



## A Public/Private Partnership

Thanks to countless volunteer hours and sheer persistence, the drab medians and weeds at the corner of Cañon and Catalina have been transformed into a beautiful gateway to Cabrillo National Monument, Fort Rosecrans National Cemetery and Point Loma Nazarene University.

Robert Tripp Jackson spearheaded the effort, single-handedly collecting donations for the project. The project got a huge jump-start with a \$2,500 donation by Point Loma Nazarene University, and a nudge across the finish line with a \$6,000 Neighborhood Reinvestment grant from the County of San Diego. But collecting donations wasn't the biggest challenge.

"The biggest challenge was getting the plans drawn up," said Robert.

"I talked with multiple resources, and no one was interested in doing it for free." Until Tony Calabrese introduced him to local architect and Point Loma Rotarian Dan Johnston, owner of Architecture, J.A.

Dan drew up the plans per City of San Diego Development Services requirements, and made multiple visits to the 3rd floor of the City Operations building downtown. "They kept on switching staff on us," said Robert. "The plan was reviewed three to four times."

Robert also got help from PLA board member David Crawford, who did the groundwork to determine whether or not the medians could be altered.

After numerous meetings with Development Services representatives and a last-minute planting change, Robert got the construction and traffic control plans approved and permitted.



It was time to get to work. The concrete contractor, Jason St. Pierre, removed 175,000 pounds of asphalt in five trips to the dump before installing a stamped concrete border along the existing curbs and sidewalks. Moises Sanchez with Total Green Landscape added weed-killing mulch and drought-tolerant plantings including Chop Sticks, Stative, Deer Grass, New Zealand Red Flax, and

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### Thank you, Catalina Median Project Donors!

County Supervisor Greg Cox:  
\$6,000

Point Loma Nazarene  
University: \$2,500

Dick and Dorothea Laub:  
\$2,500

Hervey Family Fund: \$2,500

Anonymous: \$2,500

Nancy Peckham: \$2,000

Dr. Lori Love and Dr. Miguel  
Alvarez: \$1,500

In Memory of Edward Cramer:  
\$1,000

James and Robyn Patrick:  
\$500

Paul Vadnais, Catalina Realty:  
\$100

Rod McLennan: \$100

Stan Miller: \$100

### Our Mission:

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

# Chairman's Message



*What a day! The air is light, the sky pale blue, the breeze is barely rustling the leaves. I am propped up in my car gazing at the new Catalina/Cañon median. I am alone; time out from a busy season, grateful for the beautiful day, a blessing of living in this part of the country and for having shepherded another Point Loma Association project.*

From ugly black top to golden deer grass and brilliant red flax: the city inspector said, "very, very nice." Phew...what a relief! Just a few "nips and tucks," and the project will be approved.

This creation is the culmination of months of Point Loma Association volunteer work done by people like you. For those of us who contributed, thank you. For those who did not, there will be more opportunities in the future.

We are the only stewards of our neighborhood, and your support benefits ALL of us. Next time we welcome you to join us.

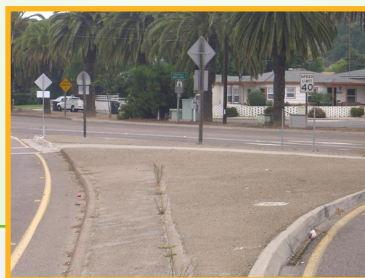
-Cecilia Carrick  
Chair, Point Loma Association  
Carrick@cox.net

Aloe. The median is being watered by Total Green Landscape until the plants are established, and is now number 17 on the Mean Green Team's list of ongoing projects.

A project like this couldn't happen with a lot of support from many corners. Thanks to Councilman Faulconer's office for providing a letter of support and to Michael Patton for weighing in on Development Services meetings; to PLA member Karen Davis for helping with the design and planting choices; to Jason St. Pierre for lowering project costs by taking down the traffic control signs every evening and putting them up every morning (the sign company was going to charge a fortune!); and to the generous donors who funded the project in its entirety.

Many thanks go to Robert Tripp Jackson and David Crawford for never giving up. "I'm hoping that this project shows an improvement in establishing a relationship with Development Services," said Robert. "There was a lot of confusion [at the City] about it being City property, and, 'who is this group who wants to plant flowers?'"

There will be an official dedication and ribbon-cutting ceremony on Friday, January 27, 2012 with Supervisor Cox and other local public officials. The public is welcome. Look for an e-blast for details.





## Beautification Update

**No IFs ANDs or Cigarette BUTTS!** Due to a local collaboration between I Love A Clean San Diego, the San Diego Chapter of the Surfrider Foundation and the Point Loma Association, six cigarette ashcans were installed in the Point Loma

Village area on October 14. There was a brief ceremony with Cecilia Carrick dropping a ceremonial “butt” into one of the containers.

The PLA has accepted responsibility for emptying the containers. The first “emptying” yielded the following numbers by location:

1. The Living Room: 26
2. Winchell's Donuts: 80
3. Catalina/Voltaire 7/11: 62
4. The Lighthouse: 108
5. PL Drugstore: 76
6. Cañon Laundromat: 540



That’s over 800 fewer cigarette butts in our storm drains and oceans! In addition, Natalie Roberts with I Love a Clean San Diego reported the following: “ILACSD counted cigarette butts littered in the program area before and after the ashcan installation, and show a 58% decrease in cigarette butt litter. This combined with the number of butts collected in the ashcans over one month will serve as great indicators of this program’s success.”

**More weeds gone...** Thanks to the support of CAPT Adams of Naval Base Point Loma, the weeds adjacent to the Navy service station (Rosecrans and Nimitz) were removed and the area looks great again.

**Graffiti Update:** A bus stop on Rosecrans near Laning was recently tagged with red paint, with the paint covering two large panels. Cecilia Carrick and Betty Allman moved quickly to take down the graffiti, and then contacted the Metropolitan Transit System folks for information and future support.

What they received was encouraging. Beverly Neff from the MTS (beverly.neff@sdmts.com) and Tara Graviss from the Liberty Station Community Association (tgraviss@waltersmanagement.com or (619) 756-7992) responded very positively. Tara is the individual to be contacted at Liberty Station with graffiti issues, and she will make sure it is removed. Beverly also encouraged us to contact her in the future with problems related to the MTS. Their supportiveness was much appreciated.

*Beautification meetings are held at 8:00 a.m. on the first Tuesday of each month at the San Diego Yacht Club Board Room. To place items on the agenda, e-mail Ron at brooks1@cox.net.*

## Around Town



### Gabardine takes over former La Playa Bistro location

Former Top Chef Brian Malarkey and business partner James Brennan are adding a Point Loma location to their array of fabric-named restaurants in San Diego. Malarkey, who also owns *Searsucker* in La Jolla and *Burlap* in Del Mar, is undertaking *Gabardine* in the midst of other projects including *Gingham* in La Mesa and *Herringbone* in La Jolla.

The planned seafood bar will feature Chef Paul Niles, formerly of *Thee Bungalow*.

### Liberty Station openings Amighini Architectural

Offering salvage antiques and architectural salvage including vintage doors, hardware, and decor; stained glass; wrought iron.

2880 Sims Road  
www.amighini.net

### Luna Grill

"The Ultimate Kabobery" casual Mediterranean restaurant with an emphasis on healthy entrees.

2400 Historic Decatur Road at the corner of Womble Road, across from Tender Greens.  
www.lunagrill.com

### Stone Brewing Co.

From the web site: “Besides offering inventive, sustainable, and eclectic comfort food, Stone Brewing World Bistro & Gardens – Liberty Station will boast several outdoor courtyards and dining areas, a bocce court, and its very own brewhouse.” At 20,000 sf, it will be the largest restaurant in Liberty Station. Asked about the opening, PR Coordinator Randy Clemons said, “We're aiming for June or July, but we are encountering some holdups with all the intricacies of preserving the historically

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significant features that are part of what we love so much about the building."

2816 Historic Decatur Rd.  
www.stonebrew.com

### Crimemapping.com

Last October, www.crimemapping.com was expanded to a county-wide program replacing e-Watch.

CrimeMapping.com helps law enforcement agencies provide information about recent crime activity in your neighborhood, and analyzes and maps crime data including arson, assault, burglary, drugs/alcohol violations, DUI, fraud, homicide, car theft, robbery, sex crimes, vandalism, car break-ins, weapons violations, and multiple crimes at a single location. Colorful icons provide detailed information about these crimes.

The web site also allows you to view reports and graphs to identify patterns or trends, and to sign up for e-mail alerts that you can share with neighbors and Neighborhood Watch groups.

To sign up, go to www.crimemapping.com and enter your address and other requested information.

### He's the Little Saint Nick...

The Point Loma Summer Concerts donned hats and gloves and rode down Newport Avenue to Beach Boys tunes in the Ocean Beach Holiday Parade on December 3.



"Mike on the Mike" Mike Ryan provided the music, and Concert Series board members found out how hard it is to dance on a lurching flatbed truck.

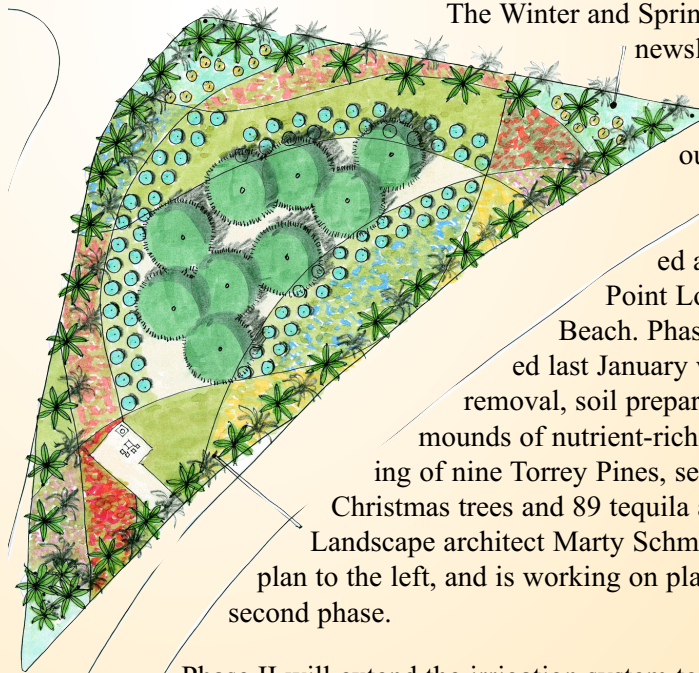
## Check, please!

The check presented to Councilman Kevin Faulconer at the PLA dinner represented PLA Volunteer hours given to this community over the past 50 years (150,000 is most likely very conservative!). Councilman Faulconer was so impressed that he invited PLA volunteers to a City Council meeting, where Cecilia Carrick made a brief announcement and some of those who were there posed with the Councilman.



Left to right: Karen Davis, Kerri De Rosier, Councilman Faulconer, Cecilia Carrick, Ron Brooks, Albert Powell, and Jerry Symanski

## Median 4 Phase II to begin



The Winter and Spring issues of this newsletter celebrated the funding and construction of our BIG median project — Median 4, located at the gateway to Point Loma and Ocean Beach. Phase I was completed last January with weed removal, soil preparation, irrigation, mounds of nutrient-rich mulch and planting of nine Torrey Pines, seven New Zealand Christmas trees and 89 tequila agaves.

Landscape architect Marty Schmidt designed the plan to the left, and is working on plan designs for the second phase.

Phase II will extend the irrigation system to provide for approximately 300-400 drought-tolerant shrubs and plants that will creating ribbons of color among the green and blue trees and agaves. The specific plants are all drought tolerant and grow well in a coastal sandy setting.

Based on Phase I costs, Phase II costs are expected to be \$12,000 to cover labor and materials. At the December 2011 Board meeting, the PLA approved funding for the project, but requested that project organizers pursue grants and donations.

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Can you help complete one of the biggest projects ever undertaken by the PLA? Be inspired! Add your support! Contact Cecilia Carrick at (619) 222-2254 /carrick@cox.net.

## Westminster Community Garden

Just north of the Westminster playground at Talbot and Cañon, garden plots are being prepared to sustain the community and beyond.

Westminster Community Garden is a collaborative effort between Westminster Presbyterian Church and Point Loma Nazarene University. Harry Watkins, a professor at PLNU's Fermanian School of Business, teaches business strategy with an emphasis on "leaving society and the planet better off." He also teaches a course called Sustainability in Action in the school's Sustainability Studies program. "I teach my students to not just talk, but do," said Prof. Watkins.



Prof. Watkins is also an active gardener and an advocate for "Garden Share," a project in which people without back yards share garden plots with those who do—and share the produce that is harvested.

Through a mutual friend, Prof. Watkins met Joe Meyer of Westminster Presbyterian Church and invited him to his backyard to survey his garden last summer. Meyer expressed a desire to create a community garden at the church site, and Prof. Watkins pitched the idea to his Sustainability in Action class at the beginning of the fall semester. "They decided to not only write the plan, but also plant the garden," said Prof. Watkins. Since then, a Garden Leadership Council has formed a Vision Statement, which clearly states the garden's purpose and goals:

- ☞ To educate individuals by providing classes, workshops, and other sources of information
- ☞ To provide a place of beauty and peace that can be nourishing for body, mind, and soul
- ☞ To dedicate part of our produce to provide food for our neighbors in need both across the street and across the city
- ☞ To establish ties with our local organizations and institutions

At 7,500 square feet, the garden will encompass about twelve 10x10' garden plots and fourteen 10x20' garden plots, each with its own riser/faucet, a storage building with shared community tools, two composters (already built), and an area for tables and chairs for community events.

The garden managers plan to share 20% of the food produced with Presbyterian Urban Ministries and/or food banks serving the food challenged in San Diego. They also want to work with local schools and businesses, and hope that PLNU student ministries may be interested in adopting one or more plots to grow food for urban ministries.

The Leadership Council is looking for garden sponsors and for people to lease plots for a nominal fee to help defray the cost of water and maintenance.

For more information, contact Prof. Watkins at [harrywatkins@pointloma.edu](mailto:harrywatkins@pointloma.edu).

The board is very pleased to have the PLA sponsor a concert for the next season. Get out your calendars! (or - if you have a 50th Anniversary PLA calendar - they're already noted for you).

The dates are: July 13, 20, 27, August 3 and August 10. The Concert Series committee is lining up bands and will announce the lineup soon.

## Welcome New Board Members!

We welcome Dwayne Little and Kristen Keltner to the board!



Dwayne recently retired as a Professor of History from Point Loma Nazarene University, where he taught courses in American Civilization, Civil War and Reconstruction, World War II, and San Diego History.

Dwayne also comes with a rich history in all things Point Loma. Dwayne is a member of many professional organizations including the San Diego Historical Society, and served as Vice President of the PLA from 1999-2002. Dwayne served on the Peninsula Community Planning Board from 1993-1999.

"I enjoyed my time at the PLA," said Dwayne. "Now, I have time to make a more significant contribution than before. Over the years, I have enjoyed not only what the PLA said it was doing - but what it actually did."

Asked about why he chose to serve, Dwayne said, "I'm a Point Loma resident trying to do what's best for the community."

Kristen Keltner (not pictured) comes to us with first-hand knowledge of life in Point Loma as a Point Loma native who attended Sunset View Elementary, Correia Junior High and Point Loma High School.

Kristen owns *To the Point*, a local eatery and catering kitchen that

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opened in 2009. The restaurant boasts seasonal, local and sustainable California inspired cuisine and design.

"I am honored to be a part of the Point Loma Association and to contribute to improving the quality of life of Point Loma," said Kristen.

## Membership is GROWING

*By Tim Tuter, Membership Committee Chair*

Our Membership Committee has been out and about this year talking to the community and promoting our work. Come see us the first Sunday of every month at the Cañon Street Farmers Market, where former PLA President Patti Adams is showcasing PLA's impact on the community. We are also planning the upcoming PLA Night at the Summer Concerts! We will be sponsoring a concert and hosting an impressive membership drive.

Half way through the year we have already surpassed our membership commitment from last year! Our current household and business membership represents approximately 1,550 members. In fact, we have added over 100 first time PLA members in the last six months!

We also count on each of you to promote PLA membership to all your friends, family, and neighbors. Joining PLA is easy through our web site at [www.pointlomaassociation.com](http://www.pointlomaassociation.com), or give us a call at (619) 992-5740 and we'll send a membership envelope to anyone you want. Don't forget, new members can now join PLA at any time during the year for as little as \$30.

PLA's work is vital to our community and membership funding is what helps make it happen!

## A window to a quieter home

Tucked away in Liberty Station is the San Diego County Regional Airport Authority's Quieter Home Program office. The program, which began in 1998 when the airport was run by the Port of San Diego, retrofits homes within the 65+ decibel level contour map around the San Diego International Airport flight path to mitigate noise from aircraft.

The Airport Authority funds the program by applying for grants to the FAA's Airport Improvement Program, which is funded through user fees such as airline tickets and aircraft fuel sales. The Quieter Home Program is one of the largest airport programs remaining in the country; Boston was the first to launch about 20 years ago. Each year, the grant is a different amount, which directly affects the number of homes they can sound insulate.

The goal of the program is to reduce interior noise by 5 decibels (dB) to reduce plane noise interference. How do they do it? By retrofitting everything that allows noise to sneak in, including windows, doors, fireplace openings, front door weather stripping— even mail slots and doggie doors.

To find out if you're within the 65+ dB contour map, you can go to the Quieter Home Program web site ([www.quieterhome.org](http://www.quieterhome.org)) and click on your region. Loma Portal and areas of Ocean Beach are in the map labeled "West". The Airport Authority also evaluates the homes in the zone every five years and when they complete a contour, mails notices to eligible homeowners in the next contour.

How do they determine the zone? With pole-mounted microphones in 24 remote monitoring sites surrounding San Diego International Airport. The microphones constantly measure noise and transmit noise data to the Airport Noise and Operations Monitoring System - Geographic Information System (ANOMS-GIS) 24 hours a day. Staff measure the data and compile reports required by the State of California. They also monitor noise levels and aircraft flight tracks, which helps them enforce curfew violations and respond to aircraft noise complaints.

So let's say you're in "the zone" and haven't already been contacted by the Airport Authority. Call the Quieter Home Program's main line: (619) 400-2660. They will direct you to a Program Coordinator or Homeowner Liaison, then mail you an application and permissions form for an evaluation by the Airport Authority's Cultural Resources Consultant. Why is this step important? "We have to be very careful," said Catherine Darby, Program Coordinator. "We don't want to negatively impact a potential historic designation as part of the retrofit process." If your home is deemed historic, it may qualify for special historical preservation measures. This research takes many months, as the consultant reviews many records before deeming a home historic or non-historic and coordination occurs with the City of San Diego's Historic Resource Board.

The length of time between the application and the invitation to an information meeting depends on the noise contour level where your home is located and how long you've owned your home. When your name hits the top of the list, you are invited to attend the Homeowner's Information Meeting, where a myriad of choices are laid out and construction specialists and architects are on hand to answer questions. During this meeting, you are asked to sign a Homeowner's Agreement and grant an Aviation Easement to the Airport Authority. Homeowners unwilling to sign these documents cannot participate in the program.

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# COMMUNITY CALENDAR

If you're in: program consultants prepare a design package based on a home assessment, and meet with you to ensure that you're satisfied with it. Some considerations: Depending on your current existing windows, you are offered vinyl or aluminum windows (wood is only offered if you are deemed historic). Do you need an upgraded HVAC, furnace or electrical system to meet building code? (In most homes, these systems are retrofitted, along with replacement of attic insulation.) Do you have a wicket in your front door (the little hole in the door that allows you to see who rang the doorbell)? If so, it is fitted with glass. Would you like to keep the muntins in your windows? Muntins are the decorative grids in windows. This completes your terminology lesson for the day!



The Quieter Home Program Showroom at Liberty Station

Non-historic windows traditionally have a minimum rating of 40 STC (Sound Transmission Classification), which is achieved by having three panes of glass and a 1 1/2 inch air space. The thicker window dimensions means the loss of a window sill to accommodate the wider track.

"We try really hard to work with the homeowner's wishes," said Darby. "The hardest part of the process is the waiting."

The time between the design review meeting and construction can be at least a year. Once the contractor is chosen and they order the product, it can take four, five or more months before the homeowner is scheduled for construction. Most projects take from 15 to 30 days (depending on the size of your home) and run from 8:00 a.m. to 5:00 p.m., Monday through Friday.

The Airport Authority has completed most of the homes in the 70 dB contours, and the majority of homes within the 69 and 68 dB contours. That leaves only 9,000 more homes! The program also insulates multi-family units. Currently, the program is in the middle of a massive retrofit at Point Loma Tennis Club, and recently completed the majority of the units at Park Point Loma.

Asked about the program's challenges, Darby said, "outreach." The program is starting to work more with realtors and property managers to get the word out. "They're the first line of information to prospective homeowners," said Darby.

Want to see what a reduction of 5 dB really means? Stop by the office and check out the noise kiosk. By the way, this program is free of charge to the homeowner. There are some cases when homeowners pay out-of-pocket to fix safety issues prior to construction.

For more information, go to [www.quieterhome.org](http://www.quieterhome.org) or call (619) 400-2660.

## 25th Annual Whale Watch and Intertidal Life Festival at Cabrillo National Monument

**January 7-8, 10:00 a.m. to 4:30 p.m.**

This educational, family-oriented event celebrates the return of the Pacific gray whales to Point Loma as part of their annual round-trip migration from Baja California, Mexico to Alaska, and the intertidal life found in the tide-pool area on the monument's western shore. For information, e-mail [rick\\_jenkins@nps.gov](mailto:rick_jenkins@nps.gov) or call (619) 523-4573.

## Friends of Point Loma Library Reading Wednesday, January 18, 6:30 p.m.

Bette Blaydes Pegas reads from her book, *Chasing a Dream in the Galapagos, A Personal Evolution*.  
Hervey Point Loma Library  
3701 Voltaire Street  
For information, contact Christine Gonzalez at (619) 531-1539.

## FESTA 2012 13th Annual Crab Feast Saturday, January 28

5:30 p.m. Social Hour and Silent Auction;  
6:30 p.m. Dinner. \$50 per person seating on "first come, first serve" basis; \$100 per person special reserved seating.  
United Portuguese S.E.S. Hall  
2818 Avenida de Portugal  
For tickets or information, contact Tony Calabrese at (619) 222-1316.

## OASIS at the Library Programs All program 1:00 - 3:00 p.m. The World's Greatest Buildings Wednesday, January 11

## The Story of Chocolate: Food of the Gods Wednesday, January 25

## Secret San Diego: Zoro Gardens Wednesday, February 22

## Make and Keep Beautiful Floral Arrangements Wednesday, March 7

## Antiques & Collectibles Wednesday, March 21

Please call the library or register at the reference desk. Registration for each class required.  
Hervey Point Loma Library  
3701 Voltaire Street  
For information, contact Christine Gonzalez at (619) 531-1539.

### Peninsula Community Planning Board

Meets third Thursday,  
6:30 - 9:30 p.m.  
Pt. Loma Library  
3701 Voltaire Street

### Ocean Beach Town Council

Meets fourth Wednesday,  
7:00 p.m.  
Masonic Center  
1711 Sunset Cliffs Blvd.  
Jim Musgrove,  
[jimmusgrove@mac.com](mailto:jimmusgrove@mac.com)

### Midway Planning Advisory Committee

Meets second Wednesday,  
2:00 p.m.  
Peninsula Community  
Service Center  
3740 Sports Arena Blvd.

### 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

QIWC ORGANIZATIONS

# \$how me the MONEY!

By Cecilia Carrick

Folks occasionally ask us where our Point Loma Association money comes from and where it goes...

## Expenses:

### 1. BEAUTIFICATION AND MEAN GREEN TEAM

Our largest budgeted expense, \$31,498, is for neighborhood beautification.



#### Mean Green Team:

Consists of about 25-30 neighbors who volunteer every week to keep the Peninsula beautiful. We have a Graffiti Team, a Rose Garden Team and a regular team that tends to more than 15 different public areas. Our four Master Gardeners guide and oversee our landscaping staff.

**Maintenance landscaping subcontractors:** \$18,068 is budgeted for watering, heavy planting/weeding, special projects and major trimming.

**Maintenance supplies:** \$3,600 pays for supplies ranging from weed killer to anti-graffiti paint. Just the cost of fertilizer for the Liberty Station Hugh Story Memorial Rose garden is hundreds of dollars per year.

**Tree trimming:** We budget \$5,000/year. We care for many large Jacarandas, Ficus and Golden Medallion trees all over the Peninsula.



**2. NEWSLETTER:** This \$10,000 budgeted expense includes our editor, quarterly printing and postage. Recent membership questionnaires have favored mailing hard copy newsletters over e-mail versions.

**3. ANNUAL DINNER:** The dinner costs about \$20,000 but nets about \$24,000.

**4. ADMINISTRATIVE COSTS** are about \$9,500. This includes insurances, bank supplies, accounting, tax preparation, mail box, webmaster/computer and licenses.

**5. POINT LOMA FREE SUMMER CONCERTS:** Most of the concert funding is via separate private/public sponsorship. The PLA has agreed to contribute a yearly \$4,500 toward the concerts and to do volunteer work during the events.



*From the desk of  
Councilman  
Kevin Faulconer*

"I am pleased to let you know that the unsightly La Playa Pipeline has been repaired.

After hearing significant concerns from the community, I worked in partnership with the Navy to address the erosion causing this pipeline to show in areas along our beautiful La Playa shoreline. Together we implemented a short term and long term goal to conceal this pipe.

I brought these concerns to the Navy, pushing them to take action and develop a set of plans that would help to remedy this eyesore. The Navy responded with a two step plan, fixing the current eroded sites which exposed the pipe, and drafting a longer term plan for a permanent fix.

Protecting our beaches and bays is one of my top priorities, so I will continue to work closely with the Navy and our Point Loma neighbors to ensure that this pipeline is safe and secure.

Please feel free to contact me at (619) 236-6622 with any comments or concerns. I know that working together, we can address any challenge that our neighborhoods face."

*Councilman Faulconer is planning on holding a Town Hall Meeting in late January/early February to discuss the Navy's proposed pipeline realignment.*





**6. MEMBERSHIP:** Costs are around \$2,000 which includes mailings, supplies and advertising.



**7. UTILITY BOX PROJECT:** It costs about \$500 per box to give the artist a small stipend and pay for their supplies. The prep work for each box is done by volunteers.

**8. SPECIAL PROJECTS:** PLA Bylaws require full funding capabilities before any project approval. Our fundraising includes solicitation of private donors and public grants. Examples:

- The Catalina-Canon Median Project cost approximately \$21,000.
- The Nimitz Blvd. /Sunset Cliffs Median Project cost about \$18,000 for Phase I but the projected total expense will be about \$30,000. Monthly maintenance of this large 1.3 acre parcel is being generously funded by a private donor.



### **Income:**

Main sources of income are membership and the annual PLA dinner.

*The Point Loma Association is volunteer neighbors working together to improve our neighborhood! Please support our work!*  
[www.pointlomaassociation.com](http://www.pointlomaassociation.com)

## **Assembling New Members**

*By Patti Adams*



The holiday season began on December 1 when the Point Loma Assembly held a beautiful Tea at their Assembly Hall at 3035 Talbot Street. The sterling silver tea and coffee sets sparkled, and trays of fabulous tea sandwiches and cookies were displayed in the festive room. *Continued in next column*

The members of the Assembly welcomed prospective new members to the clubhouse to encourage more Point Loma residents to get to know the Assembly. This is the 100 year anniversary of this organization, which was formed as a local “improvement society” for the benefit and development of the community. Land was donated for a facility by Frank S. Jennings and fundraising begun shortly after the first meeting on November 6, 1911.

The building was completed in September of 1914 and has provided a meeting place in the community ever since. The clubhouse has been used for youth groups, as a polling place, for PTA meetings for Cabrillo School, which is just across Talbot from the hall, for Mr. Benjamin’s cotillion, civic meetings, parties, and more.

During World War I, the Assembly clubhouse was turned into Red Cross workrooms for sewing and knitting. During World War II, the Assembly was made into a Red Cross distribution center for all of Point Loma for sewing, knitting hospital slippers and surgical dressings. Classes were held in first aid and nutrition. The building was also used for Civilian Defense meetings, Coast Guard Volunteer Port security classes and other war activities. During the years following 1946, the Assembly has continued its civic, social and educational projects and remains an active part of the community today.

Time and use have taken a toll on the building and there is a need for restoration and repairs. If you are interested in learning more about this Point Loma icon and participating in Point Loma Assembly, please call us at (619) 226-1333.



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[www.pointlomaassociation.com](http://www.pointlomaassociation.com)



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Ted Kay, Treasurer  
Elise Streicher, Secretary

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Ron Brooks	Dwayne Little
David Crawford	Maureen Maringer
Malinda Dickenson	Barbara Morton
Megan Ekard	Stan Nadel
Judy Garrett	Melanie Nickel
Karan Greenwald	Martha Phillips
Robert Jackson	Tim Tuter
Lisa Keith	

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Buildings are one of the most permanent creations of our societies. As such, their style and function, translated through time by their durability, define cultures and establish the context for future historical reference. They are not static, rather are constantly in a state of change, both functionally and physically. The sources of change are many and often relentless. We believe a building must embrace cultural responsibility, it must adapt to changing demands, which can be integrated into the initial design approach. Appropriately chosen materials and details can promote longevity, facilitate reuse, and create a flexible framework for the structure to assure its lasting presence. Spaces designed with flexibility to adapt to user needs can better serve the user, resulting in greater productivity.

Buildings are primary consumers of natural resources and energy. Architecture, J. A., Inc. has practiced environmental responsibility since our founding, long before green design had gained the recognition it has today. The principles of green design continue to guide our work. We promote the need to balance the ideals of resource conservation, energy efficiency, and pollution prevention with the realities of performance, cost, and constructability.

We understand that the architect's role is that of a visionary and team leader. Successful architecture occurs when a vision is matured through collaboration and constructed with the same focus. The architect, owner, and project consultants, through mutual participation in the design process, can perfect a vision specific to the program and a construction team that has also participated can follow the line of thinking in jobsite decision making.

