



# Santa Monica Daily Press

PLAYTIME AT LOCAL PARKS  
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Since 2001: A news odyssey

THE BURR, IT'S COLD OUTSIDE ISSUE



Brandon Wise [brandonw@smdp.com](mailto:brandonw@smdp.com)

**FACELIFT:** Santa Monica High School students walk by a newly-painted wall on their way to lunch Monday afternoon. Parents, students and administrators spent roughly six weeks painting various walls on campus to help raise the profile of the school, which has been known for its academics, not its aesthetics.

## New signs give Samohi clearer identity

BY MELODY HANATANI

Daily Press Staff Writer

**SAMOHI** Richard McKinnon laughs when he remembers the day a Domino's Pizza deliveryman was an hour late dropping off an order for a few Santa Monica High School tennis players, not because of traffic, but rather confusion as to how to enter the campus.

But when McKinnon tells the story, he doesn't do it with a tone of ridicule, but rather understanding that the institution long known for its academic excellence doesn't really have any markers along its campus to let the greater community know of its physical existence.

More than a year after the ill-fated pizza delivery, freshly painted signs identifying

the campus as "Samohi" have appeared throughout its once bare-naked walls, part of a campaign by the school community to show some pride.

A group of parents, students and school officials who worked over the past six weeks to transform the campus gathered at the Roberts Art Gallery on Monday to celebrate the conclusion of their project, which launched in conception shortly after the pizza incident.

"What became clear is that nobody knew where Samohi was," McKinnon, a school parent, said.

The project involved painting signs and placing banners at 11 different locations across the campus, including at each of its entrances, covering more than 2,500 square feet. Some of the locations for the blue and

yellow signs include the corner of Fourth Street and Pico Boulevard and the Sixth Street entrance.

The Samohi Parent Teacher Student Association provided funding for the project, which was estimated to cost several thousand dollars.

"We are in the process of changing the culture of the school we have pride in," Samohi Principal Dr. Hugo Pedroza said.

The Santa Monica-Malibu Unified School District is also in the process of structurally enhancing its secondary schools using Measure BB construction bond money, covering improvements to Samohi, which has been equally known for its academics and sub-standard education-

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## Measure R had roots in Santa Monica

BY MELODY HANATANI

Daily Press Staff Writer

**DOWNTOWN, LA** The Cathedral of Our Lady of the Angels was buzzing with energy, not in anticipation of a religious service, but for what some would consider a divine discussion on how to financially tackle the area's transportation shortfall.

More than 350 people packed inside the cathedral, representing a rarely-seen mix of leaders from the environmental, business and labor communities, all united in their belief that there needed to be a solution to the long-standing traffic congestion debacle, bringing together some of the most influential political forces in Los Angeles County.

Sitting in the audience at that fateful January 2008 meeting in which Measure R would be born were the faces of Santa Monica leaders and activists who played key roles in the formation and eventual success of the half-cent sales tax.

"There were a lot of Santa Monica fingerprints all over this," said Denny Zane, a former Santa Monica mayor and public transportation advocate who was instrumental in Measure R's passage.

Measure R passed in last month's presidential election with nearly 68 percent of the vote, requiring two-thirds approval. The countywide proposition is expected to raise \$40 billion over the next 30 years by raising the sales tax to 8.75 percent, funding rail improvement projects and street and highway repair.

While congestion is a county issue, there was much mobilization locally to find a reliable funding source to pay for public transportation initiatives designed to take cars off the road.

It started approximately two years ago when Zane, a campaign consultant, approached Santa Monica resident Terry O'Day about involving the environmental community in transportation issues, feeling the segment was noticeably absent in the past. O'Day, who is chair of the Santa Monica Planning Commission, serves as the executive director of Environment Now and ran for a seat on the City Council in 2006.

"It was not always clear that you would get an environmental outcome by moving to

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# Calm during the storm

FROM RAIN PAGE 3

"The main trunk landed on a black Volkswagen, some smaller branches fell on a Toyota scratching it," said SMPD Sgt. David Hunske.

Since there wasn't chaos in the streets, the main concern for residents seemed to be how to stay dry. Some were huddled inside doorways, others were prepared with umbrellas, but some just couldn't help but get stuck in the rain.

There was nothing they could do for the ice rink on Fifth Street and Arizona Avenue but hang a sign reading: "Closed due to weather."

It was a slow day for the Santa Monica Fire Department as well, with firefighters spending most of the day waiting for something to do, said SMFD Capt. Scott Ziegert.

"We can't project, but we're always in emergency mode," Ziegert said.

Out on the Santa Monica coast there were no visible threats posed by the intense weather.

"The surf isn't really huge or abnormally large," said Capt. Steve Mosely, the operating captain at the Southern Section Lifeguard Headquarters. "All the stuff that's in the street has built more of a water quality danger than a surf danger."

Mosely advises swimmers and surfers to remain out of the ocean for 72 hours after a rain shower due to the influx of run-off from city streets, which creates a health hazard.

Residents should brace for another day or two of rain. According to the National Weather Service there is a 30 percent chance of rain today. The service also predicted a 40 percent chance of thunderstorms and rain showers for Wednesday.

The SMPD urges anyone who braves the storm to proceed with caution when driving on wet and slippery roads.

"We like to tell people to allow more time to reach their destinations," Thruston said. "Drive slower. These roads are more slippery due to the oil on the streets."

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# Signs are a symbol of Samohi pride

FROM SIGNS PAGE 1

al facilities.

The high school celebrates its centennial in 2013.

"We wanted to know what we could do now to affect the campus for students today," Elizabeth Stearns, the Samohi PTSA president, said.

Interim Superintendent Tim Cuneo said the high school can be difficult to identify for strangers, mentioning a story he heard from another community member who read the "Home of the Vikings" plastered on the side of a building but didn't know what that meant.

"The signs help identify and recognize the fine work in this institution," Cuneo said.

Approximately six banners that will hang over fences and Barnum Hall are expected to be delivered and placed sometime this week,

**THE SIGNS HELP IDENTIFY AND RECOGNIZE THE FINE WORK IN THIS INSTITUTION."**

Interim Superintendent Tim Cuneo

completing the transformation.

"We're making the school more united, that as students we had put in (work) to let everyone know we're Samohi," said Alexis Cornejo, a junior and member of the Associated Student Body.

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