

New Site Selected for the Hugh Story Memorial

After some setbacks, a memorial befitting Hugh Story's career as a submariner during World War II and his passion for community beautification is taking shape — in a new location.

After running into some opposition for their plans at the Hervey Point Loma Library, the Memorial Committee went back to the drawing board and found a new site that couldn't be more appropriate — the grounds of the WWII Submarine Memorial at NTC Park, located along the channel. The Memorial commemorates the 52 submarines lost during WWII.

The committee is proposing the same design as the one proposed for the Library, with necessary modifications for the site. The design includes a seating area shaped like a submarine with flowers and greenery in its wake, and a plaque devoted to Hugh Story on the side.

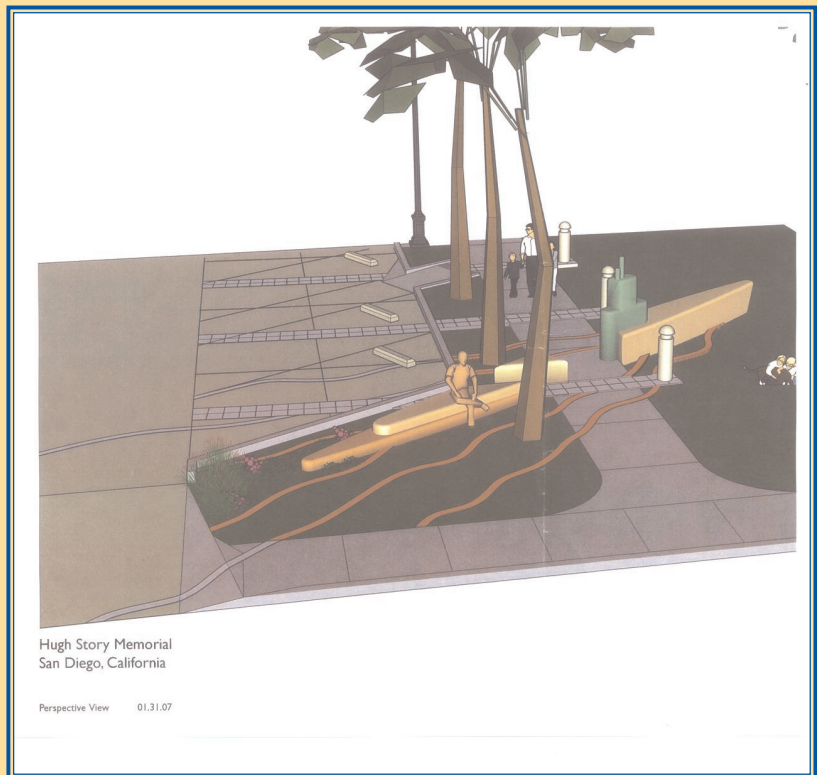
The committee submitted the design to Doug Smay, project leader for the WWII Submarine Memorial, and all indications show that Mr. Smay supports the concept.

The next step is working with the Parks and Recreation Department, the Commission for Arts and Culture, and the Mayor and City Council to get approval of the project. The PLA plans to raise all funds required to construct the submarine and landscape the surrounding area.

Fundraising will begin after the committee makes more progress with the various entities involved.

The Hugh Story Memorial fund is managed by the Point Loma Foundation. To donate, write your check to Point Loma Foundation, making a notation that the check is for the Hugh Story Memorial. Send it to:

San Diego Foundation/Point Loma Foundation Fund
2508 Historic Decatur Road #200
San Diego, CA 92106
Attn: Leslie Harrington



PLA Annual Dinner Update

Thanks to Karen Wheeler, Debbie Hatz, and all the other dinner volunteers for the most successful dinner in memory. Contributions from the silent auction, dinner and sponsorships exceeded \$19,000, making it possible for the Point Loma Association to expand our beautification efforts on the peninsula.

PRESIDENT'S MESSAGE

A special Thank You to Patti Adams for your diligence as we kick off the 46th year of the PLA in great financial shape! I also want to thank retiring board members Donis Lovett, Larry Pappas and Raymond Simas for their service to PLA and welcome our newest members, Andy Hollingworth, Elise Streicher and Dorothea Laub as they begin their terms on the Board.

Great job by Pat Baker and Lee Lipsey on another very successful Point Loma Summer Concert Series. Thank you to all the many volunteers who helped throughout the year, as well as on the day of the concerts. We welcome Sally Sackett as the new chair and we pledge to help her at every level.

More information will be available on the Property Business Improvement District (P-BID) as we inform property owners about the mutual benefits of having full time help in allowing more participation in local events, projects and oversight. The PBID will also qualify for community enhancement grants. With Councilman Kevin Faulconer's support, this effort will succeed in bringing more resources to the Rosecrans corridor.

Mark your calendars for Saturday, October 13 for the PLNU Fall Festival from 10:00 a.m. to 2:30 p.m. PLA will have a booth ably staffed by our knowledgeable volunteers. For more information, call (619) 849-2388.

Thank you for your membership and support throughout the year!

—Bill Klees, Chair



The Point Loma Association's "Beautiful Home Garden Award" was presented this summer to the Andersons on Carmello Street. Every square foot bursts with forethought and imagination to create a home nestled in a tropical Mediterranean setting. With a blue ocean background against Queen & Sago palms, Phormiums, daylilies and many other carefully chosen plants, this home's spectacular garden is a true horticultural show stopper. It is what Tennessee Williams had in mind as a perfect setting for "Night of the Iguana."



Light up the Village for the Holidays!

by Dee Kettenburg

Help put a sparkle in our Village!

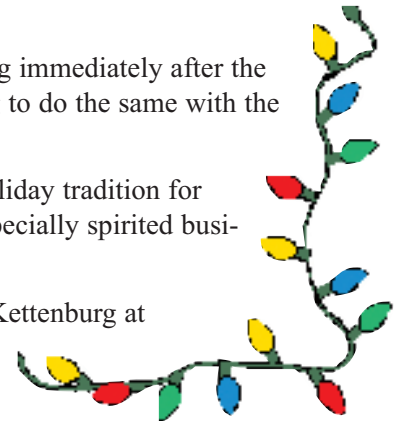
2007 is the third year we extend an invitation to all merchants to decorate their businesses with lights and color to reflect the coming holiday season.

The theme is simply "SPIRIT OF THE SEASON IN LIGHTS AND COLOR." Be creative!

As most of the City begins decorating immediately after the Thanksgiving holiday, we are hoping to do the same with the Village Project.

We look forward to making this a holiday tradition for years to come. We will recognize especially spirited businesses in the Winter PLA newsletter.

If you have any questions, call Dee Kettenburg at (619) 223-1333.



Let your voice be heard! Attend the Annual Community Forum!

Join PLA members and residents to discuss current issues in the community, including the Navy plume, NTC/Liberty Station, the Point Loma Foundation, businesses in the Village...it's an open forum, so the topics are up to you.

The meeting is on **Tuesday, November 13 from 6:00 - 8:00 p.m.** at the Portuguese Hall at 2818 Avenida de Portugal.

Graffiti Gone

If it were only that easy. There has been an upsurge in graffiti in the community – especially along Talbot Street and around the schools. According to SDPD Officer Jim Heppell, the graffiti in Point Loma is not gang-related; it's kids with nothing better to do who want to see their names in spray paint.

Fortunately, the PLA has had an active Graffiti Task Force, with Ann Silliman at the helm. Ann is turning her paint brushes and paint over to Cecilia Carrick, a PLA member who is organizing a new Graffiti Task Force called "Graffiti Gang." Committee members so far are Cecilia, Betty Allman, and Kerri De Rosier. The committee is looking for additional members to help cover different areas of the Point. Kerri and Betty have their eyes on Talbot Street and the Village; Cecilia is covering the area around Point Loma High School. If you're interested in being on the Graffiti Gang, call Kerri at (619) 226-4896 or e-mail the Graffiti Gang at PLGraffiti@yahoo.com.

How can YOU help?

Report Graffiti to the Graffiti Gang: If you see graffiti in your area, e-mail PLGraffiti@yahoo.com. A link to the e-mail is also on the PLA web site at www.plaweb.org.

If you want to be more involved and proactive when you see graffiti, here are some additional steps you can take:

Call the SDPD Graffiti Control Hotline at (619) 525-8522. Leave a description of the graffiti, an address, and property owner name, if you know it. The Police Department will not return your phone call unless you specifically request to be notified. They will paint over the graffiti as soon as they can — but keep in mind that resources are limited, so it may take a while.

If the graffiti is significant and you want to paint it over yourself, Officer Jim Heppell of the San Diego Police Department suggests the following steps:

1. Take a digital picture of the graffiti.
2. Call (619) 531-2000 to report the graffiti, with a detailed description and address. The Police Department will assign a case number.
3. Paint over the graffiti as soon as possible.
4. Send an e-mail with the case number and picture to Bryan Hewitt of the Graffiti Strike Force. His e-mail is bhewitt@pd.sandiego.gov.

Here are some other graffiti-related phone numbers you should know:

To report graffiti on US Postal Service mailboxes: Fax detailed information about the location to (619) 758-7319.

To report graffiti on stop signs and other street signs: Call (619) 527-7500. Report the type of sign, address, block number, cross street, and side of street, and provide your name and number.

There is a Paint Bank where you can pick up paint to cover up graffiti. The bank is open Mondays, Wednesdays, and Fridays from 9:00 - 1:30 p.m. Call (619) 527-5419 to make an appointment.

Kellogg Beach Outfall Repairs



The outfall pipes are located at the foot of Bessemer and north of Qualtrough. Above is the pipe at Bessemer.

On September 19, a group of residents met with Port and City officials to discuss the status of two broken-down outfall pipes on Kellogg Beach. The work involves all the agencies mentioned above, plus the Army Corps of

Engineers, the Navy, and the US Fish & Wildlife Service. Although the pipes are on Port property, the City of San Diego has an easement to the edge of the pipes, and the Navy has an easement running perpendicular to the City property.

Councilman Kevin Faulconer joked that he intended to "fast track" the repairs when he first got into office. "It is a bigger issue than I thought 1 1/2 years ago," he said. He noted that he has been holding monthly meetings on the issue ever since.

Port Commissioner Steve Cushman spoke about the partnerships established between all of the agencies involved, and stressed the safety and sight hazards of the broken pipes, in addition to quality of life issues. "I don't want someone to get hurt before something's done," he said.

Next, Dave Zoumaras, the City of San Diego's Deputy Director of Engineering and Capital Projects, explained the project. So far, the General Services Department has completed a planning study and identified funding. A second study was completed in June.

The project requires a site development permit from the City's Development Services Department, and a Coastal Development Permit from the Port. Zoumaras expects to complete the design in late October/early November, and then begin the permitting process with the City and the

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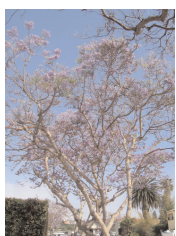
Kellogg Beach Outfall Repairs, continued

Port — a process expected to take six to nine months. “We have to make sure that environmental quality is protected,” said Zoumaras. “We have to make sure it’s a long-term fix.” Councilmember Faulconer requested that permits or reviews be processed simultaneously in order to expedite the project.

Zoumaras expects the construction to take two to three months, saying “The tides will dictate the work.” The work involves the following steps: 1) removing the existing pipes; 2) constructing head walls at the toe of the slope to preserve the existing pipe; 3) inlet improvements at Bessemer to reduce overflow; 4) erosion prevention measures. The pipes will sit lower in the water than the existing pipes, and will extend 62 feet into the water. The existing pipes extend 90 feet. One of the neighbors in attendance voiced his concern about boats hitting the pipes at low tide. Zoumaras said that the issue would be addressed as part of the permitting process.

The neighbors also mentioned the odor coming from the pipe north of Qualtrough. According to Bill Miller, Real Estate Asset Manager with the Port, the odor caused by the crumbling pipes is not the pipes themselves or raw sewage; it’s the restricted water flow in the area.

If the timeline sticks, the work should begin in fall, 2008. For information about the project, contact Marnell Gibson at (619) 533-5213 or mgibson@sandiego.gov.



Beautification update

The Point Loma Beautification Committee is always busy. Here’s some of the things they’ve been up to over the past few months.

Nimitz Median: Matt Awbry of Councilman Faulconer’s office reported that he’s been given the green light to plant trees in the Nimitz median near West Point Loma Avenue. PLA will get nine trees from a location in downtown. After discussing ideas about improving Nimitz (between West Point Loma Blvd. and Rosecrans to include the median, off ramp and periphery), the committee determined that a long term Master Plan is needed. Bruce Cook, an architect and landscape architect, offered to work on a Master Plan.



Karen Davis, Jodie Bruhn, and Klonie Kunzel planted two redwood planter boxes next to the bench near Con Pane.

members to serve on the committee. Karen Davis and Betty Allman stepped up. 4) The Center is placing a line item in the budget specifically for landscaping.

Pork Chop Cleanup: The shrubs have been cut back significantly, and are ready for planting, which will take place when the weather cools down.

Roses and Radishes: Roses for the colorful flower planting in front of the new Blueberry Hill on Voltaire. And a big bouquet goes to Catherine Perez at Con Pane for the great looking new flower boxes.

Barnes Tennis Center: The landscaping along Nimitz Boulevard adjacent to the Barnes Tennis Center has been a concern of the committee for some time. Those concerns turned into action with a July 19 meeting with Mrs. Homer Peabody and Steve Bickham, Director of Operations at Barnes Tennis Center. Committee members found out that the Center is responsible for the landscaping, but that the water had been off for long periods, weeds/trash had not been removed, and some of the palm trees had died or were struggling to survive. The Center had also not allocated funds to pay for the maintenance.

Ron Brooks contacted Drew Potocki, the City’s Urban Forester, who said that the City can supply replacement palm trees. The outcome of many meetings and phone calls is a lot of great progress: 1) The irrigation system is repaired. 2) A maintenance contractor hired by the Center cleared weeds in the area. 3) The Barnes Tennis Center Board met and concluded that an ad hoc committee would be formed to address the landscape issues. They invited two PLA

Utility Box Update

By Kerri De Rosier

Some of you may have noticed the bright blue box with the vibrant orange poppies at the southeast corner of West Point Loma and Nimitz. The artist is Jeff Cleator, a Point Loma native and professional artist. Jeff contacted me and asked if he could paint a box before he left town to continue his studies in art.

Another box at that location is primed and ready to go. The other two boxes there are next on our long list of boxes to be painted.

The Utility Box Committee (Kerri De Rosier, Klonie Kunzel, and Donis Lovett) wants your ideas for boxes to paint. We are also accepting donations. It costs about \$500 for each box. E-mail Kerri at kdsdero@sbcglobal.net with your ideas.



Jeff Cleator with his utility box

The fuel plume



A view of the Navy's fuel tanks from the Trepte residence.

The California Coastal Commission recently reviewed and approved the Navy's plans to replace the leaking fuel tanks at Naval Base Point Loma. The tanks were built between 1932 and 1954 and have exceeded their 40-year life expectancy. The demolition and new construction is set to begin next October and will replace 54 above and below ground tanks with 8 above ground tanks. The remediation of the leaked fuel has already begun.

Get to know new PLA Board members Dorothea Laub, Elise Streicher, and Andy Hollingworth.

Dorothea Laub served on the Point Loma Beautiful, PLA and the PLPB boards for eight years during the 1980s. Dorothea's long list of philanthropic endeavors includes the KPBS building program, the Child Abuse Center, Friends of the Library, Friends of Balboa Park, Eveoke Dance Group for under privileged children, and the San Diego Symphony Stars.

Dorothea calls herself a "strong supporter of under financed groups in the Point Loma Area." Dorothea currently owns and operates a real estate organization in Orange County and takes at least two dancing lessons a week. Last year, she participated in the Senior Ms. America pageant, won 2nd place in the S.D. Senior Talent Show, and danced at the Del Mar Fair.

Elise Streicher has lived in Point Loma since 1960, when her family moved to the Point from 'faraway' Mission Hills. After attending Silver Gate Elementary, Dana Middle School, and Point Loma High School, she graduated from UCLA with a B.A. in history, then graduated from University of San Diego Law School.

Elise currently practices law in downtown San Diego, where she specializes in estate planning, wills, trusts and trust and estate administration. She is married to attorney David Huffman, and has two active dogs, Ashley and Dottie, who, she said, "love tearing up our garden."

Elise is currently serving as the board chair for the Peninsula Family YMCA, and is also a member of the Wednesday Club and a sustaining member of the Junior League of San Diego.

Andy Hollingworth is a native Southern Californian and has resided in Point Loma for the past 18 years.

He is a Magna Cum Laude graduate of UCLA in Economics and received an M.B.A degree at UCLA's Anderson School of Management. He is also a Certified Public Accountant.

Andy has worked as an advisor to the California Legislature on fiscal matters, and co-wrote a study of the effect of Prop. 13 on California local government finance, which was published by the California Taxpayers Association. More recently, Andy served as Director and Chief Financial Officer of the nonprofit International Visitors Council of San Diego, which sponsors visits by foreign dignitaries to the United States.

Andy currently serves as an executive at the USE Credit Union in San Diego, and is a partner with his wife, Tracy Morgan Hollingworth in the firm of Morgan Hollingworth Public Affairs and Association Management.

Around town...Happenings in Point Loma

Fresh & Easy Neighborhood Market

The new grocery store at the top of Talbot is slated to open the first part of 2008. The only other tenants we're aware of at this printing is Peet's Coffee. The community continues its calls for ice cream.

The Pearl opens in Point Loma

With the slogan "Down to Earth, Up with Style," the Pearl Hotel, a 23-room "boutique hotel" received its first guest on August 30. Located at the corner of Fenelon and Rosecrans, the "mid century" hotel is "not overly done and appointed just right," according to Arron Reynolds, the hotel's General Manager.

Calling it a "couples hotel" and a "place to relax," Reynolds showed off the large video screen at the pool for viewing films while in or out of the water, a swanky bar and pool-side lounge, and a cool retreat off of the dining area.



According to the hotel fact sheet, the \$159 to \$229+ guest rooms (prices subject to change) feature custom mosaic artwork and

vintage-modern furniture, sturdy king and queen platform beds, and designer light fixtures and vintage lamps.

Non-guests are invited to Happy Hour Monday-Friday, with specials on exclusive wines and signature cocktails from the bar and creative "small plates" from the kitchen; semi-weekly "exhibition" sushi preparations and monthly wine tastings from exclusive vineyards. Breakfast is served on Saturdays and Sundays.

The Pearl is owned by Ocean Beach resident Gregory Strangman of L.W.P. Group, Inc.

Hotel phone: 1-877-PEARL-SD
Web site: www.ThePearlSD.com

...did someone say "chocolate?"

Peering through the window, you see a big stove and oven, utensils, supplies, and articles about Jennifer Muratore, the owner of "The Elegant Truffle Chocolaterie," opening next to La Scala on the corner of Cañon and Scott streets.

A 2006 article posted on the window from www.record-net.com describes how Muratore, "The Truffle Lady," prepares hand-dipped chocolates, 30 flavors of truffles, dipped cookies, cheesecake, and angel food for corporate and wholesale customers, and walk-in sales. We can only assume she will do the same, and that folks

walking by on Scott Street will be drawn in by the irresistible aroma of chocolate.

According to one of the neighbors down the street, the shop is awaiting permits.



NTC News

Luce Auditorium Study – The NTC Foundation has secured \$65,000 needed to complete the five-month comprehensive Needs and Use Assessment to determine the future mission for the 1800-seat Luce Auditorium at the former Naval Training Center in Point Loma.

The Study will help the NTC Foundation determine how to preserve historical elements of the building interior and exterior, the community and regional need for a 1800-seat auditorium or smaller performance venue, structural and operational models, and recommendations for a business model for the complex.

NTC Foundation Point Loma Legacy Campaign –

The former Commanding Officer's Headquarters will be transformed into a Welcome and Information Center for NTC and Point Loma, thanks to the NTC Foundation Point Loma Legacy Campaign. Long-time Point Loma residents Malin Burnham and Richard Ledford are leading the charge.

The Burnham, Ledford, Peckham, Hervey and Prebys families, and other Point Loma families and businesses kicked off the campaign by contributing more than \$1.27 million of the \$3 million goal. Funds will pay to renovate the historic building, and to reopen it as a fully-functioning welcome and conference center.



PLNU Fall Festival

Plan to attend Point Loma Nazarene University's Fall Festival on **Saturday, October 13**. PLNU and event sponsors are extending an invitation to the entire community to enjoy a day of food, fun and festivities on the university's spectacular ocean-side campus.

Activities include:

- Free food samples offered by Taste of Bartell Hotels and community restaurants
- Ice cream social with University President Dr. Bob Brower at 2:00 p.m.
- Bird watching, tours, horse drawn carriage rides, and a pumpkin patch
- Musical performances and plein aire painting demonstrations
- Pony rides, face painting, puppet shows, bounce houses and youth sports clinics
- Wellness area featuring massage, karate, and Pilates demonstrations
- Electronics recycling drive for computers, cell phones, TVs and batteries
- Community booths featuring university groups, local nonprofits, and artisans

History buffs can attend a presentation by Dr. Dwayne Little at 1:00 p.m. on the history of Point Loma and Madame Katherine Tingley, one of the leaders of the Theosophical movement in the United States who resided in what is now Cabrillo Hall, the school's communications building. Tours will be offered throughout the day, including an early-morning bird walk at 8:00 a.m. Students and school staff will be available to answer questions.

For more information, visit www.pointloma.edu/FallFestival or call Eric Yates at (619) 849-7186.

Deck the Halls with a Gift of PLA Membership!

It's that time of the year to start your gift list for the holidays! You can share the spirit of our community with a gift of membership to the Point Loma Association.

Members receive the informative Point Loma Association quarterly newsletter, and invitations to community events and the Annual PLA dinner. Have friends or family who have moved away? Help them stay in touch with community happenings.

To give the gift of membership, complete the information below, then clip or copy it and send it with a \$30 check to the Point Loma Association, P.O. Box 60212, San Diego, CA 92166-0212.

We'll send a card to the recipient to inform them of your gift! Happy Holidays!

Name _____

Address _____

Gift From: _____



COMMUNITY CALENDAR

October 13, activities begin at 8:00 a.m. PLNU Fall Festival. See article.

October 13 2:00 - 6:00 p.m. HerbDay 2007 at Coastal Sage Gardening. Free. Includes lectures and demonstrations, music and refreshments. Coastal Sage Gardening 3685 Voltaire St. (619) 223-5229

1st Saturday and 3rd Sunday of each month, 9:00 a.m. - noon Point Loma Native Garden work parties For more info on the Native Plant Preserve or to volunteer, call (619) 297-7380 or e-mail richard@sandiegoriver.org.

November 13, 6:00 - 8:00 p.m. PLA Community Forum UPSES Hall 2818 Avenida de Portugal

The Point Loma Garden Club has meetings and workshops at the UPSES Hall on the second Wednesday of every month. For more information, go to www.plgc.org.

October 10, 10:00 a.m. – Nan Serman, award-winning garden writer and horticulturist presents "Gourmet Gardening."

November 14 10:00 a.m.. Tom Piergrossi, nursery owner, landscape designer & TV host presents "Small Garden Design & Pruning Techniques."

December 12, 10:00 a.m. - 2:00 p.m. POINT LOMA GARDEN CLUB Annual Holiday Bazaar & Tea. Open to the Public. Specialty holiday fresh and dried decorations, crafts and home-made delectables created by Point Loma Garden Club members. Proceeds benefit student scholarships.

Upcoming OASIS programs at the Hervey Point Loma Library: Registration required; call (619) 531-1539.

Wednesday October 24, 2007 1-3 p.m. "Lost Boys of the Sudan." Benjamin Ajak, one of the "Lost Boys," speaks about his life during and since the war.

Wednesday December 5, 2007 1-3 p.m. "Presidential Trivia with Richard Lederer." Writer and speaker Richard Lederer offers a treasury of fascinating facts about our American presidents. Dr. Lederer will be personally signing his books after the class. A percentage of profits benefit the Point Loma Branch Library.

See the enclosed Peninsula Arts Calendar for arts events at the library.

Point Loma Association
Meets second Wednesday,
7:30 a.m.
Bali Ha'i Restaurant
2230 Shelter Island Dr.
Bill Klees, 225-8200
Beautification Committee
1st Tues, 8:00 a.m. SDYC
Ron Brooks, 224-9912

Peninsula Community Planning Board
Meets third Thursday,
6:30 – 9:30 p.m.
Pt. Loma Library
3701 Voltaire Street
Dee Wylie, 865-9470

North Bay Redevelopment PAC
Meets quarterly on first
Wednesday, 7:30 a.m.
Peninsula Community
Service Center
3740 Sports Arena Blvd.
Lydia Goularte-Ruiz,
533-5170

Midway Planning Advisory Committee
Meets second Wednesday
2:00 p.m.
Peninsula Community
Service Center
3740 Sports Arena Blvd.
Tom Traver, 295-5551

La Playa Trail Association
Meets second Tuesday,
2:30 p.m.
Peninsula Community
Service Center
3740 Sports Arena Blvd.
Charles Best, 223-3418



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Dorothea Laub	

Chairpersons

Beautification: Ron Brooks
Membership: Tracy Morgan Hollingworth

Newsletter editor: Kerri De Rosier
kdsdero@sbcglobal.net

Who We Are

Point Loma Association was organized in 1961. Originally called “Point Loma Village Beautiful,” we were primarily concerned with the aesthetics of the Village.

Today, in addition to beautifying the Peninsula, PLA represents the community through direct involvement with agencies of federal, state and local governments, the Port District, the San Diego Unified School District, the Peninsula Community Planning Board, and others who directly affect our quality of life.

PLA Membership consists of residents and local businesses working together. We donate time, effort and money to make the Peninsula a better place in which to live and work. Annual Membership is \$30. We appreciate donations at additional support levels: \$1,000 Platinum, \$500 Gold, \$250 Silver, and \$100 Bronze. Our membership year is July 1 through June 30. To request a membership brochure, please call Tracy Morgan Hollingworth at (619) 225-8156, or go to our web site at www.PLAweb.org and click on “Join the PLA”.

Our Mission:

PLA is an organization of residents and local businesses committed to improving the quality of life in Point Loma through beautification, education, charitable activities and civic collaboration.