle Nemetz

Born in the mid-1960s amid a Rubella epidemic that swept the nation, Michelle's mother contracted the virus, also known as German measles, while pregnant. At 18 months old, Michelle was diagnosed as deaf and her parents were told she had little chance of leading a normal life. Fortunately her mother, a teacher, refused to accept this diagnosis. Her mother quit her job as an educator, and dedicated her time to helping Michelle excel. After considerable research her parents found and began working with the John Tracy Clinic in Los Angeles.

For children born with hearing loss, learning to communicate can be a particularly daunting task. Fortunately, the John Tracy Clinic is devoted to improving the communication abilities of infants and children with auditory disorders and it was there that Michelle learned to read lips. At the John Tracy Clinic — which offers hope, guidance and encouragement to parents with young children with hearing loss — Michelle learned to speak.

Her mother fought a school system that wanted to place her child in classes for learning-impaired students, and ultimately, Michelle attended regular classes throughout her life. She learned sign language at the age of 18 in order to attend lectures at San Diego State University and later California State University,

Northridge, where she received a bachelor's degree in graphic design.

After college, Michelle worked in various industries including the hospitality industry, where she held a position as a cost analysis for the head chef at Bristol Farms, which led to working at a food service company whose clients included Santa Monica Hospital, where she was introduced to accounts payable work.

Michelle realized that she enjoyed accounts payable and eventually applied for a job at West Hollywood City Hall. As an Accounting Technician, Michelle reviews

invoices for accuracy and processes them for payment. Once a week she sends checks out to vendors. She also processes invoices for various departments, reviews utility bills for all City facilities, tracks payments and does administrative work for the Accounting Services Manager.

"I am able to be myself at the City," says Michelle. "I enjoy working with diverse co-workers in an accepting environment and serving the City and its customers."

In addition to her City work, Michelle has been attending graduate school for several years and recently earned a master's degree in Business Administration from Argosy University.

Michelle also volunteers for Cochlear Americas, a manufacturer of cochlear ear implants. She received a cochlear implant from Cochlear Americas about a year and a half ago. The new technology has made it possible for her to experience a range of sounds including music for the first time in her life. As a volunteer and advocate for Cochlear Americas, Michelle leads workshops and provides outreach to older adults, as well as parents who are considering ear implants for their hearing-impaired children.

Michelle is also a board member and volunteer at the California Chapter of the Alexander Graham Bell Association for the Deaf and Hard of Hearing, which advocates independence for deaf children through listening and talking.

Michelle has one younger brother, a niece who is 5½ and a nephew who is 3½ years old. Always active, she enjoys Pilates classes on the reformer machine and spin classes.





Facts about the City

1 The City of West Hollywood was officially incorporated as an independent City on November 29, 1984. Previously, West Hollywood had been an unincorporated section of Los Angeles County.

2 The campaign to establish an independent City of West Hollywood was spearheaded by a coalition of LGBT activists, Seniors and renters who wanted to create strong renters rights protections, progressive civil rights and human rights policies, and local control of land-use policies. Today, the City of West Hollywood is one of the most progressive and innovative cities in the country.

3 The first City Council included three openly gay City Councilmembers which established West Hollywood as the first City in the country to have an openly gay majority governing body. This was a landmark development in LGBT rights in the United States as well as globally. The election of an openly gay City Council majority resulted in unprecedented national and international media coverage of the City of West Hollywood that continues to this day.

4 The first ordinances adopted by the City Council within the first year of Cityhood included such landmark legislation as the City's comprehensive Rent Stabilization Ordinance (which upon its adoption was one of the strictest rent control laws in the country); Ordinance Prohibiting Discrimination Against People with HIV and AIDS; Domestic Partnership Ordinance and the Ordinance Prohibiting Discrimination in Employment based on Sexual Orientation. Many of the City's landmark ordinances have been duplicated throughout the United States and other countries. In the early days of Cityhood, the City faced a barrage of controversy and criticism for its unapologetic progressive public policy agenda. Today, many of these policies are mainstream and commonplace policies nationally and globally.

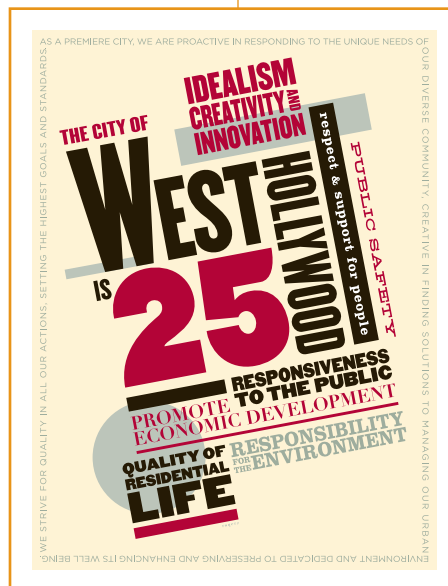
5 The City's Rent Stabilization Ordinance continues to protect nearly 16,000 West Hollywood residential rent-stabilized units today.

6 The City of West Hollywood was one of the first cities in the United States to adopt an ordinance establishing restrictions on investments and contracting with companies and persons doing business with the Republic of South Africa and Namibia. In the 1980s, the Republic of South Africa was the subject of international economic sanctions and boycotts for its deplorable treatment of its Black citizens through its inhumane apartheid system of racial segregation.

7 In 1985, the City Council established its much-admired Social Services program to provide greatly needed social services to residents. Since that time, the City has provided millions of dollars in grants to fund programs for people in need. The program included services for Seniors; people with HIV and AIDS; members of the LGBT community; people with disabilities; alcohol and drug use recovery programs; support programs for Russian-speaking immigrants; people who are homeless; and food programs and health care services for the uninsured. The City's social services funding has

provided critical support to thousands of persons in need in West Hollywood.

8 The onset of the HIV/AIDS epidemic had a significant impact on the young City of West Hollywood due to the disease's devastating infection rate among Gay men. The City of West Hollywood was one of the first government entities to provide social services grants to AIDS Project Los Angeles, the Los Angeles Gay and Lesbian Center, Aid for AIDS, Being Alive and Project Angel Food. The City sponsored one of the first AIDS Awareness campaigns in the country in October 1985. The City's response to the AIDS crisis has been largely recognized as a model for other cities both nationally and globally.



WRITTEN BY HELEN J. GOSS

25TH ANNIVERSARY OF CITYHOOD ARTWORK BY ACCLAIMED ARTIST PAUL ROGERS

of West Hollywood



9 In 1985, the City of West Hollywood was one of the first cities in the country to adopt a Domestic Partnership Ordinance that provided equal rights for domestic partners and married couples in the City. The City of West Hollywood has been one of the most ardent advocates for the legal rights of same-sex couples and the right to marry. It was one of the first cities in the country to pass a resolution in support of marriage equality. From June 2008 through November 4, 2008, the City of West Hollywood issued more than 1,000 marriage licenses to same-sex couples and performed more than 600 marriage ceremonies. The struggle for marriage equality continues and the City's fight on behalf of the rights of LGBT families is unwavering.

10 In 1986, the City helped to establish a non-profit housing development corporation, the West Hollywood Community Housing Corporation (WHCHC), which owns and operates 12 buildings for a total of 286 low-income and moderate-income housing units in West Hollywood.

11 In 1986, the West Hollywood Marketing and Visitor's Bureau was established to promote and market West Hollywood as a premier global travel destination and as a "first choice" visitor destination to business and leisure travelers by promoting an awareness of the City's unique location, image, businesses and industries, and by providing requested support for the City's economic development efforts.

12 In 1988, the City Council adopted a General Plan and Zoning Ordinance through a comprehensive community participation process that created a land-use scheme that protects the unique urban character of the City while being sensitive to the needs of the surrounding residential neighborhoods. The City is currently undergoing a comprehensive update of its General Plan, which should be completed in late 2010.

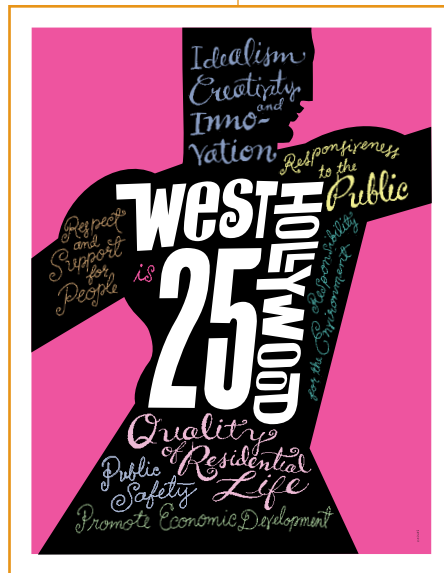
13 In 1992, the City created the Cityline Shuttle service which transports 200 riders per day and provides nearly 64,000 rides per year. The City also provides a taxi coupon subsidy program and bus pass subsidy program for Seniors and persons with disabilities.

14 In 1995, the City Council adopted the Sunset Specific Plan (SSP) to protect one of the City's most valuable assets, Sunset Boulevard. The primary purpose of the SSP was to control growth and ensure development consistent with protecting the landmark street's legacy. This document has led to the current economic revitalization of one of the most famous streets in the world. In recent years, the Sunset Strip (as its commonly referred) has been reinvigorated with private sector investments along this dynamic commercial corridor. The SSP as well as the establishment of the Sunset Strip Business Association and its creation of the annual Sunset Strip Music Festival have made the Sunset Strip in West Hollywood a "white hot" entertainment destination for celebrities and celebrity-wanna-be's. The iconic street recently underwent a \$5.4 million beautification project that was completed in Summer 2010.

15 In the late 1980s, the warming of relations between the former Soviet Union and the United States resulted in the immigration to the City of West Hollywood of Russian-speaking persons, many of whom had suffered religion persecution. Today, the City's Russian-speaking residents are a vital part of the West Hollywood community. The City's Russian Advisory Board provides information related to the planning, development and coordination of services.

16 Creating more residential and commercial parking opportunities throughout West Hollywood has been a major priority for 25 years. The City of West Hollywood is a leader in successfully launching innovative and cutting-edge parking-related technology such as the solar-power Flex Pay parking meters. The City is considering proposals to construct one of the first fully-automated parking facilities in the country at West Hollywood City Hall. Automated parking facilities can hold two to three times the number of cars as traditional ramp-style parking garages of the same volume.

(CONTINUED ON PAGE 8)





Facts about the City of West Hollywood

(CONTINUED FROM PAGE 7)

17 In 1997, the East Side Redevelopment Agency was established. The agency's most significant accomplishment has been the Gateway Project at the corner of Santa Monica Boulevard and La Brea Avenue. The project includes 250,000 square feet of retail space and a public plaza. The Gateway includes such popular retail stores as Target and Best Buy, and generates more than \$2 million a year in local revenues that are reinvested back into West Hollywood.

18 In 2001, the City completed the Santa Monica Boulevard Reconstruction Project, a two-year roadway improvement and beautification project for the 3-mile stretch of Santa Monica Boulevard between La Brea Avenue and Doheny Drive. The \$34 million project was the City's largest public works project undertaken prior to the 25th Anniversary Capital Project.

19 Public safety is a major priority of the City of West Hollywood. The Los Angeles County Sheriff's Department provides contracted-law enforcement services. For nearly 25 years, staff from the West Hollywood Sheriff's Station have been on the forefront of integrating community-oriented policing and problem-solving philosophy to the delivery of law enforcement services in West Hollywood. These proven crime reduction and prevention practices have led to a successful partnership between residents, businesses and the Los Angeles County Sheriff's Department.

20 An integral component of the community-oriented policing philosophy is the empowerment of residents and neighborhoods to have a stake in their own personal safety through the Neighborhood Watch program. The City currently has 20 Neighborhood Watch groups. The City's National Night Out Against Crime, which is held in August each year, is attended by nearly 3,000 persons.

21 The City of West Hollywood is home to some of the most popular special events in Southern California including the internationally renowned West Hollywood Halloween Costume Camaval; Christopher Street West LGBT PRIDE Festival and Parade; West

Hollywood Book Fair; the Avenues of Art, Design and Fashion Design Walk; Fashion's Night Out; and the Sunset Strip Music Festival. Each year, hundreds of thousands of people visit West Hollywood to attend special events.

22 In 2007, in an effort to develop earth-friendly land use policies, the Green Building ordinance was enacted (Green Building Requirements and Incentives for Private Development Ordinance) for both residential and commercial development in West Hollywood. It was one of the first mandatory Green Building programs in the country.

23 In celebration of 25 years of Cityhood, the City of West Hollywood has begun construction of its 25th Anniversary Capital Project, which is the largest capital improvement project in the City's history. The major components of the Capital Project include the implementation of Phase I of the West Hollywood Park Master Plan (which includes the development of a new West Hollywood Library, 2.5 acre increase in parkland and green space, new tennis courts and more than 400 parking spaces); development of the West Hollywood Community Service

Center and Parking Project; and the implementation of Phase I of the Plummer Park Master Plan.

24 For 25 years, due to prudent fiscal management, the City's Operating and Capital Improvement budget has been balanced and has contributed to a strong capital reserve. The City of West Hollywood has been assigned an 'AAA' for credit rating, which is the highest attainable rating possible by Standard & Poor's. The City also received a "AA+" credit rating from Fitch Ratings for its Lease Revenue Bonds.

25 In Fall 2011, the new West Hollywood Library will open upon the completion of Phase I of the West Hollywood Park Master Plan. The new West Hollywood Library will be the centerpiece of the West Hollywood community. It is designed to showcase the City's rich intellectual, literary and cultural diversity and provide a landmark facility for the community's passionate commitment to life-long learning.





Sierra Bonita Apartments Open Affordable Housing Project Features State-of-the-Art Green Building Design

The West Hollywood Community Housing Corporation and the City of West Hollywood recently celebrated the Grand Opening of Sierra Bonita Apartments, located at 1060 N. Sierra Bonita in West Hollywood. The Sierra Bonita Apartments were designed by Patrick Tighe, winner of the prestigious Rome Prize for Architecture, and are home to very-low-income people with special needs, some of them formerly on the brink of homelessness. Residents were selected by lottery from a pool of more than 2,000 eligible applicants, illustrating the urgent need for affordable housing.

The Sierra Bonita Apartments use state-of-the-art green-building features including cross ventilation for all units, to take advantage of cool air circulating through the interior courtyard; high-efficiency appliances and air conditioning; and an artistic grid of photovoltaic and solar panels on the roof and exterior walls that supplement conventional electrical and hot water systems. The project is the first to be completed under the City of West Hollywood's innovative 2007 Green Building Ordinance.

The Sierra Bonita Apartments contain 42 affordable one-bedroom units, each approximately 620 square feet, and ground floor commercial space for community-serving nonprofit organizations. An outdoor courtyard atrium features a garden for residents at the podium level. Each apartment has its own private outdoor space with designated storage room. Laundry facilities, a community room, and additional common areas for the residents and their guests are also available. Residents will benefit from a full spectrum of social services coordinated by Jewish Family Service.

A portion of the ground floor commercial area serves as new headquarters for the West Hollywood Community Housing Corporation, and the remainder will serve AIDS Project Los Angeles.

For more information, please visit www.whchc.org or contact Jeffrey Skorneck, Housing Manager, at (323) 848-6596. For the deaf and hard of hearing, please call (323) 848-6496.

New Public Parking Lot Opens on Sunset Boulevard

In an effort to increase parking opportunities in West Hollywood, a new 34-space short-term public parking lot has opened at 8459 Sunset Boulevard (near Queens Road). The City-operated parking lot is open daily from 8 a.m. to 2:30 a.m. with rates of \$1 per hour from 8 a.m. to 6 p.m. and \$2 per hour from 6 p.m. to 2 a.m. with a maximum of two hours per visit.

The new Sunset Boule-



vard parking lot provides affordable off-street parking for patrons of nearby businesses and restaurants. This parking lot project has incorporated several "green" features including advanced filtration devices and drought tolerant landscaping.

The parking lot is equipped with a state-of-the-art "Pay Station" that accepts various forms of payment such as coins, dollars and credit cards. Arriving patrons simply need to park their car, note their parking space number, pay the machine and go.



City of West Hollywood Honored with CAPIO Excellence In Communication Awards

City Council Public Hearings for the Adoption of the Updated General Plan on Monday, October 18, 2010

The West Hollywood City Council will begin its public hearings for adoption of the updated General Plan, Climate Action Plan and Environmental Impact Report on Monday, October 18, 2010 and Monday, October 25, 2010. The General Plan Update process has been underway since fall of 2007, and has included community input, workshops and neighborhood meetings, a General Plan Advisory Committee (GPAC), and joint study sessions between various City commissions.

The General Plan is a guiding policy document that defines how the City will use and manage its physical, social and economic resources over the next 25 years.

The Draft General Plan, Draft Climate Action Plan and Environmental Impact Reports are available online at www.weho.org/generalplan and at the City Clerk's Office or the Planning Counter at West Hollywood City Hall, 8300 Santa Monica Boulevard.

For more details on West Hollywood's General Plan, go to the City's website at www.weho.org/generalplan or contact Bianca Siegl in the Community Development Department at (323) 848-6853, or by e-mail at bsiegl@weho.org. For the deaf and hard of hearing, please call (323) 848-6496.

City Council Adopts Balanced 2-Year Budget

The West Hollywood City Council has adopted a balanced Operating Budget for the fiscal years 2010-2012 and a Capital Work Plan for the fiscal years 2010-2015. The budget for the fiscal year 2010-2011 anticipates \$83.8 million in operating revenues, \$79.4 million in operating expenditures and \$1.8 million in capital project expenditures. In addition, the budget includes planned funding of \$67.5 million for the 25th Anniversary Capital Project.

In spite of budget challenges and the difficult economic climate, the City has worked diligently to create efficiencies in order to maintain the delivery of high-quality municipal services. One of the City of West Hollywood's Primary Strategic Goals is to maintain fiscal sustainability by monitoring, protecting and increasing the City's resources. This is especially important during the current economic climate.

The City of West Hollywood has been honored with two Excellence in Communication Awards by the California Association of Public Information Officials (CAPIO). The City of West Hollywood was awarded first place in the Special Events category for its Groundbreaking Ceremony for the City of West Hollywood's 25th Anniversary Project and second place in the New Media category for its expansive New Media Strategy.

The City has worked diligently over the past few years to be on the leading edge of technological innovation with its communication efforts. In order to address the explosion of social media and the shift away from traditional media, the City adopted a New Media Strategy that includes an integrated use of its website, www.weho.org; social networking with Facebook and Twitter; video streaming supported by Granicus; online photo sharing through Flickr; and a virtual media kit.

The City was also recognized for its celebration held surrounding the Groundbreaking Ceremony of the 25th Anniversary Capital Project. The event, held June 1, 2009 in West Hollywood Park, was attended by residents, business owners and civic leaders, and kicked off the City's 25th Anniversary Capital Project, which includes improving and expanding park space and public facilities including the construction of the new West Hollywood Library.

The CAPIO Awards annually showcase outstanding communication strategies, products and skills, and are voted on by communication professionals across the state of California and are evaluated on several criteria including content, technical and production value, and creativity.



Food & Nutrition Services and Resources for West Hollywood Residents

Amid the current economic downturn and continuing unemployment, many Americans are experiencing food insecurity and finding the need for assistance with basic necessities. Fortunately, there are food and nutrition services available for West Hollywood residents in need. Listed below are some of the local services available as well as agencies that welcome volunteers.

SOVA Community Food and Resource Program provides **free** groceries and supportive services for those in need.

HOURS: Open on Mondays, Tuesdays, Wednesdays and Fridays from 10 a.m. to 1:30 p.m. and the 2nd and 4th Sundays of the month from 9 a.m. to noon. Volunteers are welcome (scheduled in advance).

LOCATION: Sova Food Pantry is located at 7563 Beverly Boulevard in Los Angeles.

CONTACT: For more information, please call (818) 988-7682.

Jewish Family Service's Nutrition Program provides home-delivered or congregate meals to Seniors and people living with disabilities.

HOURS: Congregate meals are served Monday through Friday from 10:45 a.m. to 12:30 p.m. at the Plummer Park Community Center and Monday through Friday starting at 10:30 a.m. or noon at the Fairfax Cafe.

LOCATION: Plummer Park Community Center, 7377 Santa Monica Boulevard in West Hollywood or Jewish Family Service's Fairfax Cafe.

CONTACT: For more information, please call (323) 937-5843.

Project Angel Food provides home-delivered meals for people with HIV/AIDS and other serious illnesses. Volunteers are welcome.

LOCATION: Project Angel Food is located at 922 N. Vine Street in Los Angeles.

CONTACT: For more information, please call (323) 845-1800.

St. Thomas the Apostle Church serves free breakfasts. Volunteers are welcome.

HOURS: Free breakfasts are served on the 2nd and 4th Saturdays of the month from 7 a.m. to 8:30 a.m. Counseling and referrals are also available.

LOCATION: St. Thomas the Apostle Church is located at 7501 Hollywood Boulevard in Los Angeles.

CONTACT: For more information, please call (323) 876-2102.

Greater West Hollywood Food Coalition (GWHFC) provides a free food line. Volunteers are welcome.

HOURS: The food line begins at 6:15 p.m. daily. Medical services are offered by UCLA/GWHFC Mobile Clinic on the 2nd, 3rd and 4th Wednesdays of the month.

LOCATION: GWHFC is located at Romaine Street and Sycamore Avenue in Hollywood.

For additional information about available services during these tough economic times, please go to www.lacehh.org to download the 2010 copy of "The People's Guide to Welfare, Health & Other Services in Los Angeles County."

For additional information about programs for West Hollywood residents, please call the City's Social Services Division at (323) 848-6510. For the deaf and hard of hearing, please call (323) 848-6496.

