

THE HEIGHTS

CALIFORNIA HEIGHTS NEIGHBORHOOD NEWS

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California Heights Neighborhood news is a bi-monthly publication of the California Heights Neighborhood Association.

All residents are invited to contribute articles and opinions. We reserve the right to edit for clarity and brevity. Opinions expressed are not necessarily shared by all residents nor the editor. Our goal is to provide a voice to our community, keeping residents informed of issues affecting the quality of life in California Heights.

ORANGE AVENUE FOREVER GREENER



What a wonderful turnout for the Orange Avenue ReLeaf event. Orange Avenue residents who attended were greeted by over forty volunteers, including fellow Cal Heights neighbors, Cal Heights ReLeaf regulars, Tree People network volunteers from all over southern California, and one very enthusiastic and hard working group of Boy Scouts, Troop 283 from Monterey Park. We appreciate everyone who generously donated their Saturday morning to make an impression that will last for generations!

Orange Avenue welcomes thirty young crape myrtles and Australian willows. Both grow to well behaved, tidy street trees, usually not more than twenty five feet tall. The crape myrtles grace themselves with lavender to light pink summer flowers before turning beautiful colors for the fall, even

in our mild coastal climate. The willows are evergreen, softly weeping in maturity and rustle gently with a breeze. Softening the landscape, absorbing sound and pollution, cooling the air on hot summer days, street trees have also been proven to slow traffic with the tunnel effect they create, and any realtor will tell you that treed streets command higher resale.

Cal Heights ReLeaf has proudly planted well over two hundred trees to date. We thank all who participate. Thanks to the California Heights Neighborhood Association for dedicating funds for our costly planting supplies. Tree People Los Angeles continues to be a valued partner – thank you, Lisa Cahill, for helping to coordinate a successful event. Special thanks to Orange Avenue block

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PRESIDENT'S MESSAGE

I often get asked for referrals for painters, electricians, roofers, plumbers, window repair services and the various other "Professional Services" that are required to maintain our historic homes.

I love to share resources and I always advise people to go to the Cal Heights Website and look up the section called Restoration Resources. The Resources section offers suggestions for various specialties and trades that are appropriate to our homes. While we can't officially endorse or recommend the resources that are listed, we provide them as an informative resource. It's up to you to do your homework and check out the references when necessary.

Another resource I like to refer people to is our very own newsletter. Many of our advertisers live or work in our neighborhood and because of this they have a vested interest to make sure your project goes without a hitch. They also want to make sure that you're happy because the best way to repay good service is with a good referral.

Let us know if you have a good Restoration Resource. We would be happy to add the resource to our list. But don't forget, it's up to you to do your homework and check out references.

The Cal Heights Restoration Resource Page can be found at www.calheights.org

Albert Guerra
CHNA President

Volunteers for 2007 Home Tour

Do you or someone you know have a home with original detail, has undergone a sensitive restoration or has unique features? In order to make the Cal Heights annual home tour a success we need you!

Each year the CHNA* showcases five to seven neighborhood homes and gardens. It is one of the most successful tours in Long Beach. Its success is not possible without our homeowners' whose dedication exemplifies the continued effort of our community to preserving our past.

The home tour has enabled the continued success of neighborhood improvement projects such as lamp-post restoration, the commission of the Orange Avenue mural, the house plaque program, Cal Heights Releaf, and the street signs identifying Cal Heights as a historic district.

This year the CHNA home tour is scheduled for Sunday, October 21, 2007. If you would like to have your home or garden considered, either email calheights@earthlink.net or call **562-424-6727**.

Let's make 2007 the most successful home tour yet!

Kathryn Costantino

**CHNA is a nonprofit preservation organization working to protect and preserve historic and architectural resources in the California Heights Historic District.*



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Your Color Diva: Residential, Commercial, & Beyond

Ever wonder how to choose the best colors for your home? Your Color Diva, Shoshanah Siegel, will provide answers, guidance and inspiration at the California Heights Homeowners Assoc. meeting on Thurs., March 8 at 7 p.m. at the Dana Branch Library.

A local color consultant, Shoshanah helps people select colors that enhance the enjoyment and value of their homes. She will discuss how to call attention to architectural features without necessarily following a strict historic color palette. We want it all, a home that reflects today's lifestyle while honoring the past, she explained. Paint is a cost-effective way to achieve that. Attractive exterior color choices improve the value of individual homes and the curb appeal of the entire neighborhood.

Can't come to the meeting? Dish with the Diva at **562-427-0440**, YourColorDiva@aol.com or visit the website at www>YourColorDiva.com

**The Next Cal Heights Community Meeting
Thursday, March 8th, 7:00 p.m.
Dana Branch Library**

**Featured Guest - Shoshanah Siegel
"Your Color Diva"**

Trees on Orange Avenue

Continued from page 1

captains Linda Bartley and Dennis and Stacy Johnson for their fantastic effort to spread the word and collect checks and forms. We also appreciate the cooperation of our own City of Long Beach Public Works for streamlining the process – proof that our city staff can be valued partners. Local Boy Scout, Jesse Coutin, even stayed an extra hour to distribute tree care sheets to participating residents. And we must thank Louise Solzman from Delius Restaurant for baking up such delicious breads and cookies at the end of her work day, all served up on real silver platters. Now that's a first! Community at its best! Thanks to all of you, you know who you are, for helping to ReLeaf California Heights.

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LB Redevelopment Agency Considers Billboard Proposal

The Long Beach Redevelopment Agency is currently planning to propose a contract with

Media Management Systems to the Long Beach City Council. The contract would allow Media Management Systems to develop six (6) electronic billboards along the stretch of the 405 running through Long Beach including our neighborhood of California Heights.

Initially the income is to be used to pay off the \$3 million dollar bond obligation of the Long Beach Museum of Art and to provide additional, on-going funds for future grants for culture and arts. No funds, however, are being set aside for any of the neighborhoods where these electronic billboards are to be positioned.

Media Management Systems describes the six billboards as measuring 20' x 30' and standing 40' above the freeway. They are also double-sided, flashing information approximately every five seconds. In this writer's opinion, that is extremely obtrusive and a considerable blight on our neighborhood.

The bottom line is there would be additional income coming into our city, but at what cost? Do we really want these giant billboards at the side of the freeway next to our homes? There is also no guarantee that they won't contain alcohol or tobacco advertisements. None of us are against seeing our city make more money and we're certainly not against a strong art community, but we're going to be burdened with something that is not beneficial to our neighborhood..

Continued on page 5

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Continued from page 4

I attended the Redevelopment meeting on Monday, February 5th and thought that I may be the only resident there strongly opposing the measure, but to my surprise there were a number of our neighbors there to voice opposition, as well. Since this proposal will undoubtedly affect our community, please consider contacting our city officials to voice your opinion.

John Geldbach

FOR or AGAINST, here are the contacts

LONG BEACH REDEVELOPMENT AGENCY

The Redevelopment Agency meets on the second and fourth Monday of each month at 9:00 a.m. in the City Council Chamber of City Hall.

333 W. Ocean Blvd., 3rd Floor
Long Beach, CA 90802

Tel: (562) 570-6615
Fax: (562) 570-6215

LONG BEACH CITY COUNCIL
DISTRICT 7 - TONIA REYES URANGA

City Hall Office
333 West Ocean Blvd. 14th floor
Long Beach, California 90802

Tel: (562) 570-6139
Fax: (562) 570-6954

Email: district7@longbeach.gov

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**Plan to Attend Our Next
Community Meeting
Thursday, March 8th
7:00 p.m.**

**New Location
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Atlantic & 37th Street**



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IMPORTANT NUMBERS

Police Department (Non-Emergency)
435-6711

Police North Substation (Non-Emergency)
570-5891

Fire Department
570-2500

California Heights Neighborhood Assoc.
981-2258

California Heights Releaf
426-3407

Dana Branch Library
570-1042

Rancho Los Cerritos
570-1755

Long Beach Building Department
570-6651

Long Beach Animal Control
570-PETS (7387)

Airport Noise
570-2678 / 570-2600

Graffiti Paint-Out
570-2773

Garage Sale Hotline
570-YARD (9273)

Noise Control
570-4126 (press 4)

Parkway Tree Trimming/Removal
570-2755

Shopping Cart Retrieval
570-2876

Street Potholes
570-3259

Tonia Reyes-Uranga
7th District Councilmember
570-6139
district7@ci.long-beach.ca.us

Rae Gabelich
8th District Councilmember
570-1326
district8@longbeach.gov

Jan Ostashay
Neighborhood Preservation Officer
570-6864

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

Long Beach Recycles Website
www.longbeach-recycles.org

Long Beach Unified School District
www.lbusd.k12.ca.us/index.asp

Official CHNA Website
www.calheights.org

COMMUNITY CALENDAR

March

8th Monthly CHNA Meeting, 7:00 p.m.
Now at Dana Branch Library, 3680 Atlantic Avenue,
(Corner of Atlantic & 37th)
Info 997-8888 or www.calheights.org

31st Long Beach Hazardous Waste/E-Waste Collection Event,
Bring batteries, light bulbs, paint, pesticides, electronics,
cell phones, TV's, etc., to Veteran's Stadium, Clark Avenue
and Conant Street, 9 am to 3 pm (Rain or Shine), info
www.ladpw.org

October

21st California Heights Home & Garden Tour
Save the Date
Info 424-6727 or www.calheights.org

Get involved in the community

If you would like to include information for future newsletters,
please forward articles, photos or suggestions to
calheightsnews@aol.com by the following dates.
Thank you to all that have responded.

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