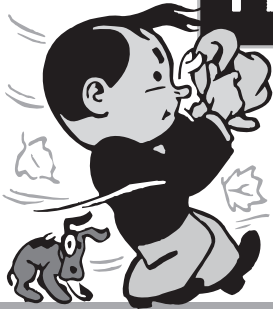


# NEIGHBORHOOD NEWS



Fall 2005 Issue • Our Phone: 562-439-BHNA

NEIGHBORHOOD ASSOCIATION

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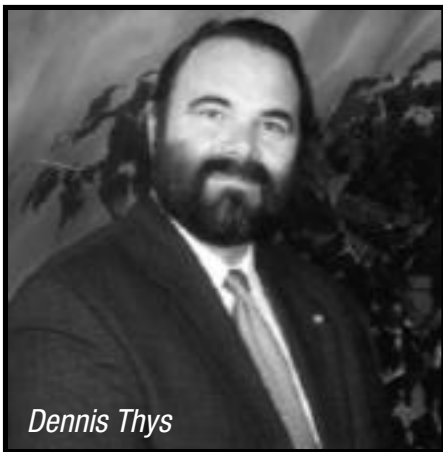
## OUR COMMUNITY MEETING IS THURSDAY, SEPTEMBER 15, HORACE MANN AUDITORIUM

### NEIGHBORHOOD SERVICES MANAGER TO SPEAK AT BHNA MEETING

*Catherine Morley*

Join us on Thursday September 15th, 7:00pm at Horace Mann Elementary School Auditorium for our annual fall gathering.

We have an interesting and informative meeting planned.



*Dennis Thys*

Our guest speaker is Dennis Thys, Long Beach Neighborhood Services Bureau Manager, who will speak on the Code Enforcement Citation Ordinance. This newly established ordinance was developed to promote the health and safety of residents and to protect and enhance the value of residences and businesses within the city. The code establishes the authority of city staff for issuing citations to violators of the code provisions to

achieve compliance with many common property maintenance violations occurring in neighborhoods. These violations include: illegally parked vehicles, overgrown weeds, trash & debris, illegal auto repairs, and illegal garage conversions. Mr. Thys will explain how the citation process works and will answer questions regarding the ordinance.

A very important part of the meeting will be devoted to annual elections for your association Board of Directors.

We want to know what you would like to have the Board accomplish this coming year. Your suggestions and recommendations are of great value in our efforts to continue our success as a neighborhood association.

Also included in the meeting agenda will be an update from our local police officers and City Council representatives.

Doors open at 6:45 for socializing and refreshments. ♦

### CITY HIRES NEW PRESERVATION OFFICER

*Catherine Morley*

After several months of searching and interviewing candidates to fill the vacated position of Historic Preservation Officer, the city has announced the appointment of Jan Ostashay.



Ms. Ostashay has more than 15 years of experience managing and directing historic resource programs and projects. Currently, she has been the Director of Cultural Resources Management for Planning Consultants (PCR), a private land use and environmental consulting firm. Prior to that, she worked for Earth Tech, Thirtieth Street Architects, the Discovery Museum of Orange County and established her own consulting firm, Ostashay & Associates.

Most importantly she is a long time Long Beach resident familiar with our city and neighborhoods. Her first hand knowledge of local and state historic regulations will be extremely beneficial.

In her role as Preservation Officer,

*Continued page 8*

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## BHNA BOARD ELECTION ON SEPTEMBER 15TH!

Gary Ostrowski

We will hold our first annual BHNA Board Member election at the General Membership Meeting on September 15th at the Horace Mann School auditorium starting at 7 p.m. Now that the BHNA is incorporated and we are working toward tax-exempt status, we are required to hold elections for our Board Member status. This is an opportunity for members to vote on the slate of those running for the BHNA Board and Officers as well as write in candidates on their ballot. We



placed a call for those BHNA Members interested in serving on the Nominations Committee in the Spring issue of this year's newsletter. Subsequently a slate of nominations for Officers and BHNA Board Members was submitted and approved at the Board's August meeting. Those elected at the September meeting will start their one-year term starting January 5, 2006. Here is the Board-approved slate of Officers and Board Members:

- Co-President, Dale Maul**
- Co-President, John Thomas**
- Vice-President, Cass Pulley**
- Treasurer, Christine Votava**
- Secretary, Gary Ostrowski**
- Board Member, Tom Dougan**
- Board Member, Kevin Doherty**
- Board Member, Barbara McPherson**
- Board Member, Catherine Morely**
- Board Member, Emily Reder**
- Board Member, Suzanne Ridley**
- Board Member, Dennis Snyder**

These members are running unopposed. The Bylaws of the BHNA state that the total number of Board Members can be between 9 and 13. Since there are currently 10 members on the slate, this allows an additional three BHNA Members to run for general Board Member positions as write-in candidates (Officer positions require one year general Board Member experience unless appointed as interim by the Board). If you are interested in serving on the Board and are a BHNA Member in good standing please e-mail Dale Maul at dale.maul@verizon.net or John Thomas at jthomas@dslextreme.com. ♦

## Anaheim Street Corridor

In an effort to beautify commercial corridors, the Neighborhood Services Bureau developed an innovative program to encourage business owners to improve, the look of their storefronts from the streets.

The City of Long Beach Neighborhood Services Bureau's Commercial Improvement Rebate Program was created to provide reimbursements of up to \$2,000 per business to commercial property owners and business owners on Anaheim Street to improve the exterior of their business properties. Since February 2003, commercial property owners and business owners on Anaheim Street (from the Los Angeles River to Redondo Avenue) have been eligible. All improvements to the exterior of the business property must be clearly visible from the street. The exterior improvements have included: Exterior Paint/Stucco, Install/Repair Front Fence, Repair/Replace Doors, Repair/Replace Windows, Signage, Awnings, Landscaping, Exterior Tile or Brick Veneer, Interior Security Bars, and Security Lights.

Approximately 588 property owners and businesses are located on the Anaheim Street Corridor. The program split Anaheim Street into four phases. The program has completed outreach and Code Enforcement activities in all of the four phases.

Code Enforcement has conducted an aggressive enforcement campaign along the Anaheim Corridor in conjunction with the rebate program. The rebates were offered before, during, and after the Code Enforcement team went through each phase.

Currently in its final phase, 57 property owners and 120 businesses have applied for the

Commercial Improvement Rebate Program. To date, the program has received 177 applications and paid 103 reimbursements, for a total of \$191,883.87.

For more information contact Phillip K. Jennings, Commercial Improvement Rebate Program Coordinator at (562) 570-6007. ♦

## WEST NILE DISEASE

Suzanne Ridley

The chances are small that any one person will get ill from West Nile virus, with risk highest for people over 50 years old, however prevention is the best insurance anyone can have. There are just a few things to remember to protect yourself and your family:



#1 – Avoid Mosquito Bites by using wearing long sleeves and using insect repellent containing DEET on exposed skin and on the fabric of clothing – especially during the highly active hours between dusk and dawn, and particularly when there is no wind.

#2 – Mosquito-proof your home by using well-fit screens and eliminating breeding places such as standing water. Mosquitoes can breed in a surprisingly small amount of water!

#3 – Report dead birds by calling toll free 1-877-WNV-BIRD (1-877-968-2473). The most common type of bird affected is the crow. ♦

## THE MADAME GETS A GRAND REVIEW

Gary Ostrowski

The House of Madame JoJo's Restaurant received a glowing several page write up in a recent Long Beach Press Telegram. Many BHNA residents have known about the superb food and eclectic atmosphere



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at Sharon Philipson's restaurant on Broadway between Orizaba and Temple. We are happy that a neighborhood restaurant has been spotlighted in such favor. If you have not yet dined at the Madame's you've missed out on some of the best food in town! ♦



**OUR 2005 BLOCK PARTY WAS A HUGE SUCCESS!**

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- Zephyr Graphics- Catlin Crest**

## THANKS TO OUR VOLUNTEERS!

A special thank you for the endless energy of all our neighbors who make the event happen each year. If you would like to volunteer for the 2006 planning committee please call 439-BHNA and tell us your name, phone number and e-mail address. ♦



# HORACE MANN SCHOOL UPDATE

*Cass Pulley,  
Education Chairman  
Bluff Heights Neighborhood Association*

Welcome to all the new neighbors whose children will be attending our local elementary school. I would like to acquaint you with some of the positive things that are happening at Horace Mann. We have a small school learning environment for a maximum enrollment of 412 students. Over the past 5 years the test scores have increased approximately 200 points (API 760) 97% of the students are proficient in their basic math facts and 75% of the students are reading at or above grade level. Computers are in every classroom and across the street at Emmanuel Community Church there is a new dedicated Computer Laboratory for the students and neighborhood children. The teacher and parent organization (PTO) is extremely active directing activities such as Chess Club, Boy Scouts, and helping with the arts program which includes drama, dance, and weekly vocal music lessons for all students. Throw in the Student Council, the annual Super Science Day, Schoolwide Character Education Program, and the annual Junior Achievement activity with Washington Mutual and you will see a very full and varied curriculum. Space does not permit me to list

all the other benefits that this traditional school offers so I suggest you make an onsite visit and talk to Principal Wanda Oliver and her staff, 74% having taught a minimum of 15 years. Our Neighborhood Association supports Horace Mann along with other businesses in our community. ♦

## COMPUTER/RESEARCH CENTER OPENS

*Cass Pulley*

The grand opening of the Cecil L. Murray "Field of Dreams Community Computer Lab and Research Center" occurred Friday, June 3rd at the Emmanuel Community Church at 3rd and Obispo. This dream became a reality for the Bluff Heights communi-

ty of Long Beach and the students of Horace Mann Elementary School.

An outreach program like this depends entirely on the support of the many women and men who contributed to this program. Students from Horace Mann have within their reach their own Computer Lab-a place to learn and to feel secure. Other civic leaders included in the dedication were 3rd District Councilman Frank Colonna, Principal Wanda Oliver of Mann School, Frank and Faye Clark of Educate the Children, the International Brotherhood of Electrical Workers, and of course the famous Cecil L. Murray retired pastor of FAME Church in Los Angeles. Last but not least was the minister of Emmanuel Church, Dr. Jane Galloway, who originated the entire concept and brought it to fruition. This is yet another positive for Bluff Heights Neighborhood and our Elementary school. ♦



*Horace Mann students explore the new computer and research lab at Emmanuel Community Church*



*Horace Mann's recent Multicultural Faire was a huge hit*



*The Faire's "fare" donated by BHNA members*

## WHAT IS YOUR FAVORITE FOOD & WINE OF THE SEASON? WE WANT TO HEAR FROM YOU!

Gary Ostrowski

We are now featuring a corner of the newsletter where the BHNA members can feature their favorite food and wine pairing for the season. Each newsletter will feature a neighborhood resident with picture and their entry. For each submission we ask for a recipe and description of the wine and where one can buy it in



Long Beach. We'd like to include why the wine is recommended and why it goes so well with the food for the season. The emphasis on the wine is that it is a

"Good Buy," meaning preferable less than \$20/bottle. The emphasis on the food will be that it is tasty and relatively easy to find the ingredients and make.

Our food and wine pairing for the late summer/early fall is a great appetizer combination for a party or picnic. It comes from Christine Votava who lives on Vista Street with her husband, David Welch, and their son, Dylan. A picture of Christine and Dylan can be seen on page3.

"My favorite wine and food for the late-summer/early fall is the quintessential combination of Champagne and Brie... except this is one that any budget can tolerate! I absolutely recommend the Varichon en Clerc, a lovely champagne style wine (blanc de blanc) from the hill country between Lyon and Geneva. Available by the bottle or case from our friendly neighborhood wine merchant at "Vin de Pays" for the silly price of \$9 a bottle, this wine is a screaming deal... and now, what to go with such a lovely blend of bubbly altesse, molette, chardonnay and chenin blanc? Why, CostCo brie, of course! The tiny wheels of alouette baby brie can be found nestled between the crumbled bleu cheese and the lady passing out samples of sausage. For \$6 a wheel, this is a truly fine cheese. This brie is great plain, or warmed in the toaster oven. And if you're feeling particularly ambitious, cut the top off, surround the sides with a layer of tinfoil and pour jam, crushed nuts or whatever strikes your fancy on top, then bake for a half hour in the toaster oven... Can you say "YUM"?

Have a food and wine combination for the winter? E-mail your ideas to me at [gwostrowski@charter.net](mailto:gwostrowski@charter.net). Looking forward to hearing from you! ♦

## HELPING TO CLEAN UP LONG BEACH NEIGHBORHOODS

Dennis James Thys  
Neighborhood Services Bureau Manager

The Long Beach City Council recently established a Code Enforcement Citation Ordinance to ensure the health and safety of our residents and to protect and enhance the value of residences and businesses in the City of Long Beach. Most people take great pride in maintaining their homes and businesses, however, there are a few that are creating problems that negatively impact the appearance of our community,



decrease property values, and diminish the quality of life for our residents.

The Code Enforcement Citation Ordinance establishes the authority for issuing citations to "any person who violates any provision of the Long Beach Municipal Code of the City." City staff will utilize the new Ordinance as a tool to achieve compliance with many of the most common property maintenance violations occurring in the City. Those violations include: illegally parked vehicles; overgrown weeds, trash and debris; illegal auto repairs; and, illegal garage conversions.

Property owners and residents will be provided with a written warning of the violation. If the violation is not corrected within the 30 days prior to re-inspection, a citation will be issued. Fines of \$100, \$200, \$500 and \$1,000 may be issued depending on the type of violation and the number of times inspectors have to re-inspect before compliance. All violators will have the right to appeal the citation through the City's Board of Examiners, Appeals, and Condemnation.

Should you have any questions regarding the new Code Enforcement Citation Ordinance or would like help with a property maintenance issue, please call the City's new 24 hour hotline, 570-CODE (570-2633). ♦



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# IN PRAISE OF COLOR

## RESTORATION

## PRESERVATION



Kevin Doherty

Color design has always held a special place in my heart and selecting the right house paint in particular strikes me as a marriage made in heaven between practicality and beauty. Homes constructed of wood, metal and mortar have always needed protection from the elements and paint has remained the product of choice among home owners for hundreds of years. Paint's extra bonus resides in its color which offers home owners a wonderful vehicle for personal expression and aesthetic enhancement of their homes. Today we take for granted the astonishing array of colors available to us and the ease of application found in oil and latex based paints, but it was not always so. What is the genesis of house paint as we know it? How were historic palettes devised? What should historic home owners look for when deciding on paints and suitable color combinations for interior or exterior application?

### BEGINNINGS

Paint and bristle brushes have been used as far back as 10,000 b.c. by early man in the caves of Lascaux and since then we've been protecting and beautifying a wide range of architectural structures all over the world. Before the invention of modern paint, white washing was the most common method of painting houses. A mixture of lime and water applied with a large mop or broom was used to protect both interior and exterior surfaces. Mineral pigment was sometimes added to the mixture and lively motifs were painted around doorways and windows. Whitewashing is still employed today and characterizes the look of country homes found on the Greek islands.

### EARLY OIL PAINTS

By the late 17th century in Colonial America artisans using linseed oil with white lead as a base mixed in mineral pigments to arrive at some of the first oil based paint suitable for architectural application. In those days house painters as tradesmen in the contemporary sense did not exist. Instead, small numbers of skilled artisans who were members of guilds such as The Painter-Stainers Guild offered a wide variety of finish application services to their wealthy clientele. Members apprenticed for years before practicing their craft and usually mixed their paint colors on site in huge kettles. Their techniques and paint formulas remained closely guarded and veiled in secrecy.

### MIXED AND READY

In the years immediately following the Civil War, a ready mixed paint industry slowly began to develop in America. In 1867 the Averill Chemical

Paint Company offered the first paint sample cards and soon thereafter Devoe & Co. introduced a line of special earth tones. Although selections were limited by today's standards, ready mixed paint companies gave rise to the first paint tradesmen and retailers. They also helped popularize books written on the subject of proper interior/ exterior decoration. Andrew Downing, in his influential book entitled Cottage Residences, was one of the first to actively extol the virtues of earth-toned paint as a means to unite a home with its surroundings. He deplored the use of white paint and even included hand painted color plates in his book. Downing colors of Sand, Stone, Straw, Slate and Buff are still actively sought after today by those who desire



a subtle, understated elegance to their architectural paint scheme.

### A CENTURY OF COLOR

The late 19th and early 20th century gave rise to fierce competition between paint companies such as Sherwin Williams, Benjamin Moore and others who offered enticing color palettes and advice on exterior/interior paint design for tradesmen and home owners. Throughout this time period late Victorian notions of subdued color prevailed and in turn influenced the development of the early 20th century Arts and Crafts palette.

The Jazz age of the 1920's brought about a decidedly lively palette that included mauves and bright blues which became somewhat toned down in the 1930's. The "two toned T-Bird car culture" and post modern push of the 1950's informed the bright post war paint palette which remained popular well into the 1970's. As the early chapter of space travel drew to a close in

the 1970's, popular interest in futurism and the push to modernize began to wane. Ecological concerns and introspection on lifestyle replaced them bringing about a renewed interest in naturalism, the simple life and organic architectural design. Paint companies responded with historic paint palettes showcasing earth tones from the Victorian and Craftsman era that have become increasingly popular today especially among home owners in historic districts all across America.

### PRESERVATION PALETTES

Benjamin Moore and Sherwin Williams, among others, offer research based historic paint palettes. That is to say the archivists on staff have retrieved color formulas from their files that were offered during the late 19th through early 20th century. Both companies also hired architectural historians to devise new colors based on field research in which actual color samples were retrieved from the undercoats of 18th, 19th and 20th century buildings. The resulting availability of historic paint palettes represents a great boon for home owners who wish to honor their homes architecture in an appropriate fashion!

### HELPFUL HINTS

When you are ready to embark on your house painting project, take time to study the various historic palettes. In an historic district the colors you choose should represent a happy union between your personal preferences and the established historic architectural color precedents for the style of your home. To learn more, reference paint design books available at Hennesy and Engles, The Gamble House Bookstore or Book Soup in Costa Mesa. Be brave and resist copying the colors of existing houses in your neighborhood. Avoid the pre-packaged color swatch combinations as they are usually too generic. If you need help assembling a well coordinated color combination, hire a color consultant. For a modest fee they can save you time, stress, and costly mistakes. Buy quarts of your favorite colors and paint large swatches on your house. When you've settled on your favorite combination, devise a color allocation scheme that will best bring out the architectural features of your home. Purchase all your paint from the company that actually designed the colors. Avoid cross company color matching to save a few bucks as it almost always results in unfortunate mismatched tints.

Above all, take your time and enjoy the process. There are many paths to success, so find yours! If you do your homework and hire competent professionals your historic home will undergo nothing short of a complete transformation and you will be both astonished and delighted with the joy of color! ♦

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RENEWAL  NEW MEMBER

**Please check the committee(s) you would be interested in joining:**

- |  |   |
|--|---|
| <input type="radio"/> City Council/Political Activism      | <input type="radio"/> Newsletter Delivery         |
| <input type="radio"/> Historic Preservation/Beautification | <input type="radio"/> Code & Zoning Enforcement   |
| <input type="radio"/> Traffic/Streets/Safety               | <input type="radio"/> Crime/Community Policing    |
| <input type="radio"/> 4th of July Block Party              | <input type="radio"/> Horace Mann School Projects |
| <input type="radio"/> Membership and E-mail Outreach       | <input type="radio"/> Rummage Sale Committee      |
| <input type="radio"/> Newsletter Production                | <input type="radio"/> Other _____                 |

Please send a check for \$20.00 made payable to the

BLUFF HEIGHTS NEIGHBORHOOD ASSOCIATION

TO: CHRISTINE VOTAVA (562) 439-3189

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## COLOUR OUR WORLD

*Dale Maul*

Great news for residents of Bluff Heights. The Sherwin-Williams Company has offered a 20% discount on paint & supplies from their store at the corner of Willow and California in Signal Hill. They have wonderful color palettes to help you choose the right colors for your next big weekend project or for your painter contractors for the non-do-it-yourselfers. Identify yourself as a resident of the Bluff Heights Neighborhood Association and you will receive a 20% discount on your purchase of paint and materials from their store. This offer is brought to you by Sunny Patel, Store Manager. The store address is: 1000 East Willow Street Signal Hill, CA Telephone: 562-490-3337 ♦

### Shopping Cart Hotline

Please call the following number for shopping cart pick up:

**1-800-252-4613!**

Keep Bluff Heights free of these eye-sores.

## NEW PRESERVATION OFFICER

*Continued from first page*

Ms. Ostashay will prepare National Register nominations, conduct historic building surveys, review projects for compliance with the Secretary of the Interior's Standards for the Treatment of Historic properties and prepare environmental analyses for compliance with the California and National Environmental Quality/Policy Acts.

Ms. Ostashay is looking forward to utilizing her experience in developing and administering historic preservation programs in Long Beach, including preparation of historic preservation elements and ordinances, and securing grant funding for preservation efforts.

She will assume the position on August 29th. We are very much looking forward to inviting her to speak at one of our upcoming meetings. ♦



## BLUFF HEIGHTS NEIGHBORHOOD ASSOCIATION BOARD

NEW! The Bluff Heights Neighborhood Association Hotline:  
**439-BHNA (2462)**

|                |                         |
|----------------|-------------------------|
| Co-President   | _____ Dale Maul         |
| Co-President   | _____ John Thomas       |
| Vice President | _____ Cass Pulley       |
| Treasurer      | _____ Christine Votava  |
| Secretary      | _____ Gary Ostrowski    |
| Director       | _____ Kevin Doherty     |
| Director       | _____ Barbara McPherson |
| Director       | _____ Catherine Morley  |
| Director       | _____ Dennis Snyder     |
| Director       | _____ David Welch       |
| Director       | _____ Suzanne Ridley    |



The above board stands through the first Thursday of January 2006

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**Next Board Meetings:**  
October 6, 2005  
November 3, 2005  
January 5, 2006