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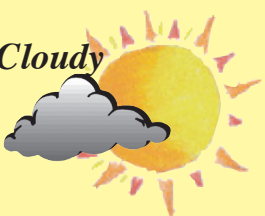
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## Weekend Weather Forecast

### Friday

Partly Cloudy

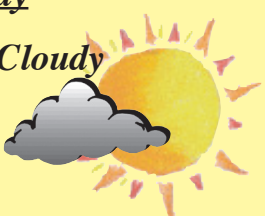
66°



### Saturday

Partly Cloudy

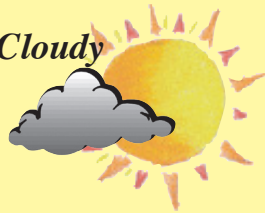
65°



### Sunday

Partly Cloudy

65°



## First CIF Title in 45 Years



The El Segundo Eagles' water polo team passes its championship plaque down the line as proud parents, friends and fans cheer. From left to right, Anton Hedayat, Ryan Kigawa, Robert Cordobes, Csaba Nagy, Max Reynolds. Photos by Shelley Kemp, [www.Kemp.Photorelect.com](http://www.Kemp.Photorelect.com)

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## Council Hopes It's Finally a Wrap With Filming Ordinance

By Brian Simon

On Tuesday, November 17, the El Segundo City Council made its final tweaks to the local filming ordinance, adding revisions designed to enhance production opportunities in town while still limiting impacts on residents. Among the changes, the Council agreed to lift a ban on weekend filming and extend the time at which crews must shut down from 9 p.m. to 10 p.m. Those two items were major points of contention with film industry officials. During public communications, California Film Commission Director Amy Lemisch noted that the 10 p.m. wrap time is standard throughout the county. She also argued that prohibiting weekend filming would result in revenue losses for various locations around town, including schools.

Representing the business side of the discussion, Continental Development Corporation's Toni Reina called on the Council to "provide maximum flexibility in commercial areas" where residents aren't impacted. She too asked for the extra hour and weekend filming, stating that this "provides economic impacts and a win-win situation for all parties involved."

Meanwhile, local resident Suzanne Fuentes said she had spoken to neighbors who live near the city's most popular filming site—El Segundo High School—and reported that they would be amenable to weekend filming provided each day counts towards the yearly cap of 25 days. The residents also gave their blessing to the 10 p.m. shutdown provided the time is firm and no one knocks on their door asking for any extensions.

In addition to making the requested changes to the curfew and weekend filming provisions, the Council also agreed to allow 24/7

filming (up to 80 days) east of Sepulveda Boulevard or south of El Segundo Boulevard unless a hotel is within a 275-foot radius of the production site. The move maximizes filming opportunities in areas where there is no impact on residents.

With the final modifications now in place, the ordinance is set for adoption on December 1 and will update a document approved just 14 months ago. That ordinance became law after two years of discussions between a Council subcommittee, community members,

school officials, business owners and film industry representatives to address complaints about noise, littering and other problems related to local filming. The ultimate goal was to minimize impacts on residents and businesses while still facilitating filming—a vital revenue source for El Segundo schools and businesses.

After numerous meetings and discussions, the Council's eventually voted to set a 20-day

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## El Segundo Goes Commercial With New Cable Spot

By Brian Simon

A new but certainly familiar advertiser is making the cable television commercial rounds these days. Airing now and over the next 12 months via Time Warner's West Los Angeles-based markets on such high-profile channels as CNN, Fox News, MSN and Fox Sports Network is a 30-second spot highlighting none other than the City of El Segundo. With the theme "Business, People," the piece features gentle guitar music and a soothing female voiceover meshed with a sequence of indelible images that showcase the community's unique balance of small town tradition and pro-business sensibilities. In that half-minute, viewers will recognize local landmarks such as El Segundo High School, Campus

El Segundo Athletic Fields, Plaza El Segundo, The Atrium building, Main Street, Library Park and the beach. Other shots pay homage to community founder Chevron and recognize business leaders such as architectural icon Frank Gehry (who is in the process of moving his headquarters to El Segundo) and education advocate/philanthropist Richard Lundquist (Continental Development Corporation), as well as local employees at work. The script is poignant and to the point: "Business. People. Our history. Your future. El Segundo. It started with one industry... and grew. But it was always about you. And you. And you. And you. More than just a place to do business. It's home."

See Cable, page 22