

# THE HEIGHTS

## CALIFORNIA HEIGHTS NEIGHBORHOOD NEWS

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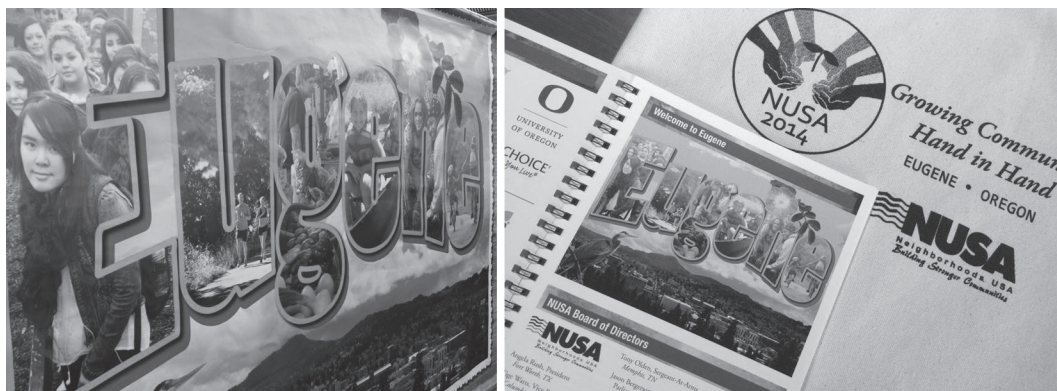
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The Heights is a bimonthly publication of the California Heights Neighborhood Association. All residents are invited to contribute articles and opinions. We reserve the right to edit for clarity and brevity. Opinions expressed are not necessarily shared 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.



## The Heights Takes Top Honors at 2014 NUSA Conference

By John Royce

For the second year in a row, our humble little neighborhood newsletter received a Gold Level Achievement for Excellence in Neighborhood Newsletters award at the 2014 Neighborhoods, USA conference held in Eugene, Oregon May 21 – 24. Neighborhood newsletters from around the nation were judged on content, consistency, relevance and style. We take pride in the product we turn out every other month, so the pat on the back means a lot. Our advertisers' wait list remains strong, attesting to its reach in our neighborhood and allowing us to pay for its professional production with a little left over each year to contribute to our fundraising efforts.

Since we didn't compete for Neighborhood of the Year or present a workshop this year, our attending board members, Stacey Morrison, Tom Underhill and myself paid our own travel and accommodation expenses. And it's worth the expense! The conference remains a treasure trove of information where active neighborhood groups learn from each other, discover the host city's community triumphs and unique struggles and bring home new ideas to implement and share.

Eugene's claim to fame centers on its efforts to incorporate sustainability in much of what they do, from city policymaking, local business practices and willing participation by the city's residents. With an especially strong focus on local food production, Eugene has created an expanding industry and employment base for progressive entrepreneurs amidst a strong culture of mutual support which reaches to the very core of the city's neighborhood culture, creating markets for local home based producers of staples, craft foods and other specialty products. Restaurants, cafes and bars proudly serve local products and vibrant distribution networks are emerging amidst the growing demand.

We're already planning for next year's conference in Houston. We'll submit The Heights for consideration once again and we'll choose a topic shortly for our workshop presentation. ☆

## President's Message

A MESSAGE FROM HUGH LITTLE

### Hello Neighbors,

Ah. Summer is here. I'm actually sitting outside on our patio, enjoying a sunset and the sounds of our neighborhood as I write this. The 'dog days' are not here yet – although I'm sure they're not too far off. The June Gloom is still providing us a little early-morning respite from the heat that will soon be making a show of force.

As spring is changing to summer for us, so too is the political season changing in Long Beach. We have a new mayor-elect and a new Seventh District Council Member representing us. California Heights is very much looking forward to continuing the responsive, productive relationship we have had with our Council as our Councilmember Uranga settles into his role.

Our second (quarterly) Alley Clean-Up and Neighborhood Block Party was another great success. We seem to be gaining momentum with each as we go! Our next event will be September 13<sup>th</sup>. This time, the clean-up will be focusing on the alleys from Orange to Falcon. We will be aiming to close the 3600 block of either Brayton, Gundry or Falcon for the pot-luck in the afternoon. If there is anyone who has a strong preference as to which of those blocks to select for the party (and who might have a willingness to assist with the leg-work of getting the necessary permission from those residents for street closure) – please let me know by emailing me at [hughlittle@gmail.com](mailto:hughlittle@gmail.com). It's a tremendous help to have someone from the area working with us in that regard. For those of you on FaceBook, please consider going to the CHNA page ([facebook.com/calheights](https://facebook.com/calheights)), look for the September event(s), and click 'going'. The more folks who sign up, the more folks who will see that we're having a party that day and in this case, more is definitely merrier.

I hope you all have a pleasant summer. Talk to you again this fall! ☺

See you next time,



Hugh Little  
CHNA President  
[hughlittle@gmail.com](mailto:hughlittle@gmail.com)

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## Cal Heights Looking Back

By Francis Stoner

*Note: Here is the first in what we hope will be an ongoing feature in The Heights. Long-time resident Frances Stoner has generously volunteered to chronicle some of the history of our neighborhood. I hope you enjoy Frances' story as much as I do. ~ Hugh*

In 1985, we needed to move from Orange County to lessen the commute time for my husband. We didn't know much about Long Beach except unsavory stories about "The Pike" and sailors gone wild. Real estate was moving fast then and I saw a great house on Myrtle Avenue that had listed that day. We were fortunate to seal the deal that evening. As a couple of Orange County 'tract home kids', we did not understand what it was to have a Spanish Revival house built in 1929 with wood floors, barrel ceilings and an Art Deco bathroom in green, pink and black!

We moved in ready to assume all the responsibilities of homeownership, including getting the trash cans out on the appropriate day. Driving home that Thursday evening I turned the corner and saw.....my trash cans were missing. Oh no, what kind of neighborhood did I move into where your trash cans were stolen! My new neighbor, Neil Beymer, had not only taken our trash cans back up the drive but had swept the driveway! Wow, what kind of place was this where neighbors put your trash cans away, sweep your driveway and watch out for you on the first week.

The Beymers had lived on Myrtle Avenue since 1949 and were now teaching us how to be true California Heights residents. We were impressed with how many of our neighbors had already lived on the street for over 40 years. We learned of the great history of our street during many backyard BBQ's. The Hoys two doors down had opened "Hoy's Toys" where the 99 Cent store is today. Janet Beymer taught school in the neighborhood. Our home was built and lived in by a local architect, Mr. Lauyer, and his wife who designed and built the local Catholic Church and several homes in the area. We are no longer the "new kids" on the block and sadly some of those original residents are no longer with us.

As the Beymers did for us, I suggest we "pay it forward" and take note of the rich history around us. If you have a neighbor who has a great story to tell, let us know (email [hughlittle@gmail.com](mailto:hughlittle@gmail.com)) and let's celebrate the history and kindness that makes our neighborhood the "Best in the West". ☆

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COASTAL ALLIANCE

## The Top 10 Ways to Avoid Back Pain

By Maria Weston CMT, RM, AHC

The number one reason my clients seek my massage services is to alleviate their back pain. It's not surprising then, that 80% of adults have some manner of back problem in their lifetime. Back pain can be caused by a variety of reasons. Early intervention can help prevent a chronic problem from developing. A combination of activity, core strengthening exercises, massages and physical therapy can dramatically improve or eliminate most back pain issues.

### 1. Stay Active and Keep Exercising

Activity is often the best medicine for back pain. Moderate walking can be very helpful because it puts the body into a neutral upright position and away from sitting! If you have a sedentary job, make a point of getting up at least every 30 minutes to walk and stretch.

### 2. Mind your Posture

Poor posture is a large contributing factor to back pain. When you use poor body mechanics in your daily life, you put unnecessary strain on your back. Use your legs and the large muscles in your buttocks to lift heavy objects. When you are sitting sit up straight and keep your feet on the floor. Be mindful of how you stand, sit and move.

### 3. Starting at the Bottom

Sometimes that chronic back pain can be attributed to foot problems. Typically this type of back pain will be accompanied with knee and ankle problems. If this sounds like you, talk with a podiatrist.

### 4. Speaking of Feet

Those stylish shoes look great with your outfit but inflexible, thin soles do nothing to absorb the shock of walking on hard surfaces, and your low back will take the brunt of it. Look for shoes that have a cushioned sole, are flexible, have a low or no heel, and allow you to wiggle your toes. If you're into running or other sports, be sure to wear the right shoes designed for the activity.

### 5. Massage Therapy

A 60 minute massage can do wonders for working out the kinks in your back. But regular monthly massages will help condition your muscles and improve your overall well being helping to prevent back pain in the first place. A skilled massage therapist will work the entire body to smooth out muscle fibers and adhesions (knots,) and will balance the entire body to bring about deep relaxation.

### 6. Seek a Specialist

Back pain does not have a one size fits all solution. Find a chiropractor or physical therapist that specializes in back care and have them develop a personalized exercise program.

### 7. Work Your Core

Most people with chronic back pain have pain due to weak core muscles. Your back and abdominal muscles work together

er synergistically. So, if your belly muscles are weak, then the surrounding muscle groups have to pick up the slack which can strain on your lower back. Yoga and pilates are excellent programs to strengthen your core muscles.

### 8. Stretch!

Increasing your flexibility in your legs, especially your hamstrings can ease back pain. Think of the flexible palm tree that sways with the wind. It doesn't break even when subjected to hurricane winds. It is the inflexible, rigid tree that breaks and topples when subjected to a wicked storm! Increasing flexibility equally distributes the load throughout the body from the feet to the head allowing you to bend like the palm tree. Again, yoga and pilates are recommended to facilitate stretching and strength.

### 9. Be Aware of your Sleeping Position

If you sleep on your stomach it can cause the neck and head to twist and can put undue stress on your back. If you sleep on your side, put a pillow between your knees; or if you sleep on your back, put a pillow under your knees. The pillow in both positions will put the spine in a neutral position.

### 10. Use Relaxation Techniques

When people are in pain, whether it's physical or emotional, they tense their body. By engaging in practices such as meditation, deep breathing and/or yoga, you will discipline the mind and body to let go and relax thereby facilitating healing and relieve pain. For referrals for any of the above tips, please call 562-786-5174 or email me at [gentlespirit@massagetherapy.com](mailto:gentlespirit@massagetherapy.com) ☺

## Lot 33 Future in Jeopardy

Many of you know that a Chick-fil-A is scheduled to be built on the corner of 33rd and Atlantic next summer. We've been working with Chick-fil-A's developer to save the Lot 33 Community Project. Tight spacing remains an issue due to regulations that require the building be sited a specified distance from the oil pumping station. As currently designed, the landscaped easement will shrink from 18' to 6', with a drive through lane slated to cover most of the existing landscape.

Chick-fil-A is consulting with a horticulturalist to determine the cost and viability of moving the maturing native California sycamores, coast live oaks, Catalina ironwoods and desert willow trees. The Long Beach Planning Commission approved the project on condition that Chick-fil-A work with CHNA and Ben Eastman, the Boy Scout who oversaw the project, to save as much of the landscape as possible.

For more information visit [facebook.com/savelot33](https://facebook.com/savelot33).

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## Transitions

by John Royce

Please join CHNA in thanking Councilmember Johnson and his staff for their representation and service over the past four years in our 7<sup>th</sup> District. We grew to consider them supportive, collaborative partners and we wish them all much success as they transition to new endeavors and positions.

We welcome our new Councilmember, Roberto Uranga, who will have taken office by the time you read this! The Councilmember's staff has yet to be officially announced, but he'll be able to give us that information and more when he begins his column for the September/October issue. We look forward to working with Roberto and his staff as we continue to strive to improve the community we share.

We also bid a fond farewell to Dana Librarian, Jennifer Songster, who moved to the Mark Twain Branch as of July 2. We consider Jennifer a valued community partner and will miss her contributions to this newsletter. Those of you who visit the library regularly may have already met the new librarian, Melissa Strasser. If not, stop in and welcome her to Dana and our neighborhood! ☺

## Stay and Play in Long Beach Parks

by Stacey Morrison

The Long Beach Municipal Band concert season is part of "100 Days of Summer," a partnership with Long Beach Parks, Recreation and Marine and the Long Beach Convention and Visitor's Bureau to encourage residents to "stay and play" in Long Beach between Memorial Day and Labor Day.

**VIVA LA FIESTA** Latin music, with its invigorating melodies and driving rhythms, provides plenty of spice for your musical tastes.

July 22 – Bluff Park, Cherry Avenue & Ocean Blvd.

July 23 – Los Cerritos Park, 3750 Del Mar

July 24 – Marine Stadium, 5839 Appian Way

July 25 – El Dorado Park West, 2800 N. Studebaker Road

**GERSHWIN** From "Strike Up the Band" to "Porgy and Bess" to "Rhapsody in Blue," the 2014 season closes with this spectacular event.

July 29 – Bluff Park, Cherry Avenue & Ocean Blvd.

July 30 – Los Cerritos Park, 3750 Del Mar

July 31 – Marine Stadium, 5839 Appian Way

August 1 – El Dorado Park West, 2800 N. Studebaker Road

For more information visit [www.100daysofsummer.org](http://www.100daysofsummer.org). ☺

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From the 7<sup>th</sup> District  
James Johnson Councilmember

Serving you as your Councilmember these past four years has been a tremendous honor. Together, we have done much to improve our district and the entire city. Below I have listed some of our achievements.

### Citywide Achievements

**Crime** - Helped bring violent crime to the lowest rate in 40 years.

**Public Lighting** - Obtained grant funding from the Port of LB to install LED lights in intersections throughout the City.

**Tree Trimming** - Nearly doubled the frequency of tree trimming from a nine year to a five year schedule.

**Setting Aside Money for Our Future** - Revised the City's financial policies to require 5% of one-time funds be used to fund unfunded liabilities, thus protecting city services for our children that would otherwise suffer.

**Participatory Budgeting** - Held the first "Participatory Budgeting" pilot project in LB, allowing residents to determine how to spend \$200,000 of one-time funds on city infrastructure projects (which were sports court resurfacing, additional tree trimming, additional sidewalk repairs, and library repairs).

**Long-Term Financial Planning** - Set aside \$3.5 million for future pension costs and \$2.5 million for unfunded liabilities.

**Improved City Finances** - Obtained an upgrade of the City's bond rating outlook from "negative" to "stable"; in the bond rating, Fitch specifically cited two of our initiatives, the revised financial policies and reserves set aside for unfunded liabilities.

**Cleaner Air** - Worked with the Port to support clean air programs, such as shore power and the clean trucks program, that led to an 81% reduction in diesel particulates from the Port.

**Improved Sidewalks** - Protected the structural funds and allocated millions of dollars of one-time funds for sidewalk improvements across the district as well as citywide.

### California Heights & Area Improvements

**Willow Springs Park Begins** - When I became Councilmember, the City was on the verge of trading this 47-acre property away to private developers. Instead, we moved forward to preserve this land as a public park in perpetuity. We developed a master plan for the entire property and opened the first phase of the park (Longview Point at Willow Spring Park). We also acquired a \$924,000 state grant to restore 12 acres of wetlands, \$50,000 for a Habitat Creation Plan from the Southern California Association of Governments, a \$15,000 grant from the Long Beach Navy Memorial Heritage Association for signage, and \$1 million in city funds to further develop the park. We met with the Long Beach Water Department over the possibility of opening a low water use "Demonstration



Garden" on the property, obtained the old Red Line railway station building and funding to open it as a future visitors' center. We also created an annual 4th of July concert at the park, as it is Long Beach's highest point and thus offers great views of area fireworks.

**Blue Line Traffic** - Obtained grant funding to reduce traffic impacts caused by the Blue Line in Long Beach, including the intersection at Pacific and Wardlow.

**Sound Wall Improvements** - Obtained "early action" money to construct sound walls in neighborhoods along the 710 and 405 such as West Long Beach and Los Cerritos.

Traffic Safety Enhancement at Orange/36th—Led staff in installing a traffic light at this intersection to improve safety.

**Cal Heights Lampposts** - Painted all lampposts, improving the aesthetics while preserving these historic city assets from deterioration.

**First Books at First Fridays** - We started this monthly reading program for kids at Dana Library, which helped kick off "First Fridays" every month.

**Dana Library Parking Lot Repaving** - Repaved the parking lot at the same time we repaved Atlantic, thus saving money while improving this important public facility.

**Sunnyside Cemetery** - Started movies in the Sunnyside Cemetery, helping provide revenue for this important Long Beach historical site.

**"Rock-a-palooza"** - Worked with the BKBIA to host a major event on Atlantic Avenue for the rock headed for the L.A. County Museum of Art that received nationwide press coverage.

**Cherry Park Improvements** - Resurfaced the sports courts at Cherry Park.

**Somerset Park** - Remodeled the restrooms at Somerset Park, resurfaced the Sports Courts at Somerset Park (still in progress), secured funding to replace playground at Somerset Park (to be completed 2014).

#### Arterial Street Improvements

Wardlow Road, between Long Beach Blvd. & Cherry Ave.

Atlantic Avenue, between 33rd Street & Bixby Road

Orange Avenue, between Wardlow Road & Bixby Road  
(to be completed in 2014)

Bixby Road, between Long Beach Blvd & Orange Ave.  
(to be completed in 2014/15)

I'm still a proud Cal Heights resident, so I'll look forward to seeing you in and around our neighborhood. Enjoy the rest of your summer! ☺

### Welcome!

July is the beginning of our advertising year and you might notice new advertising support in this newsletter. Please take a look at the ads to see if there is an opportunity to support the local businesses who help make The Heights a reality 6x per year!

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## Bizz Buzz – What's New?

**Auntie Lucy's Pet Food** 4125 Long Beach Blvd, specializing in American made, grain free, organic and freeze dried foods and treats. All products made in the USA.

**Conversation Pieces** 1150 E Wardlow Road, recently opened charming community boutique and gifts with changing rooms large enough to fit a stroller!

**Bella Cosa** has been absorbed by Clover at 3803 Atlantic Ave

**Bixby's Brooklyn Deli** 4280 Long Beach Blvd - We've waited for years for a local deli! Is this it? Slated for a late July opening.

**Chick-fil-A** Atlantic & 33rd opening summer 2015

**Dutch's Brewhouse** 4244 Atlantic – Brew your own craft beer facilities!

**Pixie Toys** is moving to a larger spot next door at 3932 Atlantic Ave.

**Stateside Crafts** 4242 Atlantic Ave, an American craft beer bottle shop and specialty market hopes to open in August.

**Tokyo Bento** 610 Carson, opened recently invites residents to an open house Monday, July 21, 6pm – 8pm, to sample their food at 50% off!

**Weiland Brewery Restaurant** 4354 Atlantic Ave, has submitted their plans to the City. Stay tuned!



## Clean Streets Turns 5

In August the Clean Streets team will celebrate five years of picking up litter! Have you noticed a difference in our area, are there any areas that need a special clean up? Let's us know what you think by leaving a comment at facebook.com/calheights!





## Reduce Your Household Waste Stream

By John Royce

Reducing the volume of trash we each generate can be as easy as replacing single-use items with multi-use alternatives.

**When shopping:** Bring your own mesh bags for produce, buy bulk when possible and use your own containers, keep shopping bags in your car so they're always available when you need them, and consider products with less packaging.

**At home:** Trade paper towels for washable cloths by purchasing stacks of inexpensive, absorbent cotton wash cloths that can be traded frequently for a fresh one and laundered with other kitchen towels, potentially reducing the use and expense of thousands of paper towels annually. Trade plastic baggies for reusable containers for lunches, storage and leftovers.

**On the go:** Americans use 1500 plastic water bottles per second or 5,400,000 an hour, requiring 17 million barrels of oil per year, and each bottle can use several times as much water to create than the water inside the bottle! Even if more of them were recycled, the process is resource intensive and plastics are almost always down-cycled, so that water bottle probably won't become another water bottle. Plus, it costs up to 1000 times more than tap water. If you don't like the taste of your tap water, use a filter and buy a stainless steel bottle.



## 25 mph for Walnut Avenue!

Our Council Office and Chief Traffic Engineer used some very creative strategies that have succeeded in lowering the speed limit on Walnut Avenue to 25 mph from 30 mph. The new signs will be installed shortly!

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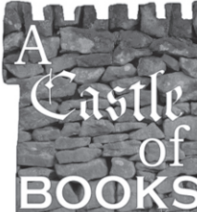
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Each Office is Independently Owned & Operated. Cindy CalBRE Lic01902607

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## ✂ MARK YOUR CALENDAR ✂

Visit the **Cal Heights Facebook page** to get all calendar items  
[facebook.com/calheights](https://facebook.com/calheights)

**Thursdays:** 8:00 am litter pickup - see [calheights.org](http://calheights.org) click on Clean Streets.

**Saturdays:** Strollers Walking Group - 7:30 am at our local Atlantic Avenue Coffee Bean and Tea Leaf

**First Friday of each Month:** [firstfridayslongbeach.com](http://firstfridayslongbeach.com)

**Every third Sunday:** Kidical Mass [bixbyknollsinfo.com](http://bixbyknollsinfo.com)

**Every Second Saturday:** Hazardous Waste Collection at EDCO; [longbeachrecycles.org](http://longbeachrecycles.org)

**Friday July 25:** Hitchcock's Psycho at Sunnyside Cemetery; 8:30pm; See [lbcinema.org](http://lbcinema.org) for this and other Friday night movies.

**Sunday July 27:** Concert at the Rancho; Silverado Bluegrass Band; 5:30pm-7:00pm (open 4:30 for picnics); [rancholoscerritos.org](http://rancholoscerritos.org)

**Monday July 28:** Concert in the Park(ing Lot); Earth Glow performs American jazz standards; 6:30pm-8:30pm, 4245 Atlantic; [bixbyknollsinfo.com](http://bixbyknollsinfo.com)

**Monday Aug 4:** Supper Club at Blackbird Cafe! 6:00pm & 7:30 seatings; Reservations: [supperclub@bixbyknollsinfo.com](mailto:supperclub@bixbyknollsinfo.com)

**Sunday Aug 17:** Get dirty as Mud Mania returns! 12:30pm-4:30pm; [rancholoscerritos.org](http://rancholoscerritos.org)

**Sunday Aug 24:** Concert at the Rancho; Dustbowl Revival; 5:30pm-7:00pm (open 4:30 for picnics); [rancholoscerritos.org](http://rancholoscerritos.org)

**Saturday Sept 13:** 3rd Quarterly Alley Clean (9:00am) and Block Party (Noon); See "Events" at [facebook.com/calheights](https://facebook.com/calheights)

## IMPORTANT NUMBERS

7<sup>th</sup> District Council - Roberto Uranga  
**570-7777** email: [district7@longbeach.gov](mailto:district7@longbeach.gov)

8<sup>th</sup> District Council - Al Austin  
**570-1326** email: [district8@longbeach.gov](mailto:district8@longbeach.gov)

54<sup>th</sup> District Assembly member- Bonnie Lowenthal  
**495-2915** web: [democrats.assembly.ca.gov/members/a54](http://democrats.assembly.ca.gov/members/a54)

Airport Noise  
**570-2665 / 570-2600**

California Heights ReLeaf  
**997-9094**

Community Watch North Division  
**570-9825 or 570-9827**

Dana Branch Library  
**570-1042**

Fire Department  
**570-2500**

Graffiti Paint-Out  
**570-2773**

Garage Sale Hotline  
**570-YARD (9273)**

Long Beach Building Department  
**570-6651**

Long Beach Animal Control  
**570-PETS (7387)**

Neighborhood Preservation Information  
**570-6194**

Parkway Tree Trimming  
**570-2700**

Police Department Dispatch  
**435-6711** or Emergency **911**

Police North Substation Information  
**570-9800**

Senior Check-In  
**570-7212**

Special Garbage Pickup (2 free per year)  
**570-2876**

SoCal Harvest  
**(323) 678-6036**

Street Potholes  
**570-3259**



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