



COMMUNITY CALENDAR

JULY

Date: July 7th, 6:30 pm, **Cal Heights Community Meeting** at Jan's Antique Mall, info 989-0970.

July 7 through August 11

Concerts in the Park will be held Wednesdays at Los Cerritos Park, 3750 del Mar, July 7 through August 11. Concerts start at 6:30 p.m. and are free to attend. For details, call 562-570-3100

OCTOBER

October 3rd-**California Heights Home & Garden Tour** is now scheduled for October 3rd, 2004. Mark it on your calendars for another fantastic day in California Heights.

PRESIDENT

Albert Guerra
981-2258
albert@fusiondisplay.com

HOME TOUR COORDINATOR

Kerrie Weaver
424-6727
calheights@earthlink.net

NEWSLETTER EDITOR/DESIGNER

Brenda Schultz
Brenda@ImageDesignWerks.com

Wanted: Historic Cal Heights Photos

We are currently looking for anyone in Long Beach that may have photographs of the California Heights neighborhood area.

The purpose of collecting the old photos is to preserve them in one central location for future reference; to use them in the home and garden tour book; and to publish them in the newsletter. We would also use the photos on the Cal Heights Web page that is being developed.

If you have any photos that you would like the community to see of Cal Heights we encourage you to contact us at 981-2258.

We would be happy to come and pick them up and return them to you, unharmed within 48 hours. Our own Newsletter staff would do all the scanning.

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IMPORTANT NUMBERS

Police Department
(non-emergency)
435-6711

Police North Substation
570-5901

Cal Heights Neighborhood Assn.
981-2258

Cal Heights Relief
426-3407

Dana Branch Library
570-1042

Rancho Los Cerritos
570-1755

Long Beach Building Dept.
570-6651

Long Beach Animal Control
570-PETS (7387)

Long Beach Herritage
493-7019

Airport Noise
570-2678/570-2600

Graffiti Paint-Out
570-2773

Garage Sale Hotline
570-YARD (9273)

Noise Control
570-4126

Tonia Reyes-Uranga
7th District Councilmember
570-4461
district7@ci.long-beach.ca.us

Rob Webb
8th District Councilmember
570-6864

Harold Simkins
Acting Preservation Officer
570-6607

Shopping Cart Retrieval
570-2755

City of Long Beach Website
www.ci.long-beach.ca.us

Official CHA Website
www.calheights.org

June/July 2004

LONG BEACH'S LARGEST HISTORIC DISTRICT

Volume 9, Issue 3

THE HEIGHTS

CALIFORNIA HEIGHTS NEIGHBORHOOD NEWS



Here it comes Cal Heights... Airport Runway Repairs over our neighborhood!

Last November, Long Beach Airport began a yearlong rehabilitation of the main runway (12/30), which has deteriorated from use and weathering during the 25 years since it was last resurfaced.

Runway construction work has been occurring at night, between the hours of 11:00pm and 6:00am. However, to complete paving of the runway, a series of 7 Saturday closures (from Friday evening at 11 pm until Sunday morning at 7 am) of Runway 12/30 will be necessary during the summer of 2004.

During Saturday closures, air carriers will use Runway 25R/7L (which runs east to west between Wardlow Road and Conant Street), the airport's air carrier designated alternative runway.

The tentative closures dates are as follows:

- July 9-11
- July 16-18
- July 23-25
- July 30-August 1
- August 6-8
- September 10-12
- September 17-19

To get more information you can visit the www.lgb.org where you can sign up for the airport's e-notify email service. This service provides you with current information from the airport administration.

Additional information regarding the airport and proposed expansion can be accessed by going to www.lbhush2.org.

Community Meeting July 7th

Please join us on July 7th for a community meeting where we will learn the most current information regarding airport runway repairs and airport expansion. We will have a brief presentation regarding the repairs that will divert flights over California Heights and the proposed upgrade plan for the airport.

We will also briefly hear from our community planner regarding several



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new proposed businesses in California Heights and adjacent.

The community meeting will take place at the Hughes School Auditorium, located on the corner of California and Bixby Road, at 6:30 PM. For questions or information, please call (562) 981-2258.

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2004

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PRESIDENT'S MESSAGE

In the last newsletter I mentioned two new businesses: B & B Hardware and the Tile Zone. Since our last issue, B & B Hardware had their grand opening and has already become the neighborhood hardware store. I know I have gone in a few times to purchase things for around the house. It has been very convenient as well as satisfying to be able to walk (yes walk) to my neighborhood hardware store. Besides, the folks over at B & B have been really outgoing and responsive. They are definitely there to help and listen.

Speaking of new businesses, another one has opened on Wardlow Ave. --Banana Berry. The store, quietly opened in May, but has quickly become the "buzz" among moms in the neighborhood. Banana Berry offers high-quality items for the young ones from birth to about 6 years of age. On a special note, many of the items are hand-made and are of high quality. For more information including store hours call (562) 426-1133 or just drop in. They are located at 1090 East Wardlow Road.

On another note, we will be losing a neighborhood donut store. Jenny's on Atlantic Ave. will be moving. The new location has not been announced. We will be sorry to see them leave.

Rumor has it that the new tenant

may be Baja Sonora. For those of you unfamiliar with the restaurant, you may want to drop in at their current location on Clark Ave. and Willow in Long Beach.

I know the restaurant at the Clark Ave. location has been written up with positive reviews several times in the local papers. As a matter of fact, one of those articles prompted my family and I to try the fish tacos last year. The food was great, but getting a table was tough. I hope the new location will have more tables.

Finally, a new project is being proposed for the North East corner of Atlantic Ave. and Wardlow Road. The business is an EZ lube service center. For those of you that remember, previously an "unattended" gas station was proposed shortly after the original gas station closed down. But, thanks to the residents of Cal Heights and the BIA we were able to make that project go away.

However, this new project has some potential. Because it will be new construction, the establishment will have to follow strict guidelines for the look and feel of the building. The construction will have to mimic the design similar to the Walgreen's on Atlantic Ave. and the Trader Joe's. The project will also need to follow the recommendations of the neighborhood for hours of operation, landscaping, etc.

Join us at our next community meeting on July 7th to get the most current updates on this project and some of the other new projects in the neighborhood.

Albert Guerra
CHNA President

PS: The Tile Zone is also doing fantastic. The last time I spoke to Joe, it was for less than 30 seconds. It seems that the word has gotten out that he has a lots of great tile at great prices. Who needs to go to Orange County when you get the same variety locally!

Cal Heights Street Address Project

Is your curb street address worn out? Do your "out-of-town" guests have trouble finding your home? Have you ever told someone to go around back and meet you in the alley, only to have them circle around and say...what does the back of your house look like? Have you ever called the police and told them you heard something in the alley, but you couldn't exactly tell them where?

Well your troubles are over. The CHNA is now offering you another practical, safe and yet stylish way to show "Cal Heights" pride. Under the direction of volunteer resident Steve Ortiz, we will begin to offer Cal Heights residents "official" painted curb and alley addresses.

The "curb address program" consists of your street address being painted on the front of the curb with white reflective paint. The top of the curb will also have reflective paint along with our new "Cal Heights" curb logo.

The cost for the Curb painting is \$15.00. The cost for alley painting is \$10.00.

Special Note:

If you request alley painting, please place a sign exactly where you want it. Please find the smoothest possible area. Final painting is subject to review of the painting crew.

Be patient. Volunteers are executing this program and we will get to your application in the order we receive it. Expect about two weeks before we get to your address.

Please direct all questions regarding the project can be directed to Steve Ortiz at (562) 425-1125 (Tiempo Furniture). All proceeds benefit Cal Heights Projects. See order form on page 3.



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Delius encourages responsible drinking. Have a designated driver or let us call a cab for you. Free sodas for designated drivers.

Show Your Cal Heights Loyalty

Often I walk Atlantic Avenue between Carson and San Antonio, also known as the Bixby Strip, just for the feel of it. The street is made up of small shops and businesses that offer something they feel is needed or wanted.

One of the best things about this strip of street in Bixby Knolls is passing other people walking with smiles on their faces, with dogs in tow or kids in strollers. They are all a part of the neighborhood and the greetings they bestow upon you make one feel as if they are a part of something special.

We need more businesses that attract these people, and less of the boarded-up store fronts.

It's all up to the people of California Heights and Bixby Knolls to keep up this growth and the great feeling it emanates. Patronize your area FIRST. Give your dollars to the people in your neighborhood instead of getting into your car and driving to other places.

Bigger doesn't mean better. At B&B Hardware, some things are cheaper than Home Depot, Betty Bear has cheaper balloons than Alan Party Supply, Black Box Theater has lower ticket prices and better acting than most other theaters its size; and Four Olives Cafe offers the best live Jazz in Long Beach for the price of a drink. The Book Connection has great book signings and can get you any book with a personal smile, how about Kids Alley with a unique selection of kids clothing you would never find at JCPenney! Thors Antiques and Bubbly Hills are both full of real TREASURES waiting to be found. Sometimes you may have to pay a bit more but seeing smiling neighbors and friends, walking your neighborhood and feeling like you are a part of something special is well worth it.

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From Our Friends At City Hall... A Reminder this 4th of July

The amateur use of fireworks can be dangerous, is illegal in Long Beach and can result in a \$1,000 FINE and/or 6 MONTHS IN JAIL.

During the Fourth of July celebration, the Long Beach Police Department will be strictly enforcing the ban on ALL fireworks, including sparklers, within the city. If you are found using any type of fireworks in Long Beach, you can be arrested and you may be fined \$1,000, sentenced to jail for six months or both. The fines and penalties increase if you are found in possession of fireworks classified as dangerous.

The beaches located from Shoreline Drive to the end of the Peninsula will be heavily patrolled by the Long Beach Police Department. There will be amnesty bins located at various sites along the beach where you can voluntarily place your illegal fireworks and avoid the fine and/or incarceration.

The Long Beach City Ordinance, which was adopted 40 years ago, is stricter than ordinances in many adjoining cities. Fireworks sold in these cities are illegal in Long Beach.

Every year within the city, and across the country, citizens receive serious, often debilitating injuries because of the use of fireworks. Injuries can result in severe burns, scars and disfigurement that can last a lifetime. On a typical Fourth of July, fireworks cause more fires in the U.S. than all other causes combined. It is for these reasons that ALL fireworks, other than licensed and controlled professional public displays, are illegal within Long Beach.

We're providing this information now so that you can make your Fourth of July plans in advance. Check your local newspaper for professional fireworks displays in your community. The elimination of the amateur use of fireworks will minimize injuries and save lives and property. You can make the difference.

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Curb Painting Order Form

Name _____

Address _____

Telephone Number _____

Numbers for Curb _____

Please select area on which you need curb painting:
Curb (\$15.00) _____ Back Alley (\$10.00) _____

If you request alley painting, please place a sign exactly where you want it. Please find the smoothest possible area. Final painting is subject to review of the painting crew.

Be patient. Volunteers are executing this program and we will get to your application in the order we receive it. Expect about two weeks before we get to your address.

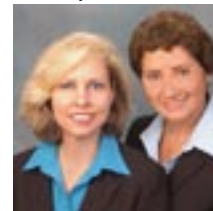
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77 Years Young and Still Going Strong!

Built in 1927 for a cost of \$3800, the gem of a Spanish Bungalow at 3711 Cerritos has known only two owners in its long life. It was the home of renowned builder, W. J. Esser, and his family for 56 years until it was purchased from his estate in 1983 by the current owners, Steve and Denise Ortiz. Esser, an immigrant from Scotland, lived in the home until his death at the age of 97.

With 3 bedrooms in a little over 1200 sq. feet, it seems hard to imagine how a family of 5 survived with only 1 bath and what today would be considered very limited closet space. But the children had lots of yard to play in because the property is actually three 25 ft. lots and the additional residences were not built until the forties.

Esser, a well-known contractor, built many apartments, duplexes and homes in Belmont Shore and Belmont Heights as well as right here in California Heights. His name is stamped in the sidewalk on the Cerritos property and you might see it elsewhere around town. Some of the interesting features of 3711, besides a dramatic barrel-vaulted ceiling, gunnysack wall texture, hardwood floors and many original lighting fixtures are the hidden drop-down telephone seat in the hallway and the kitchen counter compost chute.

W.J. Esser's brother was an accomplished brick mason and created the artful fireplace and sweeping back unit stairs. It was said that Esser's pride and joy was his garage. He could drive his 1920's auto into the very narrow driveway and right into the garage. To leave, he just kept driving forward through the back garage door into the alley. He never had to back up!

The large lot to the south of 3711 remained vacant until the 40's when the back two units were built in response to the housing shortage during World War II. The 1 bedroom unit has a large airy living room (with skylights added in 2002) that looks out on the gardens below. In

1948, the residence at 3709 was built completing the construction.

When the current owners purchased the home in 1983, interest rates were at an all time high of 17% and they felt lucky to have the owners "carry the mortgage" for a mere 12%! Consequently they lived in the back upstairs apartment for three years before they could afford to move into the main house.

Steve and Denise have maintained the home in its original state preferring to enhance its beauty with only moderate redecorating rather than remodeling. They did however, replace the grassy backyard with eye-catching brick, extending the living and play space into the colorful gardens.

Many of you may be familiar with this attractive and well-maintained property as it was on the Home Tour in 1998 and has served as the refreshment stop on 3 subsequent home tours. It was on one of these tours that a friend of Esser's daughter attended and proclaimed "I practically grew up in this house!"

The Esser Family



1927



Today



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Green T-Shirt w/yellow print



Cal Heights T-Shirts Promoting the Cal Heights neighborhood Association. Available in adult sizes \$12.00 and youth sizes (\$10.00).

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Proceeds go toward Cal Heights Community Truck Restoration.



Mural T-Shirts



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