



# NEWS & VIEWS

WANA • Wrigley Area Neighborhood Alliance, Inc.

VOLUME 6(2)

FEBRUARY 2012

COMMITTED TO MAKING WRIGLEY A CLEANER, GREENER, SAFER, STRONGER COMMUNITY &  
DEDICATED TO PRESERVING DAISY AVENUE CHRISTMAS TREE LANE TRADITIONS

## Message from the President

Hope all of you had a wonderful **Valentine's Day**. We had a great time at Vista Del Mar and Brethren Manor. **Nancy Risch, Edith Pearl, Jim Trout**, thank you for helping out at both facilities. At Vista Del Mar, we set up in the dining room. All of the tables were full. The seniors didn't forget us. They're looking forward to next year. I want to thank the WANA members who baked cookies: **Pat Arndt, Joan Greenwood, Edith Pearl, Jim Trout, Jill Hill-Patten, Jean Hirashima, Timothy Risch, Vernon & Patsy Rudd**. Nancy made the punch. Thank you, **Pat Arndt**, for opening your house to receive all the cookies. I couldn't go to Brethren Manor, but **Joan Greenwood** and **Jill Hill-Patten** were there in my place.

I went to City Council, and spoke on how important it is to have a Police Academy. Crime is starting to trend up, and we certainly need more officers. Recently, there was a home invasion in North Wrigley, and on Valentine's Day, a Pacific Avenue business was robbed.

I **Urge** WANA members to come to our next WANA meeting. **Remember, it is on February 27 because of the President's Day Holiday on the 20th.** There is a new **Community Watch Program** that is replacing Neighborhood Watch. **Commander Levy** from the West Division is bringing several members of his staff including **Police Resource Officer Steven Vanden Bosch**. I have also contacted **Deputy Chief Luna**. The Patrol Bureau is under his direction. He will speak first. Then, Commander Levy's staff will give us all the information on how the **Community Watch Program** will work. Again, I **urge** all WANA members to attend and invite their Wrigley neighbors and friends to this meeting. Working together with the Police Department, we can make our neighborhoods safer. We have to keep improving the Quality of Life in Wrigley.



If you have any questions or need a ride, call me at (562) 427-5021, or send an e-mail to [wrigleyalliance@gmail.com](mailto:wrigleyalliance@gmail.com).

Warmest Regards,  
Maria

## SWEETS FOR SENIORS PARTY



# February Meeting

# Public Welcome

Monday, February 27, 7 p.m.

Mixer with Refreshments at 6:45 p. m.

Veterans Park Social Hall

101 East 28th Street

**Featured Topic: New LBPD Community Watch Program**

**Special Guests: Deputy Chief Luna and  
West Division Commander Levy**

**Updates on Oil Operators Site Clean Up, Wrigley Parks & More!**

**Free Parking**

**On-site child care can be arranged 24-hours in advance by calling Maria at 427-5021!**



At our January Meeting, **Robert Zur Schmiede** (left), Deputy Director of Development, discussed the impacts of loosing Redevelopment Agency Funding and how the City is re-structuring to meet neighborhood needs. Also shown below is WANA President Maria Norvell presenting plaques expressing our appreciation for their commitment to our Daisy Avenue Christmas Tree Lane activities to **Ed Van** (center) of Vanco Properties and to **Councilman James Johnson** (right), who is holding his daughter Maria.



# Protecting Your Home

*From the Long Beach Police Department Website*

**GET TO KNOW YOUR NEIGHBORS...**the more eyes watching your neighborhood, the better! Once you know your neighbors, you learn their routines and vice versa. People who don't belong in the area will stand out and be noticed.

Your entire property (walkways, porches, doorways, garages, car ports, trash enclosures, etc.) should be well lit with a continuous white-colored light. Motion detectors are not recommended because people become desensitized to them. White lights such as metal halide or fluorescent, allow people to see colors and distinguish features. Use a combination of overhead lighting, spot lighting and ground lighting to eliminate shadows and dark areas.



Thorny landscaping (holly, bougainvillea, roses) should be placed under all first story windows. Landscaping should not be allowed to block lighting fixtures, windows, or pathways. Maintenance is extremely important. Shrubs, hedges, and bushes should not be allowed to grow above 18" and canopies of trees should not be allowed to grow below 7'. Trees should be pruned so that light can pass through the foliage to increase visibility. Strategically locate hedges to define property lines so that people who are misusing the space are easily observed. Choose lacy-style trees and plantings rather than dense varieties to improve visibility. Plant vines along barren walls to prevent graffiti and other vandalism.

Fencing properties with wrought iron style fencing, picket fencing or landscaping helps define property boundaries and eliminates potential offenders from loitering and other illegitimate behaviors. Fence posts should have decorative elements and finials to eliminate opportunities to climb, lurk, and loiter.

Common or shared mailboxes should be placed in high-traffic, supervised areas. Houses with separate mailboxes should have mail drops that fall directly into the home or a locked box. To help prevent identity theft, no outgoing mail should be left at the mailbox.

Windows along all of the sides of the house are strongly encouraged. It increases visibility and awareness. Open your doors and windows to keep a clear view of the streets around your house.

**Note:** Although there are many suggestions for residential areas, the issues remain clear – take care of what you have so that others will feel your sense of ownership and commit their crime elsewhere.



February 4 Clean Up at Cressa Park





## MESSAGE FROM THE 7<sup>TH</sup> DISTRICT COUNCIL OFFICE



**First Books at  
First Fridays &  
We ♥ B.A.R.K.**



**Urban Forest Grant  
for Wrigley & West  
Long Beach**



**Air Quality Impact  
Mitigation Plan**



**Neighborhood  
Meeting on Oil  
Operators Clean  
Up in Wrigley  
Heights**

Dear Friends,

As many of you already know, we have three monthly events in the 7<sup>th</sup> District. On the **first Friday of every month**, there is **First Books at First Fridays**. Each month I invite a special guest to read their favorite children's book with me at the Dana Branch Library from 5:00PM-6:30PM. This month (March 2<sup>nd</sup>) our guests are Councilmember Steve Neal and Zorro, the masked swordsman. On the **third Saturday** of the month, we have a **free tour of California Gardens** starting at 10:00AM. The entrance and parking to California Gardens is at 2745 Orange Ave. I encourage the community to come out and see this exciting 48-acre property, which contains the highest point in Long Beach, two wetlands, native plants, and thriving wildlife. Finally, on the **fourth Saturday** of the month, we have a new event at Bret Harte Library: **We Harte B.A.R.K.**, from 11:00AM-12:30PM. I have partnered up with B.A.R.K. (Beach Animals Reading with Kids) to bring therapy dogs for children to read to. Studies show that children who read to dogs increase their reading skills, self-confidence, and class participation.

On the legislative front, the Council authorized the City Manager to apply for several grants from the Port that could significantly impact the quality of life here in Long Beach, particularly in Wrigley and West Long Beach. We applied for grants that would create an **urban forest in the western parts of Long Beach** as well as build a green barrier along our western boundary at the Terminal Island Freeway. This urban forest would help reduce greenhouse gases by trapping pollution while creating fresh oxygen. Also, the city hopes to install LED lights to better illuminate our city while reducing costs and saving on electricity.

Additionally, I proposed creating an **Air Quality Impact Mitigation Plan** to be added to the city's General Plan. This plan will help us formulate a comprehensive list of ways to improve air quality in the western portions of our city. I would like to thank the Council for supporting me in this important action that could lead to Long Beach taking advantage of grant dollars on the local, state, and federal levels to improve our quality of life.

We also have a **neighborhood meeting on Wednesday, February 22<sup>nd</sup>** at 6PM at Vista Del Mar, 3360 Magnolia Ave. Representatives from the **Regional Water Board and Oil Operator's Inc.** will give an update on the oil property site at Golden Ave. **Commander Galen Carroll** will give a presentation on how to prevent burglaries and property crime. **Ramon Arevalo** from Parks and Recreation, will give an update on Baker Street park and the landscape project at Wardlow Rd. and Magnolia Ave.

I look forward to bringing more information on these projects to upcoming community meetings in 2012. To stay updated on all things 7<sup>th</sup> District, make sure to sign up for the 7<sup>th</sup> District E-Blast at [www.JamesJohnsonLB.com](http://www.JamesJohnsonLB.com).

Sincerely,

James Johnson  
Councilmember, 7<sup>th</sup> District  
(562) 570-7777

## HOW POTLUCKS HELP HOME VALUES

STRONG NEIGHBORHOODS NURTURE SAFE, HAPPY FAMILIES. THEY ALSO KEEP REAL-ESTATE PRICES STABLE.

By Marilyn Lewis of MSN Real Estate



"Realtors tell you, 'It's location, location, location.' But really, what makes a great location? Good housing stock, good schools nearby and a neighborhood where, when there's a problem, it's solved quickly by the people who live there, and it's a fun place to live," says Jay Walljasper, author of "**The Great Neighborhood Book: A Do-it-Yourself Guide to Placemaking.**" Great neighborhoods, Walljasper says, both support real-estate values and enrich lives.

The most visible benefits of close neighborhoods are strong property values, good schools and reduced crime. Dennis P. Rosenbaum, director of the Center for Research in Law and Justice at the University of Illinois at Chicago, says crime is lower where people say they feel more attached to the neighborhood, more social connectedness, more responsibility for what goes on around them and a greater willingness to intervene when they suspect criminal activity.

Here are tactics and activities that Breskin, Walljasper and others suggest for creating strong neighborhoods:

- 1. Start next door.** Knock on the doors of your nearest neighbors and introduce yourself. Learn their first names. You might want to make up a small list of names, addresses, phone numbers and e-mail addresses. Print copies and distribute them to each household to post on the refrigerator or near the phone. You don't have to like everyone, just be able to wave and say, "Hi." The rest will take care of itself.
- 2. Embrace everybody.** Neighborhoods are vulnerable to factions and infighting. Scrupulously segregate religion, politics and personal animosities from neighborhood-building. Focus on what everyone has in common. When inviting people to meetings and events, include renters, homeowners, friends, enemies, homeless people, misfits and especially the folks in the drug house. "They almost never come," Breskin says, "but it says, 'People are watching.' You don't have to scold them. You just say, 'We're doing this thing and you're welcome.' If they show up, you treat 'em right because they may yet turn around."
- 3. Focus on safety.** Research suggests that knowing neighbors helps prevent crime, says Rosenbaum, the criminologist. In laboratory studies, witnesses to crime were more likely to intervene or call police when they knew the environment or the victim or other witnesses. Another crime-fighting program teaming neighbors, police and local merchants is **National Night Out**, sponsored by the **National Association of Town Watch**.
- 4. Celebrate everything.** Celebrations may just feel like fun, but they help prevent crime by strengthening what Rosenbaum calls "informal social control" over your surroundings. Make every meeting a social occasion by including a little food or coffee. "Oftentimes the most important outcome of any meeting isn't anything on the agenda," Walljasper says. "It may be the two people who meet in the back of the room and launch an idea for a business or an improvement project or spark a love affair."
- 5. Focus on kids.** Neighborhoods have a great effect on children's lives. And neighborhoods that are safe and attractive for children boost property values.

### 2011-2012 Executive Board

**Maria Norvell, President**  
562-427-5021  
wrigleyalliance@gmail.com

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**Gloria Bolanos**

**Frank Kozlowski**

**Directors**  
**Don Raines**

**Timothy Risch**

**Jim Trout**

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570-1010



## MORE SWEETS FOR SENIORS PARTY PICS



### Next WANA Meeting Monday, March 19

Please join us in welcoming **Dr. Felton Williams**, President of the Long Beach Unified School District Board, for his third annual presentation at a WANA Meeting. He will discuss the achievements and challenges facing our school district. Dr. Williams lives in Wrigley and volunteers for our events on Daisy.

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New  
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#### Membership Application

Please list the names of all residents over the age of 18 at the membership address.  
**Members receive newsletters by mail every month. I/we agree to abide by WANA Bylaws.**

**NAME (NAMES):** \_\_\_\_\_

**MAILING/STREET ADDRESS:** \_\_\_\_\_

**CITY** \_\_\_\_\_ **STATE** \_\_\_\_\_ **ZIP** \_\_\_\_\_ **PHONE** \_\_\_\_\_

**E-MAIL** \_\_\_\_\_

**DUES PER ADDRESS:** \$ 15.00 For **October 1, 2011—September 30, 2012**

**OPTIONAL CONTRIBUTIONS:** \$ \_\_\_\_\_ For Special Events, Postage & Government Filing Fees  
(Please make checks payable to WANA.)

**TAX DEDUCTIBLE CONTRIBUTIONS:** \$ \_\_\_\_\_ For **DAISY AVENUE CHRISTMAS TREE LANE**  
(ID # 74-3222323) (Please make check payable to FRIENDS OF WANA.)

\$ \_\_\_\_\_ For **CRESSA HABITAT RESTORATION PROGRAM**  
(Please make check payable to FRIENDS OF WANA)

\$ \_\_\_\_\_ **TOTAL PAYMENT** ☐ Cash ☐ Check # \_\_\_\_\_

**TYPE OF MEMBERSHIP:**

☐ Wrigley Resident/Household ☐ Wrigley Business/Wrigley Group ☐ Non-Wrigley Resident/Business

Please check box if you are interested in **VOLUNTEERING** for **WANA** activities. ☐

**PLEASE MAIL YOUR MEMBERSHIP APPLICATION/RENEWAL TO:  
WANA, P.O. BOX 6370, LONG BEACH CA 90806.**

Your 2011-2012 MEMBERSHIP CARD will be mailed to you.