

THE HEIGHTS

CALIFORNIA HEIGHTS NEIGHBORHOOD NEWS

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The Heights is a bimonthly 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 and keep residents informed of issues affecting California Heights.



Photos by John Royce

Farmer's Market

Those of you who receive our emails knew in advance that the exciting Sunday Farmers Market was coming to the neighborhood. The product of a generous Connected Corridor grant awarded to the Uptown Coalition, these dedicated community volunteers, led by local resident Kelli Johnson, proudly opened the market on Sunday, November 22nd to over 2000 smiling faces on the playground of Longfellow Elementary School. The vendors were pleasantly surprised by the welcome and most sold out quickly. They returned the following weekends with more products to meet the demand and the vendor list continues to grow. If we keep it up, it will only get better.

The market occurs each Sunday from 9 am to 2 pm and features fresh local produce, baked goods, farm fresh eggs, famous tamales and, if you are so inclined, positively sinful bacon wrapped hot dogs. There's also jewelry and a host of other assorted local vendors from fitness to veggie starts. The market also plans to host more special events like opening day's pie baking contest, along with special classes and community organizations. It's all about sustainability, building community and fun. 100 percent of the profits support programs at Longfellow, Los Cerritos, Burroughs and Hughes schools.

Please help lessen the impact on local residents by not parking next to homes. There's plenty of parking on California and the adjacent lot, and along the north side of Bixby Road. Better yet, grab your reusable bags and walk! Enjoy the neighborhood, burn off some holiday calories and teach your kids a lesson in sustainability! For more details visit www.longbeachsundaymarket.com.

See you at the Market! 🌱

president's message

A MESSAGE FROM JOHN ROYCE

I hope you are all enjoying your holiday season. A common message of mine is shopping local for your goods and services. In this season of shopping and giving, it's more important than ever, since many of our local businesses depend on the holiday season to make them viable for another year. And each dollar you spend within the city of Long Beach generates local sales taxes and supports local businesses and individuals that generate taxable income. The revenue streams provide the backbone of public services we all depend upon.

Other than our homes, automobiles are the greatest consumer expenditures for most of us. I've always prided myself on supporting Long Beach businesses, but I was disappointed to find that several of our local dealerships, despite advertising Long Beach addresses in their ads and sales contracts, aren't in Long Beach at all and do not contribute to our sales tax revenues! This includes Pacific Ford/Long Beach Lincoln Mercury Mazda, where we have purchased our last three vehicles. That dealership is in Lakewood. In fact, the only Long Beach dealership on that stretch of Cherry Avenue is Timmons Volkswagon Subaru.

Oddly enough, my requests to confirm this information left many city agents at a loss, and calls to the dealerships themselves showed that their employees were just as confused. My calls to the city's Economic Development Office were never returned, but the 7th District Council office did call to confirm my disappointing revelation. While I don't suggest that residents eliminate shopping outside of our city borders, I think it's at least an important consideration. Those of us who are inclined to make the effort should have accurate information. In the case of our local auto dealers, it's often cloudy at best, and misleading enough to wonder why it's okay to claim a nonexistent address.

I'll continue to delve into this issue and report back. In the meantime, please consider the importance of supporting our local businesses wherever possible. Check out a few opportunities to do so in this issue and discover how your local spending affects your community.

Have a wonderful holiday season with those you love as we all look forward to a happier and healthier New Year. ☸



John Royce
CHNA President

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Cal Heights Clean Streets

Our anti-litter volunteers continue to scour our major corridors each Thursday morning from 8:30 to 10:00. We now meet at the corner of Wardlow and Atlantic for the first three Thursdays of each month and at the corner of Wardlow and Orange on the fourth Thursday. Get your email reminder by emailing cleanstreets@calheights.org.

We want to demonstrate that a few active souls can identify a problem and dedicate themselves to lessen or correct it. Since August we have collected over 80 bags of garbage. While some have already heeded our call, we hope to entice more of our local business owners and residents to create a cleaner, more inviting environment that we can all be proud of. Every piece of litter we pick up won't clog our storm drains or pollute our ocean and beaches. Collectively, we all have the power to make a difference.

Have an occasional Thursday morning free? Join us! In the meantime, be an active part of the solution; don't step over it, pick it up! ❀

Holiday Safety Reminders

It's that time of year again! While many of us try to not let it be so, the rush is often on. Holiday parties, the search for the perfect gifts, cards and letters, travels and visitors - as wonderful as it all can be, it is a season of constant distractions. So, it's also a good time to remind ourselves that vigilance and common sense should not be forgotten.

Never leave gifts in your car overnight and keep them out of sight while you make your rounds. Keep windows and drapes pulled to keep prying eyes away from your goodies. It gets dark early now, and since we are often out and about this season, consider leaving energy efficient lights on timers and keep your porch light on. Bring in trash cans, pick up your newspapers, mail and porch solicitations and maybe even leave a radio on near the front door. And while you're at it, offer to help your neighbors do the same. Making our homes appear occupied is often our best defense to deter those bent on destroying this time of good cheer and good will.

We wish you a safe and happy holiday season. ❀



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Walking Pleasure!

by Larry Aiello

My good friend Katie came to visit from her home in South Pasadena. I have always envied her neighborhood with its old charm and walk-ability. When she visits me, I usually decide to go for lunch in Belmont Shore or perhaps Ports of Call? But not this time!

For a change we would walk, dine and enjoy the sights of my very own California Heights and Bixby Knolls Atlantic Corridor neighborhood where I have lived for the past ten years.

Having moved to Long Beach in April of 1992, my first impression was not that of a very active or outdoor lifestyle. Just prior to the move I spent the year isolated on a crab boat fishing in Alaska, so when I returned to my birthplace in northern California, I mentioned to my mom I would be moving to Long Beach. The conversation went something like this: "You can't move to Long Beach!" Why not?" "It's on fire!" "What do you mean on fire?" "The riots." "What riots?" "The Rodney King riots." "Who's Rodney King?"

Well I moved anyway, and I must say the place is much different than my first impression. California Heights has exceeded my highest expectations for quality of life.

Recently I read in an internet article that neighborhoods with a high walk-ability factor generally fetch higher real estate prices. I researched more and found that walkscore.com rated our Cal Heights neighborhood "78 out of 100 - Very Walkable." "Wow!" I thought I have really chosen a great place to live; the shops are becoming more abundant, and our neighborhood association is lining our streets with more trees; things are only getting better.

Katie arrived early as usual to beat the lunch crowd and was pleased with my decision to spend the afternoon enjoying Cal Heights. She always marveled at the diversity of all the houses and when she arrived she mentioned the newly planted trees along Lime and 36th and how they would make excellent shade someday for walking my dog Spike.

We left my house at 11:15 a.m. and walked down Lime Avenue to Bixby Road. I didn't need to point out the newly cobbled crosswalks or the newly planted trees lining both the center and sides of the Atlantic corridor. She even noted several places we could eat along our path's journey, but I already knew I wanted to try Il Poggio with its sidewalk

dining. After choosing a table, Katie ordered a fettuccini dish. I chose ravioli. The service, presentation, and experience were outstanding, and all for just under \$30 including tip; a great bargain! Katie said she would be back which made me happy.

Afterward we walked north along Atlantic and had coffee at The Coffee Bean. It was very relaxing to sit and watch people stroll by. A festive crowd soon joined in and sat down around us.

Returning home we wandered into a residential area of Bixby Knolls just east of Atlantic, meandered south and enjoyed the shaded sidewalks cloaked by Olive Avenue's amazingly large trees. After browsing a variety of stately homes we cruised past Hughes Middle School and found ourselves back in the Cal Heights Historic District. As we closed in on my home, Spike was waiting beside my banana trees, eager to take us on HIS walk of the neighborhood we are so lucky to enjoy. 🌸

2009 Home and Garden Tour

Photos by Rob Weaver



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Home Tour Thanks

We can't thank everyone enough for their contributions to a very successful California Heights Home and Garden Tour this past October. It couldn't have been a more beautiful day to stroll the neighborhood and see the fruits of our very generous homeowners' labors. We were surprised at how many people showed up early for Jane Powell's popular presentation, and we have to thank It's A Grind and Vintage Emporium for getting us warmed up with hot coffee and tasty morning treats. Thanks also to Longfellow principal Brian Moskovitz for securing the Longfellow Auditorium.

New this year, antique autos, presented by the Long Beach Model T Club, greeted visitors at each home and garden, and by early afternoon every last delicious cookie from Delius had been devoured by guests who stopped by the refreshment house to meet Jane Powell, purchase books or have their own books signed. Inside, beautiful arrangements from Bixby Knolls Florist adorned the dining tables, and thanks to live tunes from residents Andy Morrison and John Phinney, and vintage sounds from Jerry Ellis's antique Victrola, the gardens were alive with the sound of music!

Special thanks to Councilmember Tonia Reyes Uranga, her husband Roberto and the Signal Tribune staff for their cooperative efforts to publicize our event. And who could ignore the amazing images of our homes and gardens created by House Portraits by Ellen, the crowning touch of our beautiful program brochure, once again expertly put together by resident Allen Brackett.

At the end of a very long but rewarding day, the CHNA Board, homeowners and volunteers gathered for our wrap up pot luck hosted by Dave and Pat Wheeler at their lovely home, where we were treated to a selection of wines generously donated by Marcus Crawshaw of The Wine Crush.

Fundraising is the goal, so thanks to our title sponsor, WG&Associates Real Estate, ticket purchasers and advertisers for making it a success. Our proceeds go directly for community projects.

We hope you enjoyed your Cal Heights Dining Cards! They were a tremendous success with our guests and local restaurants, so expect a new offer to come around soon.

Of course, none of it happens without hundreds of dedicated volunteer hours from our homeowners, board members and extraordinary community of volunteers. In the midst of very difficult times for so many of us, how wonderful to enjoy a beautiful day celebrating our neighborhood. Many, many thanks to all of you. 🌸

Former Retailer Provides Her Own Economic Stimulus Plan for Main Street

Minneapolis, 03/19/2009 — An independent stationery storeowner for fourteen years, Cinda Baxter understood the pain felt by retailers when the economy sank and consumers held back. What began as an economic downturn in the autumn had become a psychological tsunami by March 1st.

What the country needed, in her opinion, was a meeting of the minds between two groups that held valuable stakes in the game—small business owners and members of their communities.

Enter The 3/50 Project. With a tag line "Save your local economy three stores at a time," the Project's goal is to promote shopping in locally owned businesses while thanking customers for the positive impact that decision has on a local economy.

"We're constantly inundated with doom and gloom," says Baxter, now a retail consultant and professional speaker. Rather than get tangled in complex messaging and deployment, Baxter combined a straightforward theme, a free flyer, and her blog as the mechanism to launch The 3/50 Project.

"We ask consumers to think about which three stores they'd miss if they disappeared, then remind them to return there," explains Baxter. "Shoppers have become so rooted in thinking about the essentials that they've forgotten about the little gift store on the corner whose owner remembers their name."

"Fifty comes from the idea that if even half the employed population spent a mere \$50 per month in locally owned retail stores, those purchases would generate more than \$42.6 billion in revenue," she continues. "That's a huge impact for a relatively small investment."

Which leads to a third number on the flyer, sixty-eight—the dollar amount that remains in a community's economy for every \$100 spent in locally owned stores. By contrast, only \$43 per \$100 remains local when spent in national chains; little or no revenue results from online purchases.

"In essence, the whole thing boils down to "Pick 3, spend \$50, save the economy. It's really that simple."

"The best part about 3/50 is that it's so down to earth, so straightforward, so accessible. This is a labor of love that store owners and customers can share." For more details visit www.The350project.net.✻

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Alternative Gift Giving

Having trouble filling your last minute gift orders this year? Well, maybe it's time to start thinking outside those little wrapped boxes!

Buy local and bypass the carbon footprint generated by goods that must travel thousands of miles to hang out under your tree. Support local businesses and organizations that benefit our local economy and the people who share our community.

Instead of an internet order, take a walk to the new **Sunday Farmers Market** and put together a gift basket full of wonderfully fresh fruits and veggies, breads, pastries, nuts and kettle corn. Got a friend who needs a break? Take the kids for play time at **Averyboo Arts** or **Eat Play Grow** and send him or her off to a massage or facial at **Everyday Zen** or **Surrender**. Yoga sessions at **Free Spirit?** Priceless! Freeze time with family photos from **Vangie Ogg**.

Take your neighbors to dinner at a local restaurant or give gift certificates. A romantic evening on a **Gondola Getaway** will not soon be forgotten. Gifts of unique jams, handmade soaps and pressed flower candles and books from **Rancho Los Cerritos** support our historic treasure. Beautiful coffee table books from the **Historic Society of Long Beach** or a gift membership to the **Museum of Latin American Art** give on more than one level. Clear the air - Donate a tree in honor of a friend through **Tree People**. A year's membership at the **Aquarium of the Pacific** is far from all wet.

Give the kids library cards from **Dana Branch Library** for a gift that keeps on giving, or be re-purposeful with thoughtful items from **Vintage Emporium** and **Bella Cosa**. Need a few more ideas? **Long Beach Symphony** tickets, a **Bake'n'Broil** French apple pie, a month of **It's a Grind** coffee, tickets at **The Richard Goad Theatre**, afternoon tea at **Elise's Tea Room**, a spiffy detailing at **Bixby Knolls** or **Cherry Hill Car Wash**, specialty pet treats from **Roy Robbins Gifts** . . .

See how much fun and thoughtful shopping can be? 🌿

February Candidate Forum

We are currently working with the Petroleum Club and candidates vying for the 7th District Council seat to arrive at a suitable date in February for our Cal Heights Community Meeting Candidate Forum. The election takes place next April. Candidates must file their intent in January. Keep an eye on the website calendar and "What's Up?" emails for up to date information. www.calheights.org

Sprinkler Adjustment



The rains are here. Save money and thousands of gallons of water each month by reducing watering times and limiting your irrigation cycle to no more than once per week.

Better yet, until we have a prolonged dry spell, turn them off altogether! ☘

Cal Heights ReLeaf Greens the New Year!

Two local plantings are scheduled for the New Year. January 30th will mark the last stretch of Atlantic between the 405 and San Antonio to be planted since ReLeaf combined efforts with the Bixby Knolls Business Improvement Association to improve the appearance of this important commercial corridor. Local Boy Scout, Gregory Riley, will receive his Eagle Scout ranking for his efforts in seeing this planting through to fruition. We sent Greg off to Tree People to learn the ropes and earn his Citizen Forester training to prepare for the event.

The second planting takes place February 13th on the 3700 block of Lewis Avenue, where many carob trees have come down over the past few years. ReLeaf will be working with the residents shortly to choose their trees and plan for the big day.

As always, our amazing partners, Tree People, will be there to see us through. Both events will begin at 9AM. The January 30 event kicks off at the parking lot just north of Baja Sonora, and the Lewis Avenue event will start at the corner of Bixby and Lewis. Community hours will be signed for and refreshments will be served. If you plan to join us, and we hope you do, wear sturdy shoes, bring gloves and prepare to get dirty, rain or shine! ☘

The Factory is now open at Carson and Atlantic! Call it a modern American rendition of the neighborhood pub, owned and operated by local residents. Sophisticated menu, wine tasting, casual atmosphere, and the kids are welcome. 595.4020

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COMMUNITY CALENDAR



Thursdays: 8:30 am litter pick up - see calheights.org click on Clean Streets.

Saturdays: Strollers Walking Group - 7:30 am at our local Atlantic Avenue It's a Grind

Sundays: Farmer's Market - 9 am to 2 pm (California and Bixby)

See all calendar events at calheights.org, click on Calendar!

12/19 2nd Annual Cal Heights Caroling! Join us for a wonderful evening of caroling through the neighborhood. Singing begins at 6:30 pm at the corner of 36th and Cerritos.

Through Dec 20, A Christmas Carol at EXPO, lbshakespeare.org, 997-1494

01/01 New Year's Eve Bash at Petroleum Club, 8:45 pm to 12:45 am, \$15 pre-sale through Dec 21, \$20 at door, MPTripleJ.com.

01/30 Atlantic Ave Tree Planting - meet at parking lot north of Baja Sonora at 9:00 am.

02/04 Tentative date for **candidate forum** - Watch calheights.org calendar page and "What's Up" emails for updates.

02/05 No FF in January, but **First Fridays** returns in February. Happy New Year! FirstFridaysLongBeach.com.

02/13 Lewis Ave Tree Planting - Meet at corner of Bixby and Lewis at 9:00 am.

IMPORTANT NUMBERS

7th District Council - Tonia Reyes-Uranga
570-6139 email: district7@longbeach.gov

8th District Council - Rae Gabelich
570-1326 email: district8@longbeach.gov

54th District Assembly member- Bonnie Lowenthal
495-2915 web: democrats.assembly.ca.gov/members/a54

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Long Beach Animal Control
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Neighborhood Preservation Officer
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Parkway Tree Trimming/Removal
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Police Department (Emergency-on Cell Phone)
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Police North Substation (Non-Emergency)
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