



September 2007 Newsletter

Official Publication of the Wrigley Association

September 2007

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Calendar Items

Oct. 1, Wrigley Association Meeting

Oct 6, LBPd West Division 10th Anniversary Celebration

Oct 14, LB Marathon

Oct 18, S. Wrigley NAG Meeting- Wrigley Village Planning Meeting

Oct. 30, 6th District Town Hall on Sidewalks/Potholes

Oct. 30, Wrigley Board Meeting

Oct 31. Halloween Carnival at Veterans Park

Nov 3. Tree Planting

From the desk of the President David Carlton

Another exciting month in Wrigley. As President of the Wrigley Association I had the pleasure of chatting with councilwoman Uranga recently during a tour of our port (see photo to the right). I was also in awe as our neighbors hosted a fundraiser for Wrigley is Going Green at Puka Bar on Willow. See the picture below and read more about this great event inside supporting the upcoming tree planting on November 3rd. Partnerships between elected officials, businesses and residents are crucial to building a true community. I am seeing more



and more of this in Wrigley but there is still a long way to go. If you are interested in helping build our business association here in Wrigley, please contact me at wrigleyvillage@hotmail.com, there is a plan in place for the business association but not enough people to implement it, please volunteer to help. In volunteering you will be working along side some of the most talented and dedicated volunteers I have ever seen. These people make the Wrigley Association effective as the voice of this community and a powerful force for improvement in our city, thank you!

Inside this Issue

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w/ Richard Flores

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Huge Success!

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NEW: Pg 6

Police Blotter

SAVE PAPER!

Send an email to wrigleyvillage@hotmail.com and get this newsletter in your email box. Email recipients get the pictures in color!

Next General Meeting: October 1st, 7pm. Guest Speaker Kathy Crow

Kathy Crow RN, BSN, MICN, CEN, is one the most respected and trusted speakers on Emergency Preparedness. She is the Emergency Preparedness Coordinator at the Disaster Resource Center in St. Mary Medical Center. This is the person in charge of most of the emergency supplies for the 500,000 people in Long Beach. See you then.

Wrigley's Urban Forest

Mike Laquatra and Mauna Eichner

This is the second in a series of articles devoted to the preservation of our urban forest. Last month we discussed the importance of preserving our mature trees, and we mentioned that the tree canopy is a vital component in cleaning our polluted air. Judging by our State government's refusal to take action to regulate the trucking and shipping industries, we are currently on our own in regards to this issue. In this month's feature we will present information regarding tree removal by the City.


The City of Long Beach has a tree maintenance policy that can be downloaded from their website. Reasons and procedures for the removal of mature trees are covered as part of this policy. Some of the indications for removal of an existing parkway tree include disease, instability, and infrastructure (example: sewer and water line) damage. Trees can also be scheduled for removal to allow repair of sidewalks and curbs. Per the City's policy residents must be notified of plans to remove any parkway tree except in cases of emergency. A certified arborist inspects trees selected for possible removal and files a written report as to viability, safety, etc. If a determination is made to remove a tree the City is required to post door tags within 300 feet of the tree in question, and the tree itself is posted with signage that includes a removal date. When a tree is posted any City resident has 10 days to file a written appeal of the planned tree removal. Appeal information is as follows, with a recommendation to place a follow up phone call or email to the City:

Example of a city door tag.

The appeal portion is circled.

CITY OF LONG BEACH
Department of Public Works
333 West Ocean Boulevard, Long Beach 90802

IMPORTANT NOTICE



THE STREET TREE LOCATED AT:

HAS BEEN DESIGNATED FOR REMOVAL

The Department of Public Works inspected the condition of the parkway tree and, based on the guidelines set forth in the City of Long Beach tree removal policy, has determined that the tree warrants removal. The tree is being removed because it has been determined by a certified tree arborist to be diseased, dying or dead, or must be removed to repair damaged infrastructure.

City staff has posted the tree for removal and is leaving this notice at the homes of all property owners within 300 feet of the designated tree.

The tree will be removed, if no written appeals are filed within 10 working days of the posting of this flyer. Appeals should be directed to the City Engineer at the address shown above.

If no appeals are filed, the City will post "No Parking" signs indicating the date when crews will perform the work. Depending on crew availability, the tree stump may be removed concurrently or scheduled for a subsequent date.

Property owners are highly encouraged to plant a replacement tree. To obtain a no fee planting permit or for information on the proposed tree removal work please contact the Public Works Department at (562) 570-2770.

Date Posted: _____

Attn: City Engineer
City of Long Beach
Department of Public Works
333 W. Ocean Blvd, LB, CA 90802
562-570-6634
mark_christoffels@longbeach.gov

When the planned removal of a parkway tree has been appealed the City must schedule an appeals hearing at the next meeting of the City Tree

Committee. At this time both the City and concerned residents can express their concerns to the Committee, which will then rule, on the appeal. We made use of this appeals process to save 4 out of 5 trees slated for removal in our neighborhood, which demonstrates that the appeals process is not an exercise in futility.

On a final note, in most instances it is illegal for private homeowners or privately hired contractors to remove City trees. If you see a tree that was not posted being removed you are within your rights to ask the crew to stop pending verification of approval by City Engineer's office personnel (reachable at the above phone number). Crews hired by the City will usually defer to such a request. If the workmen refuse to wait while you obtain City verification, or if private citizens are engaged in the removal of parkway trees, the police should be called.

Our parkway trees are an important component of our urban forest and as such belong to all residents, not just those who live at that specific address. In next month's newsletter we will discuss some innovative ways in which the salvation of parkway trees can be made compatible with sidewalk, curb, and street repairs.

A tree posted for removal will get a bright colored sign that will have a date of posting on it.



The Wrigley Association accepts submissions for print at wrigleyvillage@hotmail.com. You will receive a response to your email to confirm it has been received. Submissions that are relevant to the mission of the Wrigley Association will be included in newsletters and bulletins as space allows. No editing will occur without prior approval of the author. Accepted submissions will generally be printed in the next newsletter that is printed following the submission. Newsletters generally, but not always, go to print on the third Tuesday of the month.

Newsletter editor Gavin Mc Kiernan may change the schedule of the printing of the newsletter for various reasons without notice.

Wrigley Artist of the Month-Ricardo Gutidiaz

Lisa Wibroe

Ricardo Gutidiaz bought a beautiful Spanish style duplex in Wrigley about 15 years ago and has been working on improvements ever since. It is evident that he has brought his artistic spirit into his home. When I went to interview him, he was energetically reorganizing his studio space. The lush gardens full of sculptures and mosaics leave no doubt that yet another artist is thriving in Wrigley.



Spain for a year. When he came back to California, he completed his teaching credential. Ricardo taught for 15 years before retiring this year to dedicate himself to creating art. While teaching, he enjoyed the feeling of helping others, but his artistic spirit was calling, and he once again packed his bags to enroll in art school for a year in Mexico. Ricardo attended the *Instituto Allende* in *San Miguel de Allende* in *Guanajuato*. He invited many of his Wrigley neighbors to visit him at art school, and one of them actually did! They talk of the exceptional landscapes that had a very positive impact on Ricardo's artwork. I asked Ricardo if he thinks we could turn Pacific Avenue into a street like those in San Miguel!

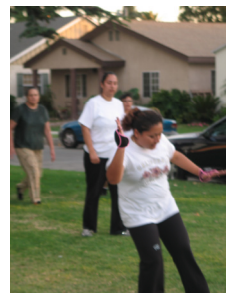
Ricardo is originally from Columbia and emigrated in 1973 to make San Francisco his home. When Ricardo recalls this time, he emphasizes how fortunate he was to have met many friendly and patient Americans who helped him with his transition. Ricardo was formally trained as a machinist in Columbia and was able to apply his skills in Los Angeles; however, he always saw the sculptural aspect in his precision oriented job. Trying to broaden his horizons, Ricardo enrolled at Long Beach City College and earned his Associate of Arts Degree. Thereafter, he earned his Bachelors Degree from California State University, Fullerton. While enrolled there, he studied abroad, living in Madrid,

Ricardo's art spans several media from painting, sculpture, mosaic, and photography to jewelry and furniture design and fabrication. Many times he combines his many skills to create multi media pieces. He surrounds himself with a collection of art from all around the world for inspiration. Presently, Ricardo is focusing on slowing down his pace to fully enjoy the creative process. Hopefully, all Wrigley residents will be able to enjoy the fruits of his labor in the near future. I, for one, certainly feel enriched and inspired by the seeing the work of this Wrigley artist, Ricardo Gutidiaz.

Daisy Lane—Its not just for parades anymore!

Gavin Mc Kiernan

Get in shape on Daisy Lane! A group of young women are gathering every day from 7pm to 8pm on the Daisy Median at the corner of 19th street. The group speaks mostly in Spanish and at the moment they are exclusively women but I was assured that anyone is welcome and you don't need to be a woman or a Spanish speaker to participate. The group started with just 3 or 4 friends who started meeting each day to try and get in shape. New members of the group came quickly as word spread amongst their friends and some neighbors saw the group working out and asked to join. On a recent evening there were about 30 people in attendance doing aerobics and getting in shape. Come by and cheer them on or join in the fun some evening, they will be happy to have you.



Want a color newsletter?

Send an email to wrigleyvillage@hotmail.com and you will receive this in full color in your inbox monthly! (This saves paper and printing costs too!)

Puka Bar Rocks for Trees

Lisa Wibroe

First of all, a big "thank you" to all of you that attended the fundraiser at the Puka Bar (on Willow at Maine, www.pukabar.com) on September 9th. About one hundred Wrigley residents attended and over \$800 was raised. We are officially calling this event a big success! We will be able to purchase the extra items on the wish list to help ensure the health of the new trees we will be planting on November 3rd.

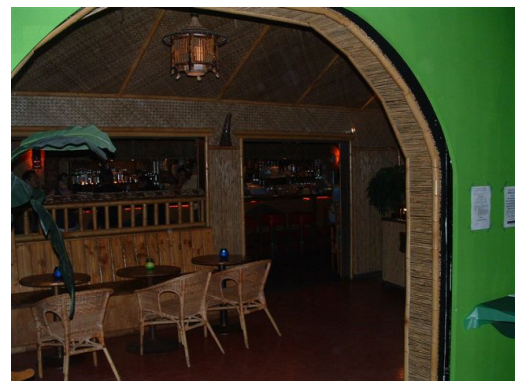
The Puka Bar donated space and helped with the fees for the entertainment permit for this event, and we packed the house. Local musicians, Robert Benson, Brophy Dale, and Ken Huntington along with several of their musician friends donated their talents to provide musical entertainment. There was a whole lot o' shakin' goin' on and a good time was had by all.

Seventh District council representative, Tonia Reyes Uranga and staff member Tim Patton attended, and Tonia made a generous donation as well. Sixth district council representative, Dee Andrews, made a pledge to meet Council Representative Uranga's donation. Heredia's Party Supply, next door to the Puka Bar, donated chairs so that we all could sit down and enjoy the band.

This all could not have happened without the outstanding dedication of the Wrigley Tree Committee. I would like to take this opportunity to thank members Mauna Eichner, Lee Fukui, Brenda Martinez, and Richard Pass from the bottom of my heart. The committee is working hard to get all new trees a caring home. I would also like to thank Chris Graeber, the Wrigley Association's Web Master, for getting our information on the website as well as writing the press releases and getting them sent out. The Neighborhood Resource Center has been very supportive and has allowed us to make copies of all of our flyers at their office on Atlantic Ave...thank you.

Most all Wrigley residents are enthusiastic about going green. We get the occasional complaint about maintenance issues, such as raking leaves, messy flowers, and falling branches, but overall, people understand the concept of the greater good. Eventually, we all win by greening up. Mature trees provide fresh oxygen, which should be a huge concern for us all. Property values can increase up to 20% for tree-lined streets. Shade is a fringe benefit that we can enjoy during the sweltering summer months. Once these trees fill out, we will have beautiful neighborhoods that we can be proud of.

Lastly, I would like to thank those of you who have signed up for a tree and/or signed up to volunteer on November 3rd. We still need more volunteers and homes for trees. If you can help out on either count, please email us at Wrigleyisgoinggreen@hotmail.com or drop a note to the Wrigley Association at PO Box 16192 , Long Beach, CA 90806



MORE PHOTOS

From Puka

Previous Page, L to R:

The Band Rocks—Council Woman Uranga donates to the cause—Puka Bar before the event

Below there are too many neighbors to print in the space available, if you missed the event, take a close look and see all the fun you could have had and new friends you could have made.

Thank you to Mauna Eichner, Ken Henderson, Lisa Wibroe and Danny for the pictures of the event.



West Division Police Blotter



The LBPD West Division will be hosting a 10th Anniversary Celebration on Saturday, October 6, 2007. The event will take place at West Police Substation located at 1835 Santa Fe Avenue from 10:00 a.m. to 2:00 p.m. Community members are invited to come and celebrate this momentous event together city staff. Learn how the existence of the substation is impacting the crime statistics of the surrounding community since it was first opened ten years ago in late 1997. Food and refreshments will be served.



On September 16, 2007, a female victim had her purse snatched from her shopping cart at 100 Block East Willow Street. The suspect fled to the Blue Line but was later detained and arrested by officers.

On September 12, 2007, West Patrol officers responded to a shots call at 1800 Block of Locust Avenue. After thorough investigations, officers located and arrested the suspect. The revolver used in the incident was also recovered. No one was injured. The incident is gang related.

On September 10, 2007, West Patrol officers were dispatched to 2400 Block Golden Avenue on a vehicle burglary call. Officers were successful in arresting 3 suspects who were in the process of detaching a catalytic converter from the victim's vehicle. Officers also found 3 more detached catalytic converters in the rear compartment of the suspect's vehicle.

On Saturday, September 1, 2007, West Patrol officers responded to an audible burglar alarm at 1800 Block Pacific Coast Highway and observed a suspect exit the building. The suspect was arrested and loss was recovered.

On Friday, August 31, 2007, a vehicle struck a pedestrian attempting to cross the street at Pacific Coast Highway and Henderson. The pedestrian was transported to a nearby hospital with life-threatening injuries. The driver of the vehicle fled the scene, but was later arrested.

On Thursday, August 30, 2007, at approximately 10:00 a.m., West Patrol officers were dispatched to 20th Street and Locust and found a male victim suffering from a gunshot wound. Victim was transported to the hospital where he succumbed to his wounds. Investigation revealed that the male suspect approached the victim and attempted to rob him. The victim was shot during the attempted robbery and the suspect subsequently fled. The incident is still under investigation.

On August 30, 2007, at approximately 6:00 p.m., West Patrol Officers responded to a call of a male subject shooting at several unoccupied parked cars at Willow/ Magnolia Avenue. The suspect was armed with a rifle and later barricaded himself in his residence at 2600 Block of Magnolia and started shooting at officers. SWAT officers were summoned to the scene and negotiations broke down when the suspect started shooting at officers. Officers returned fire; the suspect was hit and later transported to a local hospital. One SWAT Officer from the Long Beach Police Department was struck in the arm during the exchange but fortunately his protective gear kept him from being seriously injured.

Through the Eyes of Richard Flores: second installment

By Lisa Wibroe

As you may recall from the last newsletter, Richard Flores was born and raised in Wrigley and has much history to impart from his sixty-six years here. Especially interesting is learning about institutions that no longer exist. Long Beach lost the Red Line, the Pike, the Pacific Coast Club, and moved many historic homes into other neighborhoods. At least the Pike and the Red Line have been reinvented, and Richard lives in a house that was relocated from Ocean Ave back in 1918.

Richard has many memories of these old landmarks to share...

Let's start with the Pacific Coast Club. This beautiful building looked like a castle that was located next to the Riviera on Ocean Ave. Richard's father was employed at this exclusive athletic club as a high-pressure engineer. One of his duties was to start the boilers. Richard was fourteen years old, when he took his

first job there as an elevator attendant. Yes, he was the boy sitting on the seat pulling a long handle until he was promoted to assistant painter. He recalls that everything was literally served on silver platters. This enchanting landmark was demolished about 15 years ago and replaced with a high-rise building.

The Pacific Coast Club's proximity to the Pike allowed Richard to become familiar with what must have seemed like the proverbial "flip side of the coin". The navy base, located to the west of the Pike, certainly influenced the character of the amusement park. Under the old arched entrance to the Pike, visitors would find Navy recruiters giving their pitch to enlist. Richard remembers an area between Ocean Ave. and the water that was referred to as Pig Alley where tattoo parlors and prostitution proliferated. There were bars lined up along the area where the Promenade is located today. On the other hand, there was that roller coaster sitting where the Aquarium is today; the Red Car would bring kids, youngsters, and families down to its

turning platform located by the Breakers Hotel on Ocean Ave. There are many fond childhood memories lingering in the minds of those who visited the Long Beach landmarks of yesterday. Does anyone remember American Ave, AKA Long Beach Blvd?

I asked Richard how he felt about some of the changes that have taken place in Long Beach. He responded that he understands that there must be change and progress, but he feels that a good deal of Long Beach's history has been replaced by repetitive condominiums that lack the old world charm and style. He wishes that there were more interest and respect in historical buildings by rehabilitating them and placing them where people can drive by and enjoy them. Richard himself has gone to great lengths to keep his antique home in the style that it was intended. The next installment of this story will feature his 100 year old home and possibly some other local beauties.

Wrigley Village Master Plan Meeting

Gavin Mc Kiernan

The South Wrigley Neighborhood Advisory Group (NAG) will again host Katherine Spitz Associates for the latest step in the process of overhauling the look and feel of Wrigley Village. The meeting will be held at the community center at 2023 Pacific Ave on Thursday October 18th at 6pm, all area residents and businesses are encouraged to attend. At the last meeting Katherine Spitz Associates presented three visions for Wrigley Village and asked for feedback from the public on them.

The three very distinct visions each centered around a theme: 1. A lush garden feel, 2. Environmentally friendly development and 3. An urban/nightlife center. #2, the Green concept, was clearly the favorite of the community, as long as certain elements of the other two could be incorporated into the plan. This would make the street as self sustainable and environmentally friendly as possible while still aesthetically pleasing. Wrigley would be the first area in S. California to use such a model, which gave the plan added appeal from a marketing stand point.

City staff is currently reviewing the plans to ensure that all of the suggestions are feasible and will present a comprehensive plan to the community on the 18th. Hope to see you there.



PO Box 16192
Long Beach, CA 90806
E-mail: wrigleyvillage@hotmail.com
Wrigley Association Website:
<http://www.neighborhoodlink.com/longbeach/wrigley/>

SAVE PAPER:

GET THIS NEWSLETTER VIA EMAIL.

Email wrigleyvillage@hotmail.com to be sent this email as a PDF each month

MEMBERSHIP RENEWAL FORM

Ask your neighbor to join, there is strength in numbers!

The Wrigley Association will not sell, loan or give membership information to anyone, under any circumstances, unless compelled by law.

Name(s) _____

Address _____

Telephone Number _____ FAX _____

Email Address _____

As a member, I/We agree to abide by the Association By-Laws

Membership Year is June 1, 2007 through May 31, 2008

Annual Membership Fee: \$15.00, Make Check payable to Wrigley Association

Optional Contributions: \$_____ For Wrigley Landscape Project

\$_____ For Wrigley is Going Green Tree Planting

\$_____ Donation

\$_____ Total Payment

Type of Membership: Resident____ Business____ Associate____

Please check if you are interested in volunteering for Association Activities____