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The Nov. meeting will be held on Wednesday, Nov. 14th at 7:30 p.m. at 953 Park Circle (The Bembridge House)
IMPORTANT!!! NOVEMBER MEETING THE SECOND WEDNESDAY!!!!

THE WILLMORE CITY ENTERPRISE
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THE WILLMORE CITY ENTERPRISE

THE NEWSLETTER OF THE WILLMORE CITY HERITAGE ASSOCIATION NOV 2007



November 14th Meeting

Since our regular meeting date for November falls on the day before Thanksgiving, we have changed the date to the second Wednesday of November - November 14th. The meeting will be held at the Bembridge House in the Carriage House (953 Park Circle) and our guest this month is Shoshanah Siegel, "Your Color Diva".

Ever wonder how to choose the best colors for your home? Your Color Diva, Shoshanah Siegel, will provide answers, guidance and inspiration at our meeting on Wednesday, November 14th at 7:30 p.m. A local color consultant, Shoshanah helps people select colors that enhance the enjoyment and value of their homes. She will discuss how to call attention to architectural features. "We want it all -- a home that reflects today's lifestyle while honoring the past," she explained. "Paint is a cost-effective way to achieve that." Attractive exterior color choices improve the value of individual homes and the "curb appeal" of the entire neighborhood. Can't come to the meeting? Dish with the Diva at 562-427-0440 or email her at yourcolordiva@aol.com or visit her website at www.yourcolordiva.com.

All structures located in an historic district require a Certificate of Appropriateness from the City's Historic Preservation Office for all exterior changes, even those that do not need building permits, such as repainting. An appropriate paint scheme is extremely important for any house but even more so on a historic home because it can bring out those wonderful architectural details. So...not sure what to do...come to the November meeting and get some good tips from Shoshana.

You might want to bring a sweater or jacket as there is no heat in the carriage house !!!
A code enforcement meeting will be held for all Block Captains at 6:30 p.m. at the Willmore Community Police Center (910 Daisy).

New Stop Signs in Willmore

Quite a few years ago temporary stop signs were erected at the intersections of 8th & Chestnut, 9th & Chestnut, 8th & Cedar and 9th & Cedar. The signs were placed in the middle of the street in asphalt and unfortunately, kept getting knocked down by passing cars (that passed just a little too close). They would get repaired and reset again and again but at last, thanks to Dave Roseman and his band of merry traffic engineers, we have permanent stop signs in permanent stamped concrete. Thanks Dave for persevering and finding the funding for our stop signs! These are very busy intersections and are much needed. Take notice of the stamped concrete bases the next time you drive by them. They look *sooo* much better and should help protect the stop signs from some of our "special" drivers.



HAPPY THANKSGIVING !

By Carol McCafferty

I swear, before 1980 no one in Willmore City ever complained about anything at all. Long Beach had for many years been called "the retirement capital of Southern California" and the vast majority of those retirees lived in the downtown area, including Willmore. Their generation didn't have the habit of complaining. So in 1980, a lot needed to be fixed.

By 1986, when I moved here, a lot had been accomplished, but the trash problem wasn't one of them. The neighborhood was pretty much owned by absentee landlords who could have given Rhett Butler a run for his money in the "don't give a damn" department. A lot of them were out-and-out slumlords who figured paying the rubbish bill every month was all the responsibility they had in the matter.

The majority of trash cans were stored in the Courts and Ways, on the pavement, without lids. The idea of plastic bags that closed securely hadn't penetrated to the populace. Most dumpsters were on the properties, but fully exposed so anyone could go through them, leaving a mess behind. A number of landlords took the attitude that "the tenants like it, so why bother?" Others maintained that they couldn't control what went on on their properties. Others were unreachable.

The landlords knew that various codes and ordinances do make the landlord responsible for what happens at his property, and a city ordinance requires that trash facilities be stored on the property, behind gates. But since nothing was being enforced, they went their merry way. Hire a manager to get the trash to the Court on Trash day? Not in their budget; they were milking their properties for every penny. All but a very few of our properties were designed before the advent of the dumpster, and you can find the place where a line-up of trash cans was stored. A dumpster wouldn't fit in that space, so it was our problem to live with. And drive around.

It's not as if Willmorons weren't trying to make things better. In 1987 or 88, Marjorie Lewis, President of WCHA, had a large collection of bagged trash in her back yard. A certain Willmore landlord was also a respected restaurateur in town, and she knew his home address, and ... Fortunately he capitulated to her demands and she trashed his trash. She commented that if he backslid, she knew where she could get more. Soon after, he sold the building.

Back then a walk down a Court was equivalent to a visit to a third world shantytown. Every fifty feet or so there was a cluster of trash cans or a dumpster, lidless, attracting flies, and often blocking a garage door. You'd walk past one and a swarm of flies buzzed into the air. You went another fifty feet and alarmed another swarm of flies. And so on down the block, raising flies all the way. Most of the trash cans gave off a ripe smell. It got so you could spot the restored homes and apartments from the alley: their trash was inside the fence-with a lid.

It didn't help that we were experiencing an influx of homeless people who lived in large camps, appeared to have drug problems, and regularly went through our trash, rarely replacing their spillage. The city had quite a time coming up with the legalities and systems needed to control the problem. It was like herding cats, but eventually those cats got into line.

Over the years we got intermittent help. Then came a confluence of Code Enforcement, Integrated Resources (that's the official name of what I can't help calling "the trash department"), and a new focus on law enforcement by the city. Jim Kuhl, head of Integrated Resources, was asked to speak at a WCHA meeting. He brought along his sidekick, Bernard Covington. We were there with our lists of problem locations, but Jim and Bernard had been cruising the neighborhood for several weeks and were way ahead of us. They identified so many bad spots that our lists became redundant.

Continued next page.....

It took time, but Bernard got most of those locations under control. Don Olmstead, a Code Enforcement Inspector, started coming to work at 6:00 a.m. on trash days so he could patrol the courts and presumably report to Bernard, and to us. Life got to be hard pickings for the flies of Willmore City.

Code Enforcement has followed up by getting trash receptacles onto the properties and mostly behind gates. It's still not perfect around here; we keep getting replacement slumlords. Code Enforcement has some mechanisms for forcing compliance, but sometimes it takes time because slumlords have a serious sense of entitlement. Ask Carrol Goddard.

A few years ago there was a landlord down my street who was busy redeveloping a nearby large vacant building into an old folks home. Apparently he had cash flow problems so the logical solution was to quit paying his private trash hauler, which in turn quit collecting the trash. Then I discovered a magic number: 570-2862. The three times I called, Trash Inspectors were out in under 45 minutes and they took no prisoners. Each time a city truck was called and the bill might have been higher than that of the private company. After three times he became a believer. I just love that number!

So trash is pretty much under control now. We still get the occasional new landlord who thinks the city doesn't mean business, but a phone call brings Jim and Bernard and Code Enforcement riding to the rescue.

We still have a related problem and it's litter. Too many Willmore residents need education to the effect that litter is not acceptable. The association has gotten several grants that bought litter receptacles, which are placed on corners and emptied by local volunteers. Some individuals have placed their own litter cans inside their fences. Years ago Jed's Market quit automatically issuing plastic bags for small purchases. All the litter cans get plenty of business, but we still need an education program.

The city underwrites periodic cleanups, but no preventative education to date. Ask any 40 year-old who grew up in Long Beach and he or she will remember "Give a hoot; don't pollute." It was a program run by the schools. I remember being bawled out by a six year-old when I accidentally spilled something from my pocket. Hootie the Owl had told her I shouldn't do it.

The storm drains are labeled "Drains to the ocean" in English only. Is something missing there? The city has a current anti-litter campaign that appears to consist of banners along Tenth Street east of Cherry: hard to read, with a picture of a rowboat. If there were any neighborhood outreach, I think I would have heard of it. I do, after all, live in prime territory.

Carol McCafferty

A Neighborhood Business Relocated

For over 20 years many of us in the neighborhood took our cars that needed repairs to Lee's Auto which was located at the corner of Magnolia & Broadway. His lot was always overflowing with cars because he did good work and was honest. Due to the acquisition of that block by Redevelopment for the West Gateway development, Lee's had to relocate. He is now at the corner of Anaheim and Atlantic (across from Smart & Final). He may be a few blocks further but he still provides great service and now also has a facility to do body work as well. His larger lot is still pretty full although now he has a little more room in the back. We wish him well in his new location. His new address is K.J. Lee's Automotive 1301 Atlantic Ave. (562) 599-3314.

A Time of Thanks

As we head into the month of November and Thanksgiving we want to give recognition to the kind folks from Hughes Calihan in Las Vegas. It was through their sales representative, Mike Miller, that we were able to obtain the Lanier LD045 printer/copier that was donated to us so that we could upgrade the quality of our newsletter. Thanks Hughes Calihan!!!!

T H E W I L L M O R E

CSULB Senior University tours Willmore

WCHA member Phyllis McDaniels is a volunteer at the Osher Lifelong Learning Institute (OLLI) at California State University Long Beach (CSULB) and this fall put together a class entitled Long Beach Historic Districts. Their first class was an overview by Jan Ostashay, the City's Historic and Neighborhood Preservation Officer, of what historic designation entails. Their second class included a tour of the Willmore City Historic District, the City's oldest historic district, ending with a tour of the Bembridge House. Many thanks to Long Beach Heritage volunteers for opening the Bembridge House for the tour and thanks also to WCHA volunteers Sherron Leno, Jill Black, Dianne McNinch and Carol McCafferty for helping Phyllis with the tour. The response from the class participants was wonderful. Many had never visited Willmore and were amazed at the variety of charming historic homes in the neighborhood.

The class will visit 5 more of the City's 18 historic districts. What a great opportunity to learn about some of Long Beach's treasures.

Phyllis deserves a big *Thank-You* for creatively introducing historic preservation to many who previously had no knowledge of some of the City's wonderful heritage.

Volunteer of the Year Award

Our own Jill Black recently received the "Volunteer of the Year" award from Long Beach Heritage for all her work at the Bembridge House and other events. Jill is a regular docent at the Bembridge House and turns out for other projects, including special events and fundraisers for Long Beach Heritage.

Jill is known to many because she walks her little dog, Stuart, twice a day. If you don't know Jill, you probably know Stuart. The UPS man sure knows him. Whenever he sees Stuart he stops his truck and delivers a milk-bone to Stuart's mouth. The UPS man has helped a lot in getting Stuart over his fear and dread of men in uniform. If you see a small whitish dog with a milk-bone in his mouth, leading a red-haired woman, that's our Jill. Congratulations Jill and thanks for all your hard work!



Historic Plaques

Willmorons, rejoice! WCHA house plaques have arrived! Mine's up on my house already - so spiffy! If I have left a message or email for you please contact me to arrange pick-up. If you didn't get a message it means either I'm missing the exact year for your plaque, or you haven't put your order in with me yet. Just contact me and tell me your name, address, phone number, email address and house year to put on the plaque (no estimates please...I need the exact year to put on the plaque).

Our grant is for 30 plaques - the first order was for 15 plaques and the second order will be sent in on Monday Nov. 12th. The first 15 people who get me their complete information will get in on this order. Thanks to the grant we are only contributing \$35 of the \$168 cost....such a deal! Order yours today!

My contact info is: Patty Lund (562) 435-9606 Email: puttyland@mac.com

Patty Lund

Membership Dues

Thank-you to all of you at the last meeting who graciously left your checks for membership renewals. If you weren't there and haven't sent in your renewal yet please take the time to do so now. Your contributions help us to keep buying stamps to mail out this little newsletter as well as a few other things that help our neighborhood stay informed.

C I T Y E N T E R P R I S E

Smith Hospitality

Nancy and Cindy Smith opened their beautiful craftsman home to WCHA for their October meeting and in addition provided a table full of yummy goodies. Thank you Nancy and Cindy for your generous hospitality!



W I L L M O R E C A L E N D A R

Nov. 14th Code Enforcement 6:30 pm
Willmore Community Police Center

WCHA Meeting 7:30 pm
Bembridge House-Carriage House
Speaker: "The Color Diva"

Dec. 2nd Holiday Tour
Bembridge House

Dec. 19th Holiday Potluck
Home of Mark & Cheryl Perry
351 Magnolia Ave.
7:00 p.m.

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The Willmore City Heritage Association is committed to the preservation, protection and improvement of the physical environment and quality of life in the Willmore City/Drake Park neighborhood.

WCHA Board Members* - 2007/2008

Cheryl Perry, President*	436-2815
Ernie Villa, Vice-President*	436-6522
Sherron Leno, Secretary *	432-5140
Jill Anne Black, Treasurer*	495-3377
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Newsletter - Mark Perry	436-2815
WCHA Voice Mail	436-8611
Police Center Chair: Carrol Goddard	618-9507
Willmore Community Police Center	570-1146
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visit us at our website: <http://www.willmorecity.org>