president's message. In December 1996, residents within the South Robertson Blvd. area were asked by 5th District City Councilman Mike Feuer if they were interested in participating in the formation of a ‘livable neighborhood council’ to improve the quality of life in their community.

Councilman Nate Holden (10th district) joined the revitalization efforts, as South Robertson Blvd. is shared by both the 5th and 10th City Council districts, and in 1997 the South Robertson (SoRo) Neighborhood Council (SRNC) was created. Many believed that for it to be successful it was necessary to involve stakeholders from all entities within the community. Not just the residents, but the merchants, commercial-property owners, religious organizations, service agencies, schools, LAPD, and legislative deputies from both City Council districts.

There is an elected Board of Directors (23 members) that is proportional to the stakeholders represented. Action Committees address issues and identify problem-solving projects. SoRo Board meetings are held monthly and there are four community meetings yearly. All are open to the public and everyone is welcome to attend.

We came together because of neighborhood problems. In the process of addressing our problems, we came together as a community—working together, sharing ideas, and caring about what happens to each other. We created more than just a neighborhood council—we created community spirit…and we’ve only just begun! —Susan Bursk

Thanks to the efforts of SoRo’s Tree Committee volunteers, Robertson Blvd. has 77 chitalpa trees lining its streets. Help keep the trees healthy by joining this group. Call 310-559-5464 for info.

Festival,” a block party featuring music, food, games and children’s activities. Over 1000 attended this city-sponsored cultural event, held on South Robertson Blvd.

The 1.9-mile stretch of South Robertson Blvd. (between National and Pico) is rapidly becoming the place to go for home furnishings. This area is home to 7 antique shops, 6 upholsterers, 3 art galleries, plus vendors offering: floor coverings, stone-woks and unfinished, office and acrylic furniture!

accomplishments
• 77 Trees Planted on South Robertson
• Three “Sense of SoRo” Street Festivals
• Secured funding and provide care for sidewalk planters
• Alley lighting
• Awarded several community improvement grants
• Awarded $400,000 HUD/LANI Grant for future SoRo Improvements

neighborhood events

FALL MUSICAL:
• “Bye Bye Birdie” Premier
  Nov. 30 6:00 pm
• “Bye Bye Birdie”
  Dec. 1 7:30pm
  Dec. 2 1:00 & 7:30pm
  Dec. 7 7:00pm
  Dec. 8 7:30pm
  Dec. 9 1:00 & 7:30pm
• Musical Presentation
  Jan. 12 7:30 pm
• Musical Presentation
  Jan. 19 7:30 pm
• Jazz Concert
  Jan. 20 7:30 pm
• Dance Recital
  Jan. 26 & 27 7:30 pm
• Workman’s Circle Concert
  1525 S. Robertson
  Dec. 21 7:30 pm & 8:00 pm

SoRo Improvements
• 77 Trees Planted on South Robertson
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our Web Site
We’re on-line, with our very own site. Check out this constantly improving site to find out what’s going on and to communicate with our city leaders.

city council contact
In addition to contacting your city council representative by phone or dropping by their offices, you can now email them.

5th District
Councilman --Michael Feuer
Local District Office--
822 S. Robertson Blvd., #102
West LA, Ca 90035
Phone--(213) 847-4467
Email --council5@cd5.ci.la.ca.us
http://www.cityofla.org/council/cd5/

10th District
Councilman --Nate Holden
Local District Office--
5651 W. Pico Blvd
Los Angeles, CA 90019
Phone--(213) 847-1752
Email --holde10@cd10.ci.la.ca.us
http://www.cityofla.org/council/cd10/

SoRo meeting
The SORO Board of Directors meets the second Wednesday of each month at the Hamilton High Library, 6:30pm. You are invited to attend these open meetings which encourage public comment at the end of the meeting.
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News

On Wednesday, September 6, 2000, Rachel Rosenthal, artistic director and performer, was designated as the fourth “Living Cultural Treasure of Los Angeles” by Mayor Richard Riordan, City Councilman Mike Feuer and Cultural Affairs General Manager, Adolfo Nodal. A permanent sign was dedicated and unveiled at the corner of South Robertson Blvd and Hargis Street.

72-year old Rosenthal is considered to be one of the creators of performance art and has lived and worked on South Robertson Blvd for many years. She appeared in June at the L A Theatre Center in her final solo work “UR-BOOR”, a multimedia theatrical extravaganza that explores the effects of selfishness and isolation in 21st-century society. In the last 20 plus years, she has presented more than 35 solo pieces nationally and internationally and has won many awards, including an OBIE for “Rachel’s Brain”.

—by Terry Delvoye

Rachel Rosenthal honored on South Robertson

Mayor Riordan and Councilman Feuer, honor artist Rosenthal on the Blvd.

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Walgreens Comes to SoRo

The first Westside Walgreens will be located at the southwest corner of Pico and Robertson (formerly Miller’s Outpost) at the Gateway to SoRo! Walgreens, founded in 1901, is a national retail pharmacy chain and considered the leader in innovative drugstore retailing.

The much anticipated arrival of this nationally recognized drug store chain is generating excitement throughout the local community. Already in evidence are the major improvements underway for this high identity retail location.

The Charles Company purchased the property from Miller’s Outpost. The Charles Company initially purchased the building on speculation, with intentions for a major office supply company as Tenant. Walgreens garnered this premier corner location when the new owner began negotiating with Rite Aid for the site. (Rite Aid left the area several years ago.) When negotiations failed with Rite Aid, Walgreens stepped in and executed a lease. This prominent location will have approximately 16,000 square feet of ground floor selling space with the basement being used for storage.

Although 99% of the Walgreens Drug Stores have drive throughs in their locations, this site did not receive city approval for drive-through access due to the proximity of the adjacent alley. Even without the drive-through, Walgreens was determined to proceed with this site, showing the leap of faith in the strength of this trade area. The much anticipated grand opening is the second week of January, 2001. 

The much anticipated grand opening is the second week of January, 2001. The Pico/Robertson Walgreens will not have any liquor sales and expects the hours of business to be 8:00 a.m. to 10:00 p.m., 7 days a week. Walgreens is the #1 drug chain in the country with annual sales exceeding $21 billion dollars. Walgreens anticipates having 200 drug stores open in the Los Angeles Metro area by 2004. Currently there are 16 Walgreens in Southern California.

Walgreens’ corporate encourages all local district management to support local community activities and SoRo will be actively supported by Walgreens! Walgreens looks forward with tremendous enthusiasm to serving the local community and encourages the motto, “Let the People See for Themselves.”—Contributed by Suzanne Laff-Beitler Commercial Realty

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The DWP has been replacing the old water main down Cashio over the last few months. It will next turn up Edris Dr to Pico during December and then after the holidays move West on Pico to Century City. Beverwil and Roxbury are scheduled to remain open and most of the work will be done on the North side of Pico, in three parts. This will result in no parking on Pico with only two traffic lanes, one in each direction being available to motorists. Plan ahead!--information contributed by the Department of Water and Power.

SoRo Village ($400,000 Grant) LANI Project

Last spring SoRo Village became the 13th community selected to participate in Los Angeles Neighborhood Initiative’s (LANI) catalytic neighborhood revitalization program. Like other LANI areas, SoRo Village has some of the physical characteristics of a neighborhood “Main Street” and a community that has demonstrated an ability to work together to coordinate their efforts and leverage their resources.

Utilizing a $400,000 federal economic development “seed” grant obtained by Congressman Julian Dixon, an eleven member steering committee called a Recognized Community Organization (RCO) composed of local residents, business and property owners, began meeting in June to plan streetscape and pedestrian improvements designed to increase safety and attract new businesses.

On October 10th the SoRo Village RCO hosted a community workshop at Hamilton High School led by Santa Monica design consultant Doug Campbell, of Campbell & Campbell, where over 50 community members stated their preferences for improvement projects such as crosswalks and lights. Using this feedback and a survey conducted last summer, the RCO will release a Community Work Plan of prioritized projects scheduled to begin design and construction the first of the year.

—by Joyce Perkins, LANI Executive Director

South Robertson tree plantings—an exercise in community involvement

Planting trees on South Robertson! hat a great concept to ovide some respite from barren sidewalks along is major thoroughfare tween Culver City and overy Hills. Trees on north Robertson would pro le a ‘greenway’ for dextrans and cars alike.

The idea for a tree planting was presented at one of the early meetings of the north Robertson neighborhood Council, and a tree committee was gazetted in September 97. After much research the committee, the Chitalpa was chosen for the anting, because it had the ost positive characteris for a curbside planting.

There were three tree plantings in the winter of 1996 with 48 trees planted along South Robertson. The following year another planting called “Trees Around the Corner” took place, with another 29 trees planted along side-streets from Cadillac to Cattaraugus. Each tree planting was a community effort with residents, business owners, representatives from TreePeople, and staff from Councilmen Nate Holder’s and Mike Feuer’s offices pitching in to get the trees in the ground. Ed Brody, a South Robertson businessman, funded and cooked for two barbecues for the volunteers.

Planting trees pulled the community together to achieve a common goal, improving the South Robertson neighborhood.

—by Vern Hallgren, SoRo Tree Committee

rediscovering the neighborhood

The sun was shining on SoRo today and I needed a break. So, I drove up to Pico and walked down S. Robertson Blvd. WOW! A new soybean candle shop; a giant newstand; an eye doctor; a quaint Café, Coffee & Flower spot featuring homemade meals & service; fix-it shops for everything electronic; several computer stores; a tailor; an engraver; a yoga center; the Library (free video rentals); a new health food store; a CPA; architects; a spectacular assortment of antique shops; a dentist; a Philippines Steak eatery; a hardware store; pet groomers; several bakeries; a swim school; auto shops; psychics; legions of upholstery shops; and so much more. Every store I walked into met me with a smile. I never realized the diversity of the stores on Robertson—they are true gems and real “Mom & Pop” stores that deserve your attention. Take a stroll today and rediscover your neighborhood! —a Local Resident

SoRo expansion

SoRo is studying the possible expansion of our boundaries to include a few small areas “left out”. This is motivated by the new LA City Charter, which mandates empowering communities to have a voice in local government. Current discussions include going North to the Beverly Hills boundary, East to La Cienega, South to the Culver City boundary and West to the California Country Club Estates & the Hillcrest Country Club boundaries.