

Premier Edition

VOL. 1

North of Montana

by
Kate Bransfield

Inside

- WHAT IS NOMA?
- WHAT'S NEW AT LINCOLN, ROOSEVELT AND FRANKLIN
- SIDEWALK SALE RETURNS
- MONTANA LIBRARY THE PLACE TO BE



About this publication

THIS PUBLICATION WAS PRODUCED BY REALTOR KATE BRANSFIELD TO KEEP THE NORTH OF MONTANA NEIGHBORHOOD UP TO DATE ON SOME OF THE MORE INTERESTING HAPPENINGS IN THIS UNIQUE CORNER OF SANTA MONICA. IT IS THE FIRST IN A SERIES OF MONTHLY PUBLICATIONS.

AS A SANTA MONICAN FOR OVER 22 YEARS, KATE TAKES PRIDE IN BEING A PART OF THIS VIBRANT COMMUNITY.

Kate Bransfield | Coldwell Banker | 1608 Montana Avenue | Santa Monica, CA 90403
310.395.1133 | Kate@SantaMonicaListings.com | www.SantaMonicaListings.com

We are NOMA

As a resident of North of Montana, you are warmly invited to participate in your neighborhood organization and attend its meetings. North of Montana Association (NOMA) is the city-recognized neighborhood organization. We are a non-profit and all volunteer group dedicated to improving the quality of life for renters and homeowners in the North of Montana neighborhood. Your input is vital to help identify and resolve issues that impact the quality of life in our community and city.

Our current goals

- Provide residents with information about city issues.
- Reduce crime and improve public safety.
- Reduce commuter traffic on residential streets and improve pedestrian safety.
- Prevent over-development in the city.
- Protect and enhance the beauty and character of our neighborhood.

Crime and public safety

We keep in close touch with the Santa Monica Police Department, especially our Neighborhood Resource Officer, Scott McGee, and forward crime alerts to our members. We encourage members to participate in the Santa Monica Fire Department's Disaster Assistance Response Training (DART) classes.

Traffic, pedestrian safety and parking

We work to protect pedestrians and to discourage cut-through traffic.

Working with city officials

NOMA Board members communicate regularly with city officials and co-sponsor the city's annual "Can We Talk?" community budget meetings. The City Manager, City Council members, Police Chief, Fire Chief, Planning Director, and Transportation Planning Manager, and other city staff come to NOMA meetings to address our concerns. We amplify your voice at City Hall. We represent your interests and keep you informed about issues that affect the quality of life north of Montana and in Santa Monica. We notify neighborhood residents about and attend city meetings that directly impact our neighborhood.

Working with other organizations

We collaborate with other Santa Monica neighborhood organizations to bring a collective neighborhood voice to City Hall. Representatives from NOMA and the other neighborhood groups meet monthly at the Neighborhood Council. NOMA members have served on many city commissions (Arts, Landmarks, Planning, Recreation and Parks, and Social Services) as well as the Architectural Review Board, the SMC Citizens Bond Oversight Committee, the Urban Forest Task Force and the Workforce Housing Task Force.

Ongoing challenges

The city has recently revised the Land Use and Circulation Elements of its General Plan. These documents will govern building heights, zoning, and



traffic plans for the next 20 years. What do you want included in the soon-to-be-finalized Zoning Ordinances?

Shop locally

Shopping local supports a sustainable local economy. It keeps dollars in our community, which maintains vital city services, helps fund our excellent public schools and promotes a diverse mix of business. It reduces our city's carbon footprint when people shop closer to home and builds a strong community. NOMA is directly involved with the Montana Merchants Association helping to plan and promote local events.

Neighborhood get-togethers

Block parties, neighborhood teas and potlucks are all great ways to get to know your neighbors and create a close knit environment. If you need guidelines for a block party or help planning an event in your neighborhood, please contact us at NOMA@SMNOMA.org.

CONTENT PROVIDED BY NOMA.



North of Montana school calendar

LINCOLN MIDDLE SCHOOL

1501 California Ave.
 Santa Monica, CA.
 90403-4305
 (310) 393-9227
www.lincoln.smmusd.org

May 12
 PTSA Meeting
 7 p.m. — 8:30 p.m.
 Cafeteria

May 20
 Minimum Day
 12:50 dismissal

May 20
 Faculty Follies
 2:30 p.m. & 6:30 p.m.

May 24
 Teacher appreciation luncheon

May 26
 Open house

May 30
 No school — Memorial Day

ROOSEVELT ELEMENTARY SCHOOL
 801 Montana Ave.
 Santa Monica, CA.
 90403-1591
 (310) 395-1472
www.roosevelt.smmusd.org

May 13
 Summer Splash Carnival meeting
 8:35 a.m.

May 15
 Science Fair registration deadline

May 19
 Talent Show mandatory dress rehearsal
 3 p.m. — 7 p.m.

May 22
 Science Fair

May 26
 PTA Executive Board meeting
 8:35 a.m.

May 30
 No school — Memorial Day

FRANKLIN ELEMENTARY SCHOOL
 2400 Montana Ave.
 Santa Monica, CA.
 90403-2199
 (310) 828-2814
www.franklin.smmusd.org

May 10
 Franklin Follies, end of year picnic

May 24
 Staff appreciation lunch

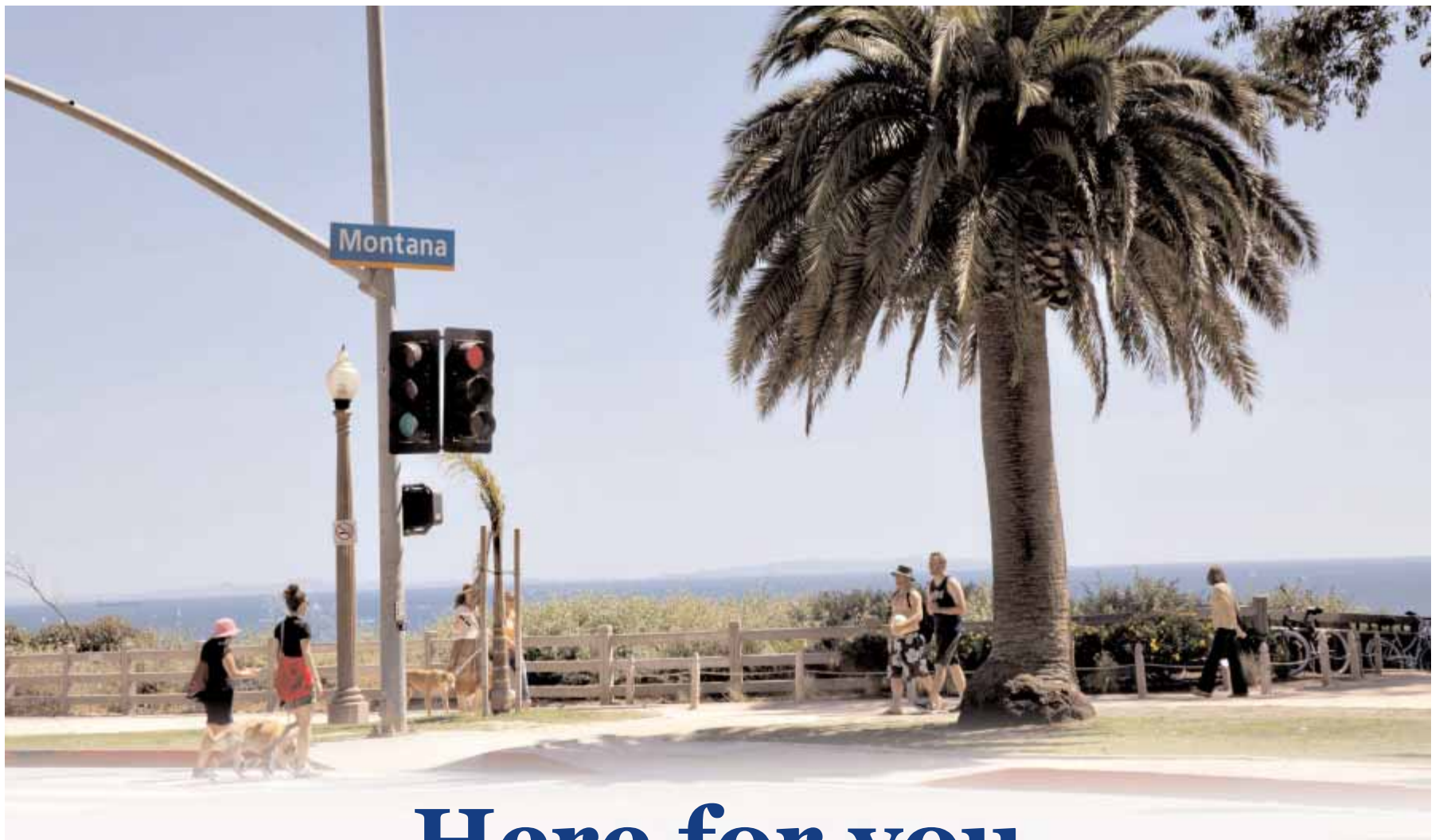
May 26
 Parent volunteer breakfast

May 27
 No school — furlough day

May 30
 No school — Memorial Day

June 2
 PTA meeting
 8:30 a.m.





Here for you

By **KATE BRANSFIELD**

Maybe it's the amazing weather. Maybe the excellent schools. It may even be the shopping on our Montana Avenue, but what ever it is, there's something special about the North of Montana Neighborhood.

NOMA is a unique area and it takes somebody who knows the territory to help you navigate the local real estate market. My office is located on Montana Avenue between 16th & 17th, giving me the perspective it takes to see our community for what it is — a great place to live.

My aim with this publication is to help inform you about events and happenings in our community and talk a bit about the North of Montana real estate market. I want you to know that I'm here for you.

When it comes to either buying or selling a property, I provide my clients with nothing less than the gold standard in customer service.

Come by my office one of these days and say hello!

A little about me:

Originally from Chicago (a die-hard Cubs fan), I've spent school years in

Villanova, Pa. and have lived in California since 1974.

I take great pleasure in inventing many ways, both tangible and intangible, to complete my clients' transactions (and move) as smoothly as possible, whether the move is across the street, across the continent, or across the globe.

I am dedicated to providing an exceptional level of service for my clients by combining old-fashioned service and integrity with up-to-the-minute technology. The focus of my business is to provide first-class service for my clients and subsequent referrals rather

than spend my time knocking on doors or calling people during dinner time. This results in a business singularly devoted to constantly improving the level of service provided to my clients.

RECEIVE DAILY UPDATES OF ALL NEW AND REDUCED LISTINGS FROM ALL AGENTS IN ALL COMPANIES! PLEASE DO NOT HESITATE TO CONTACT ME FOR MORE INFORMATION.

I'M LOCATED AT 1608 MONTANA AVENUE, SANTA MONICA, CA. 90403.

YOU CAN REACH ME AT **310.395.1133** OR BY E-MAIL AT

Kate@SantaMonicaListings.com

I'M ONLINE AT

www.SantaMonicaListings.com

North of Montana

Our real estate market here, North of Montana in Santa Monica, is strong. The chart below shows First Quarter 2010 compared to First Quarter 2011.

	PREVIOUS PERIOD First Quarter of 2010	CURRENT PERIOD First Quarter of 2011	% CHANGE
Number of Sales	9	14	56%
Average Days on the Market	66	68	3%
Lowest Price	\$930,000	\$1,000,000	8%
Median Price	\$2,200,000	\$2,787,500	27%
Highest Price	\$2,795,000	\$5,480,000	96%
Average Price Per Square Foot	\$780	\$744	-5%
Average Sale Price / Average List Price	94%	91%	-3%



Kate Bransfield | Coldwell Banker | 1608 Montana Avenue | Santa Monica, CA 90403
310.395.1133 | **Kate@SantaMonicaListings.com** | **www.SantaMonicaListings.com**

Montana Avenue Sidewalk Sale returns

Montana Avenue is gearing up for its Annual Sidewalk Sale — Saturday, May 21 from 10 a.m. to 6 p.m. — complete with 11 blocks of sale merchandise.

Every May, for over 25 years, the merchants on Montana Avenue clean house, setting out tables and clothing racks with fantastic bargains.

“Entire families plan their visits around the Montana Avenue Sidewalk Sale,” said Jane Walker, manager of sweater store Three Bags Full. “Most items are 50% to 90% off. It’s a great deal for everyone — apparel for men, women and children, house wares, furniture, jewelry, beauty products, pet supplies — it’s all

here. The merchants take advantage of this sale as well. I already have a stash of \$29 sweaters from our store and my next stop is Citron for some \$35 washable silk tops for gifts.”

Jean McCoy, owner of To Wag For, is very excited about the sale this year.

“For the first time ever we will have music at the Sidewalk Sale. We have a lot of new eateries and bakeries on the street so people can get a cupcake at Sweet Lady Jane and relax to some tunes between shopping. There’s even something for your pets,” she said.

It’s fun, it’s fabulous and it’s on sale at the Montana Avenue Sidewalk Sale.

Sidewalk sale specials

There are over 150 shops, restaurants and services on Montana Avenue. Check out our web site at www.montanaave.com for more information.

- Margaret O’leary: Entire store 75% off
- Citron: Asian-inspired washable silks, x-small through 3x; sale racks \$20, \$30 to \$50
- Three Bags Full (the sweater store): 20% to 90% off cotton sweaters

- Michael Stars: The perfect T-shirt 20% to 50% off
- The Blue Jeans Bar (great jeans): sizes 24 thru 44 at \$10 and up
- Sean (men’s): 50% to 75% off and Station 25 (men’s shoes) \$15 and up



- To Wag For: Free dog training and merchandise \$5 and up
- Number One Beauty Supply: 50% off table
- Stephanie Grace (house wares): 30% to 50% off
- Platino (purses, jewelry, etc.): 50% off

- Optical Designs (glasses): 30% to 50% off
- Step!: Shoes up to 50% off
- Janie and Jack (children): Up to 60% off



Montana Library event calendar

The Montana Branch Library is so much more than just a library. It offers free Internet access and is a meeting place for the North of Montana neighborhood. The library is located at 1704 Montana Ave., Santa Monica, Ca., 90403. For more information, call (310) 458-8682.

Here’s some of the more interesting happenings going on at the library in May in June:

May 12

STORY TIME FOR TODDLERS
10 a.m. — 10:20 a.m.
Bring your toddler 18-35 months to hear stories just for little ones.

May 17

IMPROVISATION WORKSHOP
1 p.m. — 3 p.m.
This 3-week workshop with instructor Anna Stramese focuses on a basic element of actor training: improvisation. Working with others, enjoy the lively experience of improvisational games and exercises in a non-judgmental atmosphere. Please call or stop by the branch to enroll.

May 18

BOOK GROUP
7 p.m.
Discussion of E.O. Wilson’s “The Creation,” in which the author proposes a historic partnership between scientists and religious leaders to preserve Earth’s rapidly vanishing biodiversity.

May 21

LEGO CLUB
3 p.m. — 4:30 p.m.
Come have fun with Legos and build something amazing. All ages welcome.

May 24

KIDS CRAFT CLUB
3:45 p.m. — 4:30 p.m.
Design a pin to wear using beads, charms and a safety pin. Ages 5-9.

June 2

PRESCHOOL STORY TIME
11:15 a.m. — 12 p.m.
Stories for 3-5 year olds every Thursday morning.

June 15

BABY TIME
10:15 a.m. — 10:35 a.m.
Six week story time for babies up to 18 months old.



Kate Bransfield

Estates Director
Society of Excellence
Previews Properties Specialist

310.395.1133



Proud Sponsor Of:



LINCOLN MIDDLE SCHOOL
SANTA MONICA, CA

12201 Lincoln School, 1996, 1999
National Blue Ribbon School, 2000
Dorothy Gifford School, 2007



Roosevelt
Elementary School

857 Montana Avenue, Santa Monica, CA 90405
(310) 395-8841 • (310) 587-1188 FAX



FRANKLIN
Elementary School

www.SantaMonicaListings.com