



Spring 2012

A meet-up at a median



Ribbon-cuttings are becoming commonplace in Point Loma, thanks to the PLA!

These happy folks are at the Catalina/Cañon median celebrating the beautiful gateway to Cabrillo National Monument, Fort Rosecrans National Cemetery, and Point Loma Nazarene University.



Left, County Supervisor Greg Cox gets the ribbon-cutting honors. To his right are Megan Ekard (hidden), architect Dan Johnston, who drew up the plans, Lori Love, who, with her husband Miguel Alvarez, donated to the project, Paul Vadnais, who also donated to the project, and project leader, Robert Tripp Jackson.



Karen Davis, Moises Sanchez with Total Green Landscaping, Supervisor Cox and Cecilia Carrick are happy about a job well done.

We thank Hal and Hazel Russell, who will pick up trash and remove any weed that dares to grow. They have been given PLA Volunteer vests for their safety!

Annual Town Hall Forum:

May 1,

6:00 - 8:30 p.m.

UPSES Hall

Come and see what's going on in your community! We have invited all of the Mayoral Candidates — and you can find out how to start up your own Neighborhood Watch group, how to deal with neighborhood nuisances, and learn about the City's new ordinance on keeping chickens and goats in your back yard, among other topics.

Come for dinner! We'll have the Cohn "Chop Sooeey" food truck, and you can purchase drinks at the UPSES Hall bar. Thanks to Con Pane for donating goodies.

See your neighbors, ask questions, help install new PLA board members, and find out what the PLA is up to!

Questions? Contact Jana Garmo at jana@lomalaw.com.



Chairman's Message

Team work works!
If you have ever thought about how much easier it is to

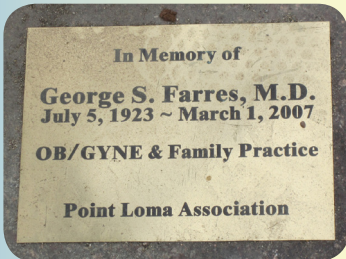
get things done when everyone pitches in, you know this old saw is a truism.

People from all walks of life have their priorities. What you do for a living, where you buy a home, how you spend your free time and your money. How you show your children the value of hard work, the virtue of saving, the necessity of compassion, patience or involvement. These priorities are all very important, and they not only impact you and your family. They also impact every one of us.

Decisions to remain uninterested and uninvolved in your community, church or country do not protect. They isolate. They make what might be possible, impossible.

Inspire family and friends to get involved at a more meaningful level. Join the Point Loma Association.

—Cecilia Carrick
Chair, Point Loma Association
carrick@cox.net



Robert Tripp Jackson would like you to know that there are still plaques available! We've sold 30 so far. \$375 gets you a custom plaque printed with the name of a loved one, which is then placed at the base of your chosen tree. Contact Robert at 619. 987.1970.



Garden Award

By Betty Allman and Judy Garrett

Welcome to Fred Hillhouse's garden on Orchard Street. A seascape backdrop is a highlight along one side of the lush green lawn. He has divided and propagated a nice variety of flowers and plants. His lovely patio potting area is full of annuals, succulents and orchids. Fred is 92 years young when he's in his garden!



Beautification Update



Keeping butts off the streets...The cigarette ash cans have proven to be a big success with over 2500 butts collected (yes, they were counted) since they were installed. That means that we have kept that many butts off the streets and out of our ocean! "I Love A Clean San Diego" would like to expand the number of ash cans in our community. They cost is \$250 each, but "I Love a Clean SD" will chip in half the cost. PLA is pursuing efforts to add four more ash cans in high use areas – depending on ability to obtain financial support.

Trash can cleanup...Years ago, the PLA installed 13 trash receptacles along Rosecrans. Unfortunately, they're looking a bit...trashy. At the March PLA Board meeting, the board voted to refurbish all of the containers. PLA has hired a painter who will remove the old paint and add a powder coating. If you see plastic trash barrels around the Village - that's why!

Thanks to Bruce Cook for finding a shelf unit for painting supplies at the Soto Street shed AND organizing it!



Around Town...

SOL Market opens at Liberty Station

It's a farmer's market, bistro, community gathering place, cooking school – all rolled into a single space called SOL Markets. On March 1, SOL opened its doors on the north end of Liberty Station, just south of the Sail Ho golf course. Its shelves are full of culinary treats such as olive oils, vinegars, teas, honey, jelly and wine; bins overflow with fresh, locally grown produce; and refrigerated cases showcase fresh fish, meats, cheeses, and organic dairy products.

SOL Markets wants you to eat well, learn about what you're eating, and how to prepare it. "Our focus is to help educate people about our products, and what to do once they have them," said owner Jerry Moore. "Local is the largest piece of what we're doing." He gets his fish fresh from Catalina offshore; hormone-free meats from Da-le Ranch in Lake Elsinore; salad greens from Point Loma Farms; wine from Temecula; and beer from local brewers. The rest comes to him from hand-chosen vendors.

The Bistro at SOL Market has a planned opening of early April, with chef Brandon Brooks creating "small bites" using ingredients available in the market. The wine menu features local wineries — and 12 beer taps will soon be dispensing suds from local breweries. Moore also plans to make the Bistro available for meetings and private parties. The kitchen is set up for cooking classes that Moore says will be interactive and hands-on. There's also a small community room that will feature a library and a space for small gatherings.

"The challenge is people finding us," said Moore. SOL is located at 2855 Perry Road between Truxton and Historic Decatur. It's behind Point Loma Outfitting. Parking is available on Sims Road. www.solmarkets.com



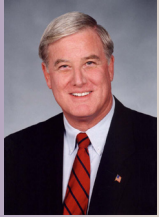
Thanks to Judy Garrett, Ann Walker and Myrna Bossler for putting together this PLA display at the Hervey Point Loma Library! And thanks to Head Librarian Christine Gonzalez for hosting us!

By the time you read this...

Median 4 Phase II will be finished! The Torrey Pines and agaves are now complemented by rows of flowering, drought tolerant natives. MANY THANKS to the Hervey Family for making the project possible through their very generous \$12,000 donation made through the San Diego Foundation. Thanks also to Landscape Architect Marty Schmidt for providing the plans. And thanks to Cecilia Carrick, Karen Davis and Jodie Bruhn for overseeing the project.



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By County Supervisor
Greg Cox

Many grandparents look forward to spending time with their grandchildren, from taking them on outings to teaching them how to throw a baseball or bake cookies.

But today's world is much more complicated. Economic difficulties and challenges in society, including drug abuse, have thrust many grandparents into roles as surrogate parents to their grandchildren.

To protect their grandchildren, many grandparents must immediately learn to navigate a complicated, fast-changing world where synthetic drugs are marketed to teens and sexual predators prowl social networking web sites.

That's why last year, I asked County staff to look at ways we can help grandparents who find themselves raising their own grandchildren. On April 21, San Diego County's Health and Human Services Agency will take a step toward helping these grandparents by holding a symposium on this growing phenomenon.

The symposium will be held from 9:00 a.m. to 1:00 p.m. at the Jacobs Center at 404 Euclid Avenue in San Diego. It will be simulcast at four locations — Chula Vista, El Cajon, Vista and Escondido.

Grandparents will learn about resources to help them raise their grandchildren and will meet others who share their needs.

The event is free and open to the public. You can register by calling toll-free at 1.855.238.5978.

Next up?

We decided at the PLA Retreat that we're pretty good at medians. A few PLA members got together and planned our next attack. We looked at two locations: the median along Nimitz, and a plan drawn up by Landscape Architect Vicki Estrada with Estrada Land Planning years ago that features landscaped pop-outs at the corners of Cañon and Rosecrans, and Upshur and Rosecrans.

Dick Lareau, consulting architect, brought a plan drawn up by Landscape Architect Ned Daugherty showing a mix of hardscape and landscaping between the Voltaire and Famosa bridges. Committee members agreed that the thinner areas along Nimitz should be hardscaped with stamped concrete, and the wider areas could be a mix of hardscape, plants - and even sculptures! Think Washington Street in Mission Hills with its bird-themed sculptures, or the sculptures along El Paseo in Palm Desert. The project would span 3-5 phases along the entire length, from Median 4 to Rosecrans.

The plans are in the early stages. Dick Lareau is seeking preliminary numbers for both areas. Questions or comments? E-mail Kerri De Rosier at kerriderosier@gmail.com.

Point Loma Seafoods is open!



After what seemed like an eternity to locals, Point Loma Seafoods moved back to its old but VERY new location on March 19. "We made the changes we wanted to make," manager Kelley Christianson explained. "We're utilizing the space better, and we have a bigger case to display more fish ... it's beautiful." And there's more seating. The new space boasts a second level of seating (see above), with beautiful views of the harbor.



Some things didn't change - much. The prices are the same as they were when they closed the original restaurant. They have added gluten-free options to the menu, and added beers from micro breweries on tap.

Above left: Laura Denon and Brittany Remley show off the new case.

New sign greets Shelter Island visitors



On March 2, the new Shelter Island sign was christened at the gateway to Shelter Island. "It took 24 years to get it approved," said Larry Baumann, owner of Bali Hai.

It is important to note: No tax dollars were spent to build this sign. Port tenant businesses paid for the sign in full through rent revenue.

The sign stands 25 feet tall and features three sails constructed from fabricated aluminum. It is faced with traver-

tine tile, a recycling waterfall, and LED lighting. Shelter Island is spelled out in blue letters that glow white after sunset.

Catalina Cleanup



On March 24, Mean Greeners and the Pereira family cleared out old brush, trash and weeds on the median between Catalina and the frontage road. Top left: Taylor Jackson and Liav Cloughley pitched in! Top middle: Robert Jackson and Karen Davis; Bottom: the whole crew.



By Council President Pro Tem
Kevin Faulconer

We've only just begun 2012, and already we have achieved major victories in our mission to guard San Diego's tax dollars, protect and enhance our beaches and bays, and create real, lasting solutions to long-term problems.

I'd like to share eight successes we've accomplished together in the first eight weeks of 2012.

1. We broke ground on the new North Embarcadero that will triple bayfront park space, and we cut the ribbon on the new Ocean Beach Gateway Park – designed by the O.B. community for the O.B. community through hundreds of individual donations.

2. I proudly voted to place pension reform on the June 5 ballot and approve a City employee retiree health care agreement that will save San Diego taxpayers \$700 million through 2036, freeing up funds the City can reinvest in neighborhood services.

3. We kicked off construction on the City's first permanent, year-round homeless housing and services center and broke ground on a new school that will educate children affected by homelessness.

4. Mayor Sanders and I recently announced that City employees reduced the cost of street sweeping services by \$560,000 by competing with the private sector, bringing the total savings from the managed competition program to \$6 million each year.

5. I united with civic leaders and hundreds of local workers to ensure we keep Solar Turbines, a locally-headquartered international company, here in San Diego, thereby protecting 3,800 San Diego jobs.

6. I joined a new economic development committee to push for regulatory relief and the elimination of red tape that

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may be needlessly hurting San Diego's economic recovery – and the jobs that come with it.

7. The region could soon benefit from nearly 6,900 permanent jobs thanks to the Convention Center expansion plan, on which I voted to move forward.

8. My office provided seed funding to help open San Diego's first small business incubator for tech startups, geared to make our city home to the next Twitter or Facebook.

Together, we're creating a transparent and ethical city government that is improving the quality of life for all San Diegans. I look forward to working with you to continue this momentum.

I welcome the opportunity to hear your thoughts on these or any other items, so please feel free to share your comments with me at KevinFaulconer@sandiego.gov or at 619.236.6622.

July 4th BIG BAY BOOM!

The 12th Annual Fireworks Show benefitting the San Diego Armed Services YMCA will shoot from five locations simultaneously at 9:00 p.m. on July 4th. You can help support this event with a contribution. Make your check payable to SDASYMCA (501c3) non-profit and mail to:

FIREWORKS

San Diego Armed Services
YMCA

3293 Santo Road
San Diego, CA 92106

For information, contact: Sandy Purdon, HPPurdon@cox.net, 619.822.1177

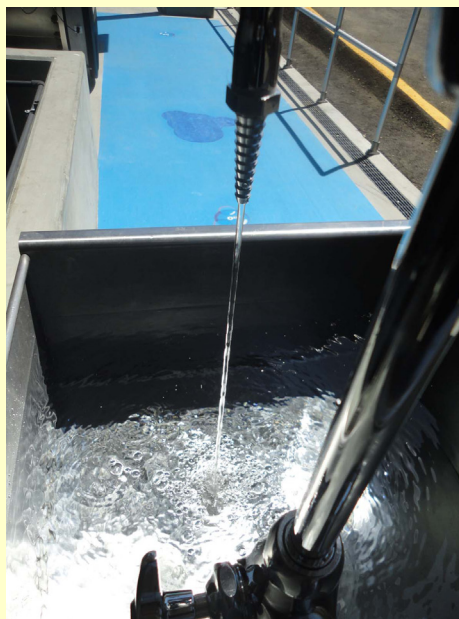
Purifying Recycled Water ...what you should know

by Marsi A. Steirer, Water Purification Demonstration Project Director, City of San Diego, Public Utilities Department; edited by Kerri De Rosier

In summer 2011, the City of San Diego opened the Advanced Water Purification (AWP) Facility to test the feasibility of providing a new, local source of water from recycled water. Located in Miramar, the small scale AWP Facility purifies one million gallons of recycled water every day to a level similar to distilled water.

The facility is one component of the City's Water Purification Demonstration Project. If this project is approved to go full-scale, the purified water would blend with imported supplies at San Vicente Reservoir and become part of the City's drinking water supply. Throughout this entire test phase, purified water is not sent to San Vicente Reservoir or the City's drinking water system; instead, it is added to the City's existing recycled water system.

San Diego's semi-arid region receives imported water from hundreds of miles away. The demonstration project is in response to the city's need to develop local, reliable water sources to lessen its dependence on expensive and limited imported water supplies.



"Our City has been both creative and aggressive in trying to diversify our water supply. The less we rely on importing water from outside San Diego County, the more we control our own destiny," said San Diego Mayor Jerry Sanders. "A locally produced supply of water could be an important option for us."

All wastewater in San Diego undergoes treatment to remove harmful contaminants, making it safe enough to be discharged into the ocean. Some wastewater is diverted to the City's recycled water facilities, where it is further treated and then used for irrigation and

industrial purposes. A portion of the recycled water produced at the North City Water Reclamation Plant is sent to the AWP Facility.

To become purified water, the recycled water at the AWP facility undergoes a multi-barrier purification process that includes membrane filtration, reverse osmosis, and advanced oxidation with ultraviolet disinfection and high-strength hydrogen peroxide. The multi-barrier approach of consecutive treatment steps removes or destroys all unwanted materials in the water and produces one of the purest supplies of water available anywhere. The process also includes continuous water quality monitoring through laboratory tests and computer analysis to ensure that it meets drinking water quality standards.

The results of the project's data collection will determine the safety and cost of a full-scale water purification and reservoir augmentation project. After the test phase is complete, the Mayor and City Council will decide on implementing a full-scale project.

"This Demonstration Project will provide the answers San Diego needs before taking the next step with purified water," said Mayor Sanders. "We owe it to our citizens to see if we can come up with an alternative source of local, safe and relatively inexpensive drinking water."

The same water purification process is already used around the world from Singapore to Belgium to Australia. Just north of San Diego, Orange County operates the world's largest water purification plant. The Orange County Groundwater Replenishment System produces up to 70 million gallons a day of purified water for nearly 600,000 residents and for many businesses and attractions, including Disneyland. The purified water is injected into the county's drinking water aquifer. This facility is being expanded to produce an additional 30 million gallons a day.

Visitors are encouraged to check out the AWP Facility firsthand. Following an introductory presentation, you can walk through the facility to view the water purification technology equipment up close, then compare the purified water with drinking and recycled water samples.

For more information about the City of San Diego's Water Purification Demonstration Project, visit www.purewatersd.org, email purewatersd@sandiego.gov, or call 619.533.7572.



COMMUNITY CALENDAR

Events at the Hervey Point

Loma Library:

Wednesday April 11, 7:00 p.m.

A Girl, A Guy and a Piano: Broadway's Golden Age: A program featuring music made popular on Broadway from 1900 to the 1950s.

Wednesday, April 18, 6:00 p.m.

Legends of Broadway and Other

Tales: Popular pianist, humorist and recording artist Bruno Leone plays, sings and chats his way through nearly 150 years of Musical Comedy.

Hervey Point Loma Library

3701 Voltaire Street

Free. For information, call Christine

Gonzalez at 619.531.1539.

Point Loma Garden Walk and Garden Boutique

Saturday, April 28, 10 - 4

Shop the booths at the Garden Boutique the day of the Garden Walk. There will be herb gardens, whimsical furniture, a variety of planters, and faery gardens. Maps of the walk will be available the morning of the event beginning at 10:00 a.m. at 327 San Fernando Street.

Tickets \$25. Purchase tickets at the following locations: Southern Accents, Ocean Beach; Walter Andersen Nursery; Mission Hills Nursery, Fort Stockton Dr.; Armstrong Garden Nursery, Morena Blvd.; Green Gardens, Pacific Beach; Ace Hardware, Liberty Station; Pacific Sotheby's, Liberty Station.

www.pointlomagardenwalk.com

Point Loma Artists Association

Spring Art Happening

Saturday, May 5, 2012 10:00 a.m. - 3:00 p.m.

Come see original art work created by our local artists and enjoy visiting with them. All work is available for purchase.

3993 La Cresta Drive San Diego 92107

Free to the public. For information, go to www.pointlomaartists.com.

Peninsula Community Planning Board

Meets third Thursday, 6:30 - 9:30 p.m.

Point Loma Library
3701 Voltaire Street

Ocean Beach Town Council

fourth Wednesday, 7:00 p.m.

Masonic Center
1711 Sunset Cliffs Blvd.
jimmusgrove@mac.com

Midway Planning Advisory Committee

Meets second Wednesday, 2:00 p.m.

Peninsula Community Service Center

La Playa Trail Association

Meets second Tuesday, 2:30 p.m.

US Bank
1331 Rosecrans St.
Charles Best, 223-3418

Point Loma Association

Meets second Wednesday, 7:30 a.m., Bali Hai

Beautification:

First Tuesday, 8:00 a.m.
San Diego Yacht Club



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