



Calendar of Neighborhood Events

June

- 1-8** Castle Heights Elementary School Spring Book Fair
8:00 AM-3:00 PM
- 3** The SoRo Festival "Road Show" on Robertson Blvd.
11:00 AM-6:00 PM
- 12** CHNA Board Meeting
Castle Heights Elementary School teachers' lounge
7:00 PM

July

- 10** CHNA Board Meeting
Castle Heights Elementary School teachers' lounge
7:00 PM

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The SoRo Festival "Road Show"

A Celebration of Community

The South Robertson (SoRo) Neighborhoods Council, under the sponsorship of the Cultural Affairs Department of Los Angeles and supported by Council Districts 5 (Mike Feuer) and 10 (Nate Holden), will hold its 4th annual festival to support the ongoing spirit and revitalization efforts of the community.

The SoRo "Road Show," a takeoff of the Antique Road Show, invites the public to bring their treasures and collectibles (jewelry to furniture) and receive free appraisals from professional appraisers I.M. Chait Auctioneers and J.C. Ames Auctioneers & Appraisers, members of the National Appraisers Society. There will be a vintage motorcycle and auto exhibition, live entertainment, free arts & crafts workshops for children and adults, rock climbing, petting zoo and kids games, merchant booths galore and a variety of food vendors from barbecue to kosher.

**Something for Everyone!
Open to the Public
Admission is FREE**

**SUNDAY-JUNE 3, 2001
11:00 AM to 6:00 PM**

**ON ROBERTSON BLVD.
(Between BEVERLYWOOD &
CATTARAUGUS)
Los Angeles 90034**

Billboard Update

On Tuesday, April 24, 2001, the PLUM (Planning & Land Use Management) Committee met and reviewed three proposals presented from the Planning Department, pursuant to a Motion from Councilman Mark Ridley-Thomas, which proposed a Billboard Reduction/Relocation Ordinance that would allow the installation of up to 70 two-face freeway billboard signs in exchange for the removal of some existing off-site signs within the city (which would be determined by the billboard industry). This proposal would overturn a 50 year-old ordinance that makes billboards on our freeways illegal. Since the inception of our freeways, there have never been any studies made on traffic safety issues.

See "Update" on page 4

A History of Our Community, Part III

Part III completes Greg Fischer's series on the history of our community.

The Rindge Family

Does anyone remember Adohr Farms? It was once located on La Cienega Boulevard at 18th Street. The company was funded by Merritt Adamson and his wife Rhoda Rindge Adamson. Rhoda spelled backwards is Adohr. They owned the largest Guernsey herd in the world that they pastured in Van Nuys. Rhoda's parents were Fredrick Hastings Rindge and May

History

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Rindge who were the owners of the fabulous Rancho Topanga, Malibu Y Sequit, twenty-two miles of coastline from Pacific Palisades to Port Hueneme. Rindge was also an early town leader in Santa Monica and a founder of Union Oil Company of California.

Adohr was founded in 1911 and a new creamery was constructed at 1801 South La Cienega Boulevard in 1926. Merritt Adamson was then quoted in the Los Angeles Times as follows: "The location of our new creamery plant begins the development of a section of Los Angeles hitherto unopened. The territory between Los Angeles City proper and the beaches is destined to become the home of a large part of Los Angeles' second million of population and we are placing a new manufacturing enterprise in this territory which will distribute over the great metropolitan area of Los Angeles from a point toward which the center of population is moving."

The Rindge family had extensive real estate holdings in the area east of Robertson. Much of the Crestview area was owned by the Rindge family prior to subdivision under the title of Westview Park. It is possible that the land was sold to finance May Rindge' battle with the state of California over the construction of the Roosevelt Highway (Pacific Coast Highway) across her beachfront property. Rindge ultimately lost the battle after taking it all the way to the United States Supreme Court.

Etymology

Last June, Councilman Feuer appeared at a local homeowner association function. I spoke to that group that evening and when I was through the councilman asked me two questions. The first was about the origin of the name "Monte Mar Drive." I had no trouble with that one. The second question was a difficult one. I told him that I would have an answer for him by this evening. His second question was

about the origin of the name "Cattaraugus Avenue." The term reflects the name of a town in western New York, south of Buffalo. There is also a creek in the same area that empties into Lake Erie. The word "Cattaraugus" is an Iroquois term which when literally translated means "stinking banks." There must have been something awfully smelly along that creek. Still, things could be worse. Cattaraugus Avenue is a vast improvement over Stinking Banks Avenue.

Local Subdivisions

Early subdivisions in the area include Tract 1250 (tracts are numbered or named) along both sides of Guthrie Avenue east of Robertson Boulevard dating to 1911. Above that tract lay Lodgemont Heights along Sawyer Street, also east of Robertson. Further south, many small tracts were subdivided about 1911 along the railroad tracks. This line was now operated by the Pacific Electric Railway (the big Red Cars) under a lease from the Southern Pacific and it was the best way to commute to downtown Los Angeles at the time. As the city pushed farther west, it was land along the rail lines that was often subdivided first.

Castle Avenue, a forerunner of Castle Heights Avenue, appeared on maps as early as the late 1880's as part of the Palm city tract. The section of Castle Heights Avenue at the triangle was referred to as Fontana Avenue when it was subdivided in the early 1920's.

Criterion Square is a small tract that is now a part of the Castle Heights community. Bounded by Robertson, Canfield, David and Gibson, this 1923 tract used to have names such as Emmalee Street (Beverlywood Street) and Henry Butt Avenue (West 25th Street).

Beverlywood at the northern end of the area was subdivided by the Walter Leimert Company. This old-line firm had earlier laid out Leimert Park at the foot of the Baldwin Hills and several other Los Angeles area tracts. The firm had been active in subdivision in the bay area prior to

locating in Los Angeles. Beverlywood was opened to the public in August of 1940. According to the Los Angeles Times, "The ceremonies will be conducted in the newly planted Circle Park on Beverly Drive in Beverlywood, a park which duplicates a similar area at the north end of Beverly Drive near Sunset Boulevard." Actually the new park was laid out in the opposite of the traffic circle nightmare where Beverly, Canon and Lomitas cross at the foot of Will Rogers Park, one block from the Beverly Hills Hotel. Prices for lots with completed homes averaged about \$8,500. The land consisted of 330 acres and a new layout of roads called "safety streets" which were designed to eliminate cross-town traffic.

In general, the south Robertson community is a collection of developments subdivided between the 1880's and the 1940's. The housing stock, the reasons for subdivision, the topography, water and time have each made their contribution to the rich and varied fabric of the area.

-Greg Fischer of Angel City Tours is a native Angeleno. He is widely recognized for his depth of knowledge on Los Angeles, which comes from years of studying the topic and through lectures on civic development. Greg works with local community organizations on various projects and was instrumental in the development of the CHNA sign. The preceding program was presented by Greg at a 1999 South Robertson Neighborhoods Council (SoRo) community meeting. Angel City Tours offers a walking/riding tour of Downtown Los Angeles. For more information, call Angel City Tours at (310) 470-4463.

Update on Exposition

Our last issue reported on the possibility of a light rail train or busway along Exposition and asked for input from interested neighbors.

Several people did contact us about the issue; all expressed support for the light rail option over

the busway. Because of the growing congestion on the Westside, it is almost certain that the MTA will decide to do something along the Expo right of way, as the only other proposed transit project for our side of town is a busway along Wilshire Blvd. The MTA has postponed its final decision on the issue until its meeting on June 28. You can call the MTA directly at 213-922-3040 for more information. The CHNA board has also discussed this issue and is considering adopting a resolution in support of the light rail option over the busway. See the last issue for more details.

-Julia Maher

Update on Hasmik's

The word from the owners of the Cheviot Hills Shopping Center is that the long planned renovation of Hasmik's, formerly the Grinder restaurant, will soon be underway. Plans include a coffeehouse plus one or two other storefronts.

There is a possibility that Starbucks may be coming in to the location.

Saving Energy and Water

Some Helpful Hints from LADWP

Saving energy and water makes sense and can save you dollars. It's simply a matter of managing your energy and water consumption by eliminating waste and using only what you need.

Although this is not a new idea, environmental concerns, several water droughts and the current energy crisis emphasize the importance of utilizing energy and water supplies more efficiently. Here are some practical suggestions from LADWP to use in your home. If you have any questions about energy efficiency or water conservation, call 1-800-GreenLA.

- In winter set the thermostat at 68F or at the coolest comfortable temperature. Reduce the setting at least 10 degrees or shut it off before

retiring for the night or when away for the day. In summer, set your thermostat as high as comfortably possible. The less difference between the indoor and outdoor temperatures, the lower your overall cooling bill will be. Never cover the thermostat, and do not place lamps, television sets and other appliances that produce heat close to it. In addition, don't put rugs over floor vents or block wall vents with furniture or draperies.

- Weather-strip all doors and windows and caulk openings around electric, plumbing and lighting fixtures. Repair leaky ducts.

- Clean or replace your heater's filter regularly.

- Draw draperies and window shades to control indoor temps. In winter, open them during the day to let sun shine in. In summer, close them during the day to keep the heat out.

- Turn off any lights when they are not needed.

- Keep the refrigerator at 38 to 41 degrees and the freezer at 0 to 5 degrees (-10 F for ice cream).

- If you have a dishwasher, wash only full loads of dishes and air-dry them. To do this, use the dishwasher's energy-saving feature, or turn the dishwasher off when the final rinse is completed and open the door slightly. Dishes will dry in two hours. This can save up to 50% of the electrical energy consumed in a complete cycle.

- Don't leave the water running when washing dishes by hand.

- If you have a washing machine, wash full loads or adjust the water level to match smaller loads. Select the shortest wash time necessary to get clothes clean, and use the lowest appropriate water temperatures.

- Dry full loads, but do not overload the dryer. Do not over dry.

- Clean your dryer's lint filter before each load. If lint is allowed to collect, drying time and energy consumption increase.

- Check for hot water leaks. Small leaks – like a dripping shower fixture – can add up to large bills

and needlessly consume large amounts of water and electricity.

Neighborly

Webster defines this as a characteristic of congenial neighbors, friendly. It is a characteristic that makes a neighborhood a preferred place to live and raise a family. I believe the spirit of a neighborhood is best represented when its members (you and I) make that extra effort and say "hello" or "good morning" to our fellow neighbors. When a new resident moves in, a knock on his or her door with a big "welcome" can make a huge difference. My favorite is slowly driving through my neighborhood, on the way to or from work, with my window rolled down and simply waving at my neighbors who are out and about. These are the actions that put smiles on people's faces, that bring us together and provide a sense of community that binds us together for the common good of our neighborhood. As the weather warms up and we spend more time in our yards, taking walks or rolling down the window on the way to or from work, be sure to throw up your arm, wave and let your community know you're a neighbor!

-Laurence DeMers

Annual Dues Drive Underway

In this issue, we have enclosed an insert for the annual dues drive. Use this insert to mail in your voluntary contribution today!

Volunteers Needed for the SoRo Festival "Road Show"

The SoRo Festival "Road Show" will be held on Sunday, June 3rd, 11:00 AM to 6:00 PM, on Robertson Blvd., between Cattaraugus and Beverlywood. Anyone interested in participating in the set-up, clean up, or general help, please call Julia Maher (Volunteer Chair) @ 310-

559-5464. Looking forward to seeing you there!

In Response to Your Request

At a recent general meeting, CHNA asked for your suggestions. One was to repaint the 'Heal the Bay' stencil at all drains in the neighborhood. At that time, we contacted the City of Los Angeles Stormwater Management Division and were informed that the city had run out of funding for this particular component of the storm drain education program and was considering alternatives, such as posting signs at street corners with storm drains. The division has since re-implemented the stencil program, and, at CHNA's request, will repaint fading stencils throughout the Castle Heights neighborhood.

General Announcements

Feel young again..... with your own paper route. Be a CHNA newsletter distributor. We need two neighbors (or one) to deliver the newsletter on Cardiff (between Hargis and Beverlywood) and on Hargis (between Cardiff and Canfield). Please call the association before it's taken! Please!

Castle Heights Elementary School has a new web page address at <http://castleheights elementary.org>.

The "CPR for Family & Friends" class held at Castle Heights Elementary School in April was a chest-thumping success! For just \$20 per person, participants learned the warning signs for heart attack, stroke, cardiac arrest and choking, and how to do CPR properly. If you missed out on this opportunity, call 310-837-3820

(extension 3) for other available classes.



If you are interested in becoming a member of the CHNA Board, please call 310-839-7639.

Hamilton High School Academy of Music – Performance Schedule

For information call (310) 559-9468

June 1, 2
Spring Dance Recital

June 6, 7
Spring Musical Theatre Showcase

June 16
GALA 2001

Update

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After much discussion, and many presentations made by the public against this proposal, the PLUM committee agreed to take these three proposals to the full City Council for direction.

The proposals are as follows:

1. 1 to 10 ratio.
For every 1 (700- sq. ft.) billboard that goes up along the freeway (selected sites are non-landscaped/industrial areas - Robertson & National is one of the selected sites, as well as Motor Ave., off the 10 Freeway) up to 10 smaller ones would be removed.
2. 1 to 15 ratio.
For every 1 (700-sq. ft.) billboard that goes up along the freeway, up to 15 smaller ones would be removed.
3. 1 sq. ft. up for 10 sq. ft. down.
For every 1 (700-sq. ft.) billboard that goes up along the freeway, 10 sq. ft of billboards would be removed.

All of these proposals would allow billboards on the freeways while many unanswered questions never get addressed. How many billboards currently exist within the city of Los Angeles? No one knows, but there is a guess of about

10,000. How many of these billboards are illegal? Again, no one knows, but there is a guess of conceivably up to 4,000. Shouldn't the illegal ones come down before the city considers putting more up? Shouldn't the city do an inventory to get an exact count of what's being proposed? Shouldn't there be a comprehensive traffic study before overturning a 50-year-old ordinance banning billboards on our freeways. Shouldn't communities have a voice as to which billboards should be removed, not just the industry that promotes them?

The proposed ordinance has been postponed four times at the City Council meetings. It is scheduled to be heard once again this Tuesday, May 29, 2001. If you don't want to see billboards on our freeways, or if you believe that comprehensive traffic studies need to be done prior to even considering this proposal, you need to come to City Council and have your concerns heard.

If you are unable to attend, contact your Councilperson by fax, phone, or email and express your views. Since this proposal has been continued four times previously, check with the council office first before going downtown.

For further information, contact the CHNA at 310-839-7639.

-Susan Bursk

CASTLE HEIGHTS NEIGHBORHOOD ASSOCIATION

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"A Membership of Concerned Residents & Neighbors Since 1979"

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