When did the PLA begin? Was it the first Annual Meeting in 1964, or the first meeting of a small group in the back room of “The Quarter Deck,” a women’s clothing store on Rosecrans Street, in 1964? At the last PLA meeting, the consensus was that the PLA, or Point Loma Village Beautiful, as it was called at the time, started with that handful of folks at The Quarter Deck. Following are excerpts from “Rosecrans Street Revisited,” an article written by Celeste Trepte, and “History of the PLA” by Klonie Kunzel. Thanks to Klonie for providing the pictures.

From Rosecrans Street Revisited: “Which will it be, Point Loma ... Beauty or Billboard Beast?” So spoke San Diego Magazine in the October 1964 issue. A very timely observation, since at that time the “village” (Rosecrans Street from Cañon Street to Nimitz Boulevard) was home to 11 giant billboards and ten gas stations, arrayed with overhead power lines and poles the entire length of Rosecrans. The street lived up to its nickname “gasoline alley.”

From History of the PLA: “Under the leadership of Larry Duff, Celeste Trepte, Don Hartley, Janet Richards, Del Burnham Rice, Barbara Hallen and Tom Wilson discussed ways to improve the Pt. Loma Village. Their first project, with a small amount of donated dollars, was to purchase containers, in which they planted bottlebrush plants donated by the City.”

From Rosecrans Street Revisited: “To counter the magazine’s challenge, Point Loma Village Beautiful was formed. It was organized in 1964 with 200 members and little money. The founding members took their inspiration from Los Angeles Beautiful founder Mrs. Valley Knonsen, whose fame in community beautification efforts had spread throughout southern California. She addressed our members at their first fundraising dinner, presenting her blueprint for success in beautification and tree planting.”

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From History of the PLA: “The 200 founding members met at the San Diego Yacht Club on September 29, 1964 for their first fundraising dinner. The cost was $25.00 per couple. Money was raised to plant 65 Jacaranda trees along Rosecrans.

... In the first communique to prospective members in 1964, we said:

WE ARE FOR:

- Compatible standards of design in all new buildings in the Village area
- Tasteful “face-lifting” of older homes and commercial properties
- More trees, flowers, and landscaping improvements to all properties
- Better standards of traffic control and parking in the Village area
- Removal of billboards and badly placed signs of all types

... In 1967, an attack was made on billboards. Of the 11 originally standing, only 2 remain.”

From Rosecrans Street Revisited: “Then, in 1967 they started efforts to have power lines taken down and laid underground. In 1972, 46 poles were down; 1974 brought down 57 more. ... But other kinds of visual clutter did not go away. Rosecrans was still confronted with a giant twirling Kentucky Fried Chicken bucket, an enormous Jack popping out of his box, and a large donut. Amidst a panorama of blinking neon lights!

Undergrounding before all those maps showing that the lines on YOUR street won’t be undergrounded until 2067... This is a before/after view of Talbot Street, circa 1974... Rosecrans was still confronted with a giant twirling Kentucky Fried Chicken bucket, an enormous Jack popping out of his box, and a large donut. Amidst a panorama of blinking neon lights! The street was not enhanced by the addition of four massage parlors in 1973. The name of one of the parlors, “The Little Admiral,” so incensed the then current PLVB president, Vice Admiral Marshall Dornin (6’4”), that he took the complaint to City Council and secured the removal of all four massage parlors.

“In 1974, PLVB undertook a new project to replace the ugly advertising benches at bus stops along Rosecrans. The handsome new verdie green cast aluminum benches were later paired with attractive trash containers given to us by the City in response to our village improvements.”

From History of the PLA: “Through the years, more Jacarandas have been added along Rosecrans and adjacent streets. Other landscaping projects have included the Gold Medallions by Cabrillo School, Symacore and Pepperidge Farm, double-leaf Jacarandas by Cabrillo League, and Rosecrans Street Beautification.”

Saturday and 3rd Sunday of each month, from 9:00 a.m. to noon. All tools and supplies are provided by the San Diego River Park Foundation, along with snacks and water; so lend a hand and learn about some native plants, from Bladderpods to Wild Lilacs. Our upcoming work parties are on Saturday, April 2 and Sunday, April 17.

And - don’t miss our annual plant sale. Check the SDRPF website at sandiegovolunteer.org for the date. And, on May 8, everyone is invited for a special Open House at the Point Loma Native Plant Garden during SDRPF’s annual River Days. There will be a guided tour, along with snacks, free giveaways, and plants for sale.

For more information, contact the San Diego River Park Foundation at (619) 297-7380 or email volunteer@sandiegovolunteer.org.
February 1, 2011 was PLA Day!

O
n that day, Mean Greensers and other PLA members met in the chambers at the County Administration Building at the beginning of a public session. There, Supervisor Greg Cox proclaimed February 1, 2011 to be “PLA Day,” and issued a Proclamation. Supervisor Cox read the proclamation containing six WHEREAS regarding the PLA’s efforts in graffiti abatement, and its partnerships with other communities and support of the regional Graffiti Tracker project. The proclamation ended with:

WHEREAS, the County of San Diego is committed to recognizing and honoring those organizations that are dedicated to the public good, and the Point Loma Association is one such worthy organization; THEREFORE,

BE IT PROCLAIMED by Chairman Bill Horn and all members of the San Diego County Board of Supervisors that they hereby commend the POINT LOMA ASSOCIATION and do hereby declare this 1st day of February 2011 to be "POINT LOMA ASSOCIATION DAY" throughout San Diego County.”

An Urban Oasis: Point Loma Native Plant Garden
By Luke English, Friends of the Point Loma Native Plant Garden

Tucked behind Collier Park along Nimitz Boulevard lies Point Loma Native Plant Garden, dedicated to San Diego’s native ecology. This urban oasis, at the corner of Green Street and Mendocino Boulevard, is home to numerous rare and endangered plants native to southern California.

The garden has evolved into a local plant haven with areas of Oak woodland, Torrey Pines, cacti and succulents, and Coastal Sage scrub and chaparral. If you haven’t visited the garden in a while, go to the top of the hill towards the southern edge of the garden. There, you’ll find a new large Oak tree among a group of planters brimming with native Deer Grass and Blue-eyed Grass. Coming soon is a brand new interpretive sign with a map of the garden, along with a network of remade trails and new plantings among the hillside.

These improvements are made possible by the hard work of volunteers who come out for our work parties throughout the year on the 1st of May. If you want to experience “real” Thai food, Supannee suggests that you order the spicy squid and spicy seafood. But be prepared — “It’s real Thai hot,” she said. “People can’t find tastes like this anywhere. If you’re new to Thai food, she suggests Pad Thai with Wan’s special sauce, or the grilled salmon dish called “Wan Salmon.”

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With daughters at local elementary and middle schools, Supannee knows a lot of people in the community. “We are thankful to the community for supporting us; we are happy here.”

2907 Shelter Island Drive #110
Open for lunch and dinner. Closed Sunday. Take out orders welcome.

Welcome Michael Patton!

We are reporting on the latest member of Kevin Faulconer’s staff to replace Matt Awbrey – Michael Patton!

Michael submitted to a strenuous review by the PLA at the last board meeting, giving us his home number, cell phone number, and favorite ice cream flavor. … Just kidding.

Michael is Kevin’s representative and policy advisor for Midway/North Bay, Mission Hills, Old Town, Ocean Beach, and Point Loma.

He joined the Second District office in 2011 after interning for Kevin since the summer of 2010. He has been a resident of the San Diego area since 2005 when his father took the position as Naval Base Point Loma Commander.

Michael earned a bachelor’s degree in International and Cultural Studies from the University of Tampa. He enjoys surfing the cliffs, sailing in the bay, and playing soccer on the beach.

You can reach Michael at MPatton@sandiego.gov or [619] 236-7025.

Garden Award

Perennial Gardens Grace Sunset Cliffs Home
By Judy Garrett and Betty Alman

A 50-foot Star Pine dominated this Adair St. corner lot until owners Sue and Ken Martin donated the tree for the “OB CHRISTMAS TREE.”

Remodeling and re-landscaping began six years ago as the owners wished for an authentic East Coast Perennial Garden.

Two dramatic anchor trees, a Forest Tansy “red bud” and a Robinia “purple robe” were prominently planted near an extensive stone wall professionally designed and built by owner Tim Martin. The garden’s color palate of burgundy and yellow-gold was selected to blend with the paint design of the newly remodeled home. Atop the curving stone wall is the unusual Majocan (pink) Rosemary cascading to a bountiful garden below of Spanish Bluebells, Scabiosa, Verbena, Brookside Geranium and succulents.

This home was featured two years ago on the Dana Unit Children’s Hospital Garden Tour, which will be held this year on Saturday, April 23rd. Sue has her own consultation business for “Edible Gardens.”

Beautification Update

Graffiti removal and tracking: The bad news is that there was a horrible rash of tagging throughout the community, especially on Catalina Avenue and Bernice Drive. In addition, 94 windows in the Newport Avenue business district were targeted. The good news is that two suspects in the Newport Avenue vandalism have been identified through a Neighborhood Watch campaign.

And an update on reporting graffiti. Just dial 211 and report the location.

One newsrack at a time… Special thanks go to Mike Winiowske of SD Code Compliance for his very quick response when contacted about a questionable newsrack. Within a few days, Mike determined that the newsrack was not compliant, and personally came out and removed it.

Silvergate: Two of the Canary Island Pines planted on the side of Catalina Blvd. and adjacent to Silvergate School that had fallen over after the recent storms have been replaced. Thanks to Drew Potecki, City Urban Forester, for coordinating the planting, which was funded through the SDG&E tree bank.

Additional thanks to Dan Bohnett of SDG&E for hiring Urban Corps to plant the trees!

An Arbor Day Gift from Atlas Tree Service: Jeff Bruhn, owner of Atlas Tree Service, gave some much needed attention to the traffic triangle at Poe and Nimitz. His company laced out the eucalyptus trees and put down a layer of mulch. Said Jeff: “We thank you for the opportunity to help beautify the Point Loma Peninsula. We are excited to be a part of making our neighborhood a better place to live and visit.”

Thank you, Jeff!

While we’re thanking folks…

A special thank you to Jim Miller of Mower Unique Landscape Maintenance for picking up all our tree trimming greens from the Village on Friday, March 11.

Rose Garden Demonstration: On January 14, Dr. Roger English, past president of the San Diego Rose Society, gave a demonstration on pruning roses at the Hugh Story Memorial Rose Garden. After a brief discussion, some folks slipped on their gloves, grabbed their pruning shears, and gave it a try. Thanks to Mr. English and to the City’s Park and Rec Department, who agreed to remove the trimmed out greeneries.

Get ready for the Point Loma Summer Concerts!

This year promises another great lineup!

July 15 Help! The Beatles Tribute Band
July 22 Cashed Out, Johnny Cash Tribute Band
July 29 The Mar Dels, best music from the 50s - 70s
August 5 Mighty Untouchables, Classic Rock and Pop
August 12 Rockola, America’s Classic Rock Experience

This year, we’re going to have a separate kids’ performance stage featuring local talent from our community. We’re also very happy to support that, due to the success of the concerts and the generosity of our sponsors and donors, we’re able to pledge our support to a music program.

Marc Dwyer, Director of Instrumental Music at Coronado Middle School, was THRILLED to hear from Martha Phillips that the Concert Board voted to support his program for three years at $3000/year. When asked what he would spend the money on, Marc immediately said, “instruments.”

Thanks to our generous spon- sors who continue to support us year after year:

Willis Allen – Presenting Sponsor for 11 years
Sunrise Bank Point Loma – Stage Sponsor for six years!
City Councilman Kevin Faulconer District 2 – Jr. Stage
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