

BLUFF PARK

Neighborhood Association



QUARTERLY NEWSLETTER

Summer 2017

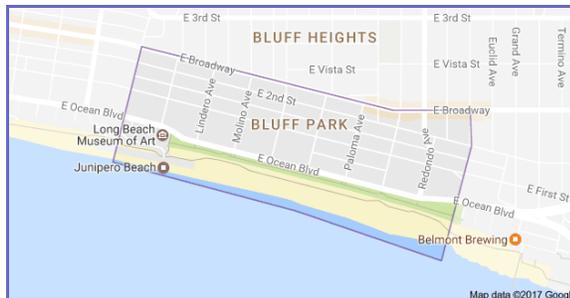
Bluff Park Historic District Celebrates 35th Year

The Bluff Park Historic District is celebrating its 35th year! In fact, there are actually two anniversaries taking place. Today we celebrate Bluff Park as a Historic District, however, how we got here has been over a rough and rugged road.

In 1972, Beach Area Concerned Citizens (BACC) was started under the guidance of Admiral Ruff. He steered us through the difficult time of rezoning Ocean Blvd., from Kennebec Ave. to Redondo Ave., from R5 to R2N. In 1998, recognizing the changing role of the Association to be more neighborhood oriented but still concerned with the overall improvement of our beaches, the Association formally changed its name to "The Bluff Park Neighborhood Association (BPNA)-a.k.a. Beach Area Concerned Citizens".

The struggle for the preservation of our neighborhood, now known as the Bluff Park Historic Neighborhood, actually began as far back as 1961 when a small group of neighbors banded together to fight a proposed high rise

tower at Ocean Blvd. and Paloma Ave. A developer had proposed rezoning the area from R2 to R5- a custom made zone that stated nothing lower than five stories could be built-the only zoning of its type in the country. Fortunately, the tower was never built. In 1968, the preservation effort continued led by Polly Ridgeway to prevent the replacement of the "antique" light poles



on First St. with the standard "freeway" light poles, when the City changed from incandescent to mercury vapor lighting.

On July 29, 1982, the Long Beach City Council officially gave historic designation to Bluff Park Historic District. Thus, 2017 marks 45 years for BPNA and 35 years for Bluff Park Historic District! Thanks to the efforts of the past, Bluff Park has been preserved as

a scenic and pleasant neighborhood. It is a valuable and beautiful asset to the City of Long Beach.

Links to more information on the history of Bluff Park can be found on our website.

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We Are on the Web!
www.bluffpark.org

Former BPNA Board President Says Goodbye

Amy Canter, former President of the BPNA, steps down after serving on the Board for almost five years (2.5 years as President).

Amy Canter is the very model of the "high energy" neighborhood promoter, so it isn't surprising to find her out in front of her home discussing the latest Bluff Park happenings with a group of neighbors. Watching her interact with her fellow residents reminds one of why she was so successful in leading the BPNA and creating what can best be described as "neighborhood solidarity." To put it simply, her enthusiasm is winning and infectious. Or, as one of her former Board compatriots once said, "I'll do anything Amy asks of me. She just has to tell me what, when and where."

In an interview with Doug Hawks, the new vice president of Communications, Amy stated she became a President because she had a desire to get further involved and take on more responsibility. "I wanted to reach out to neighbors throughout Bluff



Amy Canter *(Continued from Cover)*

Park and facilitate neighborly relationships, creating camaraderie and a greater sense of community.”

When asked what her most satisfying accomplishment was, she said “Having a diverse Board of neighbors, who are creative, and moved the organization forward with numerous community events, especially our Block Party. I am proud that we fostered extremely positive relationships with our Council Office and Police Commander.”

With the rise of online forums such as "Next Door" Amy believes it is “an outlet to communicate, but I am cautious to react to some of the posts. I think building a community is constant, and having face to face meetings and con-

versations are more productive. I do appreciate it as a forum for posting events that we all need to be aware of and informing the neighbors of criminal activity that has happened. I think it is really important that we watch out for each other.”

“I am proud that we fostered extremely positive relationships with our Council Office and Police Commander”

Amy believes the most important function of the BPNA in serving the community is representing it without bias and fostering

a sense of community by focusing on issues that are important to our neighbors. Advice she gives to the incoming president and Board is that communication is the key. “I am thrilled that the Board has new neighbors and some long term residents as members.”

The outgoing board consists of Amy Canter, President, Scott Johnson, Treasurer, Amanda Johnson, Secretary, Stacy Kelso, Vice President Safety, Alex Manriquez, Vice President Communications, Mike Kelly, Vice President Events, and Michele Fricke, Vice President Historic Preservation. We are grateful for your service to the Bluff Park community.

New BPNA Board of Directors Announced

The BPNA recently announced the election of a new slate of Directors for their Board. According to Jeff Mallin, the new President of the organization, BPNA’s mandate is to “preserve the integrity and historic significance of our homes and to develop a sense of unity within the neighborhood.” Its directive also includes educating the neighborhood, surrounding communities and the City of Long Beach on the historical significance of the Bluff Park neighborhood, its architectural value and the impact it has had on the City and County of Los Angeles since its origin. Additionally, BPNA is intended to act as a communication vehicle to represent the Bluff Park neighborhood to outside entities, local businesses, other neighborhood associations, city officials and city agencies.

Given the importance of BPNA in preserving our historic past and securing our bright and promising future, we thought you might like to know a little more about the new board, so we put together a thumbnail profile on each member.

Jeffrey Mallin - *President*

Jeff has been involved in local historic preservation efforts for many years and is justly proud of his heading the group that put together the Paloma Centennial Celebration (a 100-year birthday celebration of Paloma Street homes), which went on to win a Preservation Award from Long Beach Heritage. He is a pediatrician at Kaiser Permanente Downey Medical Center, and in addition

“The BPNA mandate will be to preserve the integrity and historic significance of our homes and to develop a sense of unity within the neighborhood”

to his doctoring responsibilities, Jeff also serves in leadership roles at local, state, and national levels in nonprofits devoted to improving the quality of continuing medical education (CME) and professional development for physicians. Most would say Jeff has the perfect background for providing skilled guidance for our BPNA initiatives.

Jeff chose to join the Board because it seemed like a natural next step. After arriving in Long Beach from “The Valley,” he began attending community meetings and eventually became an active participant in supporting and leading historic preservation and community events. In addition to his her-

alded Paloma Centennial work he is co-founder of the Bluff Park Historic Lamp-post Project which will see installation of its demonstration phase later this year. “I can’t wait to work with and support the residents, BPNA members and BPNA Board of Directors in making our beloved Bluff Park Historic District an even more special place in which to live, visit and thrive.”

Rolando Cruz - *Treasurer*

If you’ve ever been to Santa Monica and ridden the Big Blue Bus, you have experienced Rolando’s handiwork. That’s because he is the Chief Operations Officer for the city’s ubiquitous, regionally famous transit line. But in spite of Santa Monica’s excellent transportation system and the rugged commute up the notorious 405, Rolando makes his home in Bluff Park and, lucky for us, he can still find time to lend his talents to our neighborhood association. His credentials to perform the duties of Treasurer are impeccable as he is a Certified Public Accountant and holds an MBA and BBA in accounting.

Rolando and his family have lived in Bluff Park since 2000. In fact, his 9 year old son provided at least a portion of the impetus in Rolando volunteering for the BPNA board. You see, Rolando made a

Front Yard Landscape Turns Water into Wine!

Joao DeCarvalho and Steve Crow's 2nd Street home doesn't have a backyard. Or a side yard for that matter. What it did have was a large flat front area with lots of grass and 6 palm trees. "A great playground for kids, but not a space attractive for relaxing and entertaining friends," says Steve. So the hunt for a landscaping alternative began in earnest. And, after a good deal of research, Steve and Joao discovered the City of Long Beach's "Lawn to Garden" program and were swayed by the ecological and economic benefits of drought-tolerant landscaping. According to Steve, "It goes beyond the city's rebate program for the initial landscape and irrigation system installation. I was surprised to learn that half the water used at the average Long Beach home is consumed by landscape irrigation." And, ecologically speaking, saving water also saves energy. According to State of California statistics, fully 20% of California's



electricity goes to water uses, such as moving water, heating water and water treatment.

The entire project from the planning to completion took approximately two months. "It takes a while to kill a lawn," Steve deadpans. "We did some other work as well, including installing a wrought iron fence and gate, and some of the driveway had to be fixed before those could be finished." The goal of creating an outdoor entertaining space has been realized and does not disappoint. "We do breakfast, lunch, dinner, or a bit of wine tasting on the patio probably five or six times a week during the summer," says Joao, "And, the unexpected thing is how social a sidewalk exposure can be by encouraging conversations with strolling neighbors, dog walkers and other passersby."

Earlier this year, the City Water Department asked if Steve and Joao would let their garden be a stop on the 2017 tour of "Lawn to Garden" projects. "On April 1st, we hosted about 30 visitors," Steve recalls. "And since then we have shifted plants, torn out groundcover that was infested with Bermuda grass, and started a whole new section with cuttings from existing plants."

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pledge when Gabriel was born that he would reenter neighborhood service when he turned five. Given that Gabriel is 9, Rolando's a tad late...but you know what they say about whether it's better being late or not showing up at all.

Marilyn Jefreys - Secretary

Definition: Hometown – "The city or town where one was born and grew up; also, the place of one principal residence."

Marilyn can rightfully claim this Marian-Webster definition of "hometown" as her own...in spades. She was born at Long Beach Memorial (check); attended Los Cerritos Elementary, Hughes Jr. High and Poly High (check, check, check); college at Long Beach City and LBSU (double check); moved to Laguna Beach (whoa! What happened?); back to Long Beach & Bluff Park 15 years ago (That's more like it); daughter of a Long Beach fireman (classic!). And, as if Marilyn's

Long Beach roots were not deep enough, she is currently an established Long Beach real estate agent and insurance broker with an abiding love for all things architectural and a true passion for home restoration (dad gave her hammer and nail apron and the rest is history).

Marilyn naturally is a huge fan of Bluff Park and, in the past, often found herself at City Council meetings and volunteer events and is always on the lookout for ways to get involved in neighborhood initiatives. She says the BPNA board, its members and mission, are a perfect fit for her and she is looking forward to "giving a little something back to my hometown."

Jay Walter - Vice President of Historic Preservation

"Wally" is a rock star. And, not just in the context that "he can get the job done" or "he's a guy you can always count on." He literally is a rock star who has played with the likes of Dick Dale as a member of the Del-Tones (it's not a

stretch to say there would have been no Beach Boys without the Del-Tones) and Black 'N' Blues with John McFee of the Doobie Brothers.

Today, Wally is a semi-retired lawyer and still does the occasional weekend music gig, but his real passion is writing treatises for publication in the area of the psychology of persuasion and advertising. His recent nomination to publish a thesis in the American Psychological Journal on personality theories in advocacy, advertisement and persuasion is testimony to his expertise on the subject. As a BPNA board member, he will focus on our historical past and use his persuasive abilities to help preserve our neighborhood heritage. Not only is historic preservation one of Wally's hot buttons, but he is eminently qualified for the starring role if only due to the fact that the baby crib at his parents' Bluff Park home was his first stop after birth at Memorial Hospital in 1947.

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New Board (continued)

Jonathan Glover - Vice President of Public Safety

Jonathan and his wife, Julie, purchased the home informally known as "The Stick House" a little over a year ago. And from all of us who beheld the stripped down frame as we passed by the property for the last decade, we thank you...the rehab is gorgeous. Jonathan has been working in the Technology Industry for nearly 30 years and is a master of many technology disciplines including corporate IT, security, field engineering and client account management.

A refugee of Orange County, Jonathan was first drawn to the concept of community service through his exposure to our Neighborhood Watch efforts. This involvement sparked his desire to put his safety and preparedness education to work for BPNA. According to Jonathan, his penchant for all things safety related sprang from the "duck and cover" drills he did in grade school. It's good for us that diving under his desk, along with his other more recent learning experiences, created an indelible impression as to what is important in terms of home and personal safety. "I really believe that focusing on community safety education and open communication with police and local government is the key to having a safer place to live."

Marco Pizzo - Vice President of Events & Fundraising

Do the terms axel, lutz, salchow, toe loop or twizzle sound familiar? If you can identify them all, you're nearly an expert in figure skating and you probably have the same love of the sport as Marco. But Marco's love of figure skating probably goes a bit further than the average enthusiast's does, because he not only skates often, he competes in US Figure Skating Association events. And competes is not a strong enough word (excels is better), for he has twice won the US Adult Gold Men's National Championship.

When not skating, Marco is a 30-year California Certified Interior Designer and owner of Marco Pizzo Design Studio since 2003. His eye for design is in no small part responsible for his enthusiasm for historic preservation and architecture. And he has channeled that zeal to good use through his involvement on the Bluff Park Historic Lamppost Project and the award winning Paloma Centennial initiative. He is also an energetic participant in Long Beach Heritage and the Great Homes Tour. But will he be a great event planner and fundraiser? Have you ever attended a Lamppost fundraiser event? If you went to "A Light Evening of Song and Style", "Some Enchanted Bluff Park Evening" or "Lampposts, Lighthouse and Lines, where Light and Art intersect," you know the answer is absolutely!

Doug Hawks - Vice President of Communications

Doug moved to Bluff Park from Naples (California, not Italy) and was immediately inspired to take photographs of the neighborhood and over time most of Long Beach. Those photographs eventually became the basis for the book "Black & White Long Beach" which went on to win a 2005 Lucie nod for one of the best photography books of the year, while 5 of the photographs from the book garnered a 2nd place Lucie in the category of Historical Architecture. His photograph of Long Beach's own Aquarium of the Pacific also won a 2005 Spider Award in London's prestigious salute to the year's best black & white photography. All of this is our way of saying that Doug is emotionally invested in Long Beach and Bluff Park in particular. As far as his place as Vice President of Communications is concerned, it is what he has done his entire life. Doug is a retired business executive who has worked in Marketing & Strategic Planning for Coca Cola and Xerox and co-founded 3 technology startups in Southern California whose clients included Apple, Bank of America, Chase Bank and Citibank. The success of each of those endeavors has relied heavily on planning and skill in the areas of public relations and communications.

The Bluff The Bluff Park Neighborhood Association

The BPNA, a 501c3 nonprofit entity. Its goal is to preserve the integrity and historic significance of Bluff Park homes and to develop a sense of unity within the Bluff Park neighborhood.

SUMMER EVENTS CALENDAR

July 6 - Public Hearing on 3065 Ocean Blvd
 July 13 - Lamppost Committee Meeting/
 July 14 - See, Sip & Savor
 July 20 - Food Truck Fun!
 BPNA Board Meeting
 July 30- Jazz in the Park

August 5 - Community and Lamppost Project Yard Sale
 August 6 - Jazz in the Park
 August 10 - Lamppost Committee Meeting/BPNA Board Meeting
 August 17 - Food Truck Fun!
 August 18 - Sweet Meet "N" Greet
 August 20 - Marionettes at Bixby Bandshell
 August 25 - Shakespeare for Kids in the Park
 August 26 - Shakespeare for Kids in the Park
 August 27 - Shakespeare for Kids in the Park
 August 27 - Marionettes at Bixby Bandshell

Contact us at: bluffparkbpna@gmail.com

