

THE

Riviera Reporter

Newsletter of The Riviera Homeowners Association

SERVING THE HOLLYWOOD RIVIERA COMMUNITY SINCE THE 1940s—October 2010



RHA
President
Roberta
Blowers

Send in your dues now

The new year is here and now is the time to pay your dues. There's a handy form in the newsletter, mail it in, pay with Paypal or better yet bring it to the meeting.

President's Message: We need your support by joining or renewing your membership now and we always appreciate your financial contributions as well.

We have a new program director and are looking forward to an exciting year. We have a meeting on the helicopter noise with Richard Root planned for October 27 and our traditional holiday concert on December 8 with the Riviera Chorus and Richardson Choir.

With our membership being down, most likely due to the economy, it makes it rough to accomplish as much as we would desire to. Please let us know if we aren't addressing your issues, maybe you haven't told us about them and as our membership increases again it might allow us to do more. This means we have had to limit our contributions to the schools and to our scholarship recipients and we haven't funded the Concert in the Park. Traditionally our newsletter is our biggest expense and we send it to everyone, although few are members. Our treasurer has worked very hard to lower our expenses through the sale of ads, but this is a time consuming project and he has his own business to run. So we were very excited when we got a call last spring from the local area director of a national company that works with homeowners associations to put out their magazines at no cost to the association or the residents. They do this by selling advertising. We are hoping for great success with him as it would free up over half of our budget and provide you a better magazine. So look for the Riviera Living coming soon. You should only see occasional correspondence from us outside the new Riviera Living. Please sign up for our email alert on our website - we never share your email address with anyone.

Since our new membership and business year has just begun, it is time to join or renew your membership in the Riviera Homeowners Association today and by doing so to help support the interests of our community.

RHA GENERAL MEETING

Local Helicopter Noise:

What You Should Know by Richard Root, Riviera Resident,

Creator of www.helicopternoise.com

Wednesday, October 27, 7 pm

Richardson Middle School Cafeteria, 23571 Nancy Lee Lane (off of Newton)



What is a "neighborly" noise level?

Are local flights "neighborly"?

How high do they fly?

Where do they fly?

How can I track flights online?

How do I file complaints?

What steps are being taken to address the noise?

What about planes that take-off and turn over the Riviera?

Bring your comments/questions

Riviera History Project - Interview with

Mr. and Mrs. Rod Freeman -333 Via Pasqual, Riviera Residents since 1953

Although I had walked by the neatly landscaped house at the corner of Via Colusa and Via Pasqual hundreds of times over the years, I had never met the charming Mr. and Mrs. Freeman until they agreed to be interviewed for the Riviera Oral History project.

Rod and Sheryl Freeman didn't originally intend to live in Hollywood Riviera. In the early 1950s, when they lived in Gardena, Rod Freeman bought three adjoining lots in the Palos Verdes hills across from La Venta Inn, hoping to surprise Sheryl with a property overlooking the ocean. But with a toddler and a five months old, Sheryl wanted to live in a neighborhood where her boys could ride their bikes. Then, one day, they visited "Bob Burns Realty," a father/son real estate business at the bottom of the hill. The office was ready to close, but Burns agreed to show them a house on a large corner lot that had been a model home for the tract when it was first built. They looked at the property by the light of a cigarette lighter and some matches, and agreed to buy the house for \$14,200, with a \$100 deposit.

Rod Freeman told me that when they arrived in the early 1950s, Riviera Village was just a "little old country stop in the road." There was the little shack that contained the real estate office, a gas station, and not much else. The stores that now line Catalina Avenue didn't start coming 'til the 1960s. In the early days, everything on west side of Monte D'Oro down to the beach was Japanese bean fields, and gliders took off on the west side of the hill and went all the way down to the cliffs.

Rod and Sheryl raised their three boys, Dirk, Brett and Reed, in the house at 333 Via Pasqual. The boys went to Hollywood Riviera Grammar School, which went up to 8th grade, and then straight on to South High. Rod's older sons from his first marriage, Doug and Dick, came out for weekends and vacations.

The Freemans spent many days at Torrance beach where the boys liked to surf. The boys played Little League, and were Indian Guides and Scouts. The Little League field was in Walteria where the post office is now.

Mrs. Freeman was active in the community. She was PTA president many times over. As a member of Las Vecinas, she volunteered at Harbor General Hospital (now Harbor UCLA) when it was all just Quonset huts in the '50s and '60s. Sheryl was a member of umpteen bridge groups, but eventually "I got bridged out," she said.

Mr. Freeman traveled frequently for his business making paper food packing materials but when he was in town, the Freemans enjoyed spending time at the Riviera Club, which overlooked Torrance beach on the site of what is now Miramar Park. The club served as a social center for the neighborhood in the early years. Rod Freeman remembered that the beach club had two bars. On the Redondo side, you could only stay until midnight. After midnight, you had to move down a bar stool to the Torrance side of the club. The club burned in the 1970's under mysterious circumstances.

Mr. and Mrs. Freeman met at Earl Carroll's theatre, a famous live supper club in Hollywood, during a dairy convention when they were each selling packaging products to the dairies. Due to a mistake by the maitre d', they ended up at the same table of four. They were married on March 13, 1948. They have been married for 62 years and have 5 children, 11 grandchildren, and "19 and counting" great grandchildren. When asked for advice for young people getting married today, Sheryl said, "You have to try real hard. You have to really give a lot." Rod's advice is, "Find yourself something that you like to do that you can make money at, go to school, and then think about getting married."

Sheryl had always expected to be a homemaker and says, "I think I've done very well at it. I was very involved with the boys, and now I'm very involved with Rod, taking care of him". Rod says emphatically, "I would not survive without Sheryl; she's the greatest thing that ever happened to me in my lifetime."

The Freemans spoke fondly about all their friends who are gone or have moved away. They owned a place in the desert, but the Riviera is their full time home now. At 94 and 85, blessed with good health and living an independent life, Mr. Freeman stated, "We're so darned old that everyone else is long gone. We're the lucky ones."

If you know a longtime resident of the Riviera who has lived here for 50 years or more and would like to interview them for the Riviera Oral History project, please send an email with your name and contact information to oralhistory@hollywoodriviera.org.

Lisa Edmondson



Newsletter of the Riviera Homeowners Association

Community Calendar:

Friends of the Torrance Library Book Sale

Friends members only (you can join at the door), Friday, October 15, 2:00 p.m. - 6:00 p.m. Public sale, Saturday, October 16, 9:00 a.m. - 4:00 a.m. Katy Geissert Civic Center Library, Community Meeting Room, 3301 Torrance Blvd. Once again the Friends will offer a great selection of encyclopedias, reference materials, children's books, and thousands of books on a vast array of topics - all at bargain prices. A variety of records, CDs, cassette tapes, VHS tapes, and DVDs will be offered.

Moonlight Magic on Madrona Marsh

Under the full moon on Saturday, October 23, the Friends of Madrona Marsh will host a fund-raising celebration on the preserve. The magic begins at 6:00 p.m. in the urban wilds of the preserve, with sundown and rising moon festivities that will include food, wine, music, entertainment, and dancing. Opportunity drawings for baskets as well as live and silent auctions of unusual items will be featured. The price for the charitable event is \$50 per person, with tickets available at Madrona Marsh Nature Center and Wildbirds Unlimited. For more information, contact Friends of Madrona March at (310) 326-2774.

Torrance Art Museum -Baker's Dozen

On view September 18 - November 6, open Tuesday-Saturday, 11 a.m. to 5 p.m. This exhibit is an annual survey exhibition of 13 artists who reflect the zeitgeist of Los Angeles contemporary art practice, curated by Max Presneill.

Art, Yasmina Reza's play, presented by the Torrance Theatre Company at the Torrance Art Museum, Fridays & Saturdays, Sept. 24- Oct 16, admission \$20.

Save the Dates:

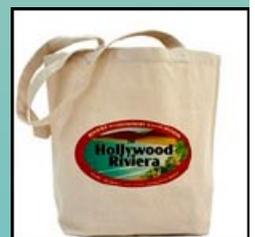
Riviera Homeowners Meeting on Helicopter Noise, October 27, 7 p.m., Richardson School

Riviera Homeowners Association Holiday Party, December 8, 6 p.m. Richardson School. The Riviera Chorus and Richardson Choir will sing.

Our meetings in 2011 will be: February 9, April 27, & June 8

RHA Merchandise: Display Your Riviera Pride!

RHA Merchandise is available at www.cafepress.com/RivieraHA. It's a win/win situation! With just a click of the mouse you can purchase high-quality merchandise and support your community. There's a large selection to choose from including shirts, sweatshirts, coffee mug, canvas tote bag & baseball cap.



The Farmer's Market Coming to the Riviera Village

A second Redondo Farmer's Market opened in Riviera Village on September 17. The farmer's market will run from 3 p.m. to 7 p.m. on Fridays on Avenue I between Catalina Avenue and Camino de la Costa. Chez Melange owner Michael Franks has been a strong supporter of the new market, hoping for "vegetables that were grown yesterday and eaten today." He also noted that the timing of the Riviera Village Farmer's Market should work in its favor since most area markets are open earlier in the day. Redondo's existing farmer's market in front of Veterans Park, for example, is open Thursdays from 8 a.m. to 1 p.m. Avenue I will be closed between Catalina and Camino de la Costa on Fridays between 2 p.m. and 8 p.m. There will be no parking along Avenue I between Esplanade and Catalina at those times.

Construction Begins at Village Palos Verdes

The Village Palos Verdes Homeowners Association has announced that following an unfortunate and lengthy delay due to litigation, Village Palos Verdes is once again on track to begin the planned renovation of their 180 unit townhome complex in the Hollywood Riviera. Construction includes an entirely new exterior implementing the design plan and materials displayed at the meeting in October 2008.

They ask that the RHA residents remain patient while they perform this vital repair project. They hope everyone will "pardon their dust" and excuse the additional noise and traffic that such a project will produce.

Construction has started and is scheduled to be completed at the end of 2011. Construction started in the Southern end of the complex, initially affecting parking and traffic near the intersection of Calle Mayor and Palos Verdes Blvd. Progress updates are available through the link on the Hollywood

Riviera website. They are excited to finally put plans into action and begin to immediately enjoy the benefits their investment in this renovation will provide. Questions regarding the Village Palos Verdes Homeowners Association may be directed to Ariel Hess at Scott Management, P.O. Box 3159, Torrance, CA 90510-3159.

Our RHA Donations

Congratulations to the 2010 recipients of the RHA scholarships, each for \$400. Pictured below are Hugh Bahe and Sara Yamamoto, South High graduates. Hugh will be a pre-med major and Sara will major in public relations. This is the 14th year of scholarships granted by the RHA, made possible by your membership dues.



Above is a picture of Richardson Middle School principal, Michelle Stupnik, as she accepts the RHA donation of \$300.00 to the school for general funds and technology. We are making this donation to the school because they very kindly allow us to use their cafeteria for all of our general meetings.



Scholarships 2011

Get a head start: think about submitting your application for the 2011 scholarship awards. The applications are due by March 1, 2011. The RHA college scholarship awards are given to graduating seniors in the Hollywood Riviera. Awards are based on academic excellence, participation in school activities, teacher recommendations and community service. Interested seniors can get application information from their college counselor at South High. If you do not attend South High or have questions, please read click on scholarship information on the RHA website or contact Judy Brunetti, RHA Scholarship Chair, at: scholarships@hollywoodriviera.org.

Newsletter of the Riviera Homeowners Association

Please support our local merchants who have donated to improve the quality of our newsletter.

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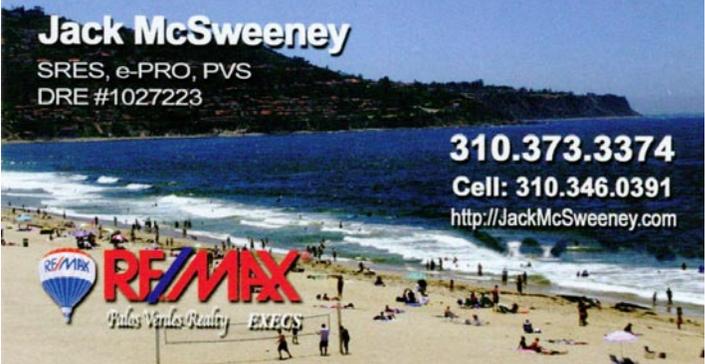
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Check out the new restaurants in Riviera Village, mostly on Catalina: Asaka, Sophie's Place, Tapas & Vino and Petit Cafe

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Look for our new magazine - Riviera Living - Next Month

RIVIERA HOMEOWNERS ASSOCIATION AND RIVIERA GARDEN CLUB LANDSCAPE AWARD

by Shelley & Karen; pictures by Julian

Joel and Les Sheckman have lived at their "romantic" Riviera hide-away for four years now. They turned a Southwestern themed house into something that would make the French in the New Orleans' garden district proud. Changing the former house color of peach and aqua to a bold gray color with white trim was the fundamental inspiration. Big accents of shutters, lots of wrought iron and elegant pots make a very sophisticated statement. The landscaping softens the boldness but the sophistication remains. The green grass, a circular palm planting and curving walkway to the house are accented with lots of color: pinks, purple and whites. There is a LOT of detail to take in - don't drive by at speed limit - slow down or better yet, just stop and take it all in - you can almost smell the chicory coffee and beignets! (This was a Riviera Garden Club Tour House in 2008.)



July 2010 - Joel & Les Sheckman, 5437
Riviera Way

Yes, we love to drive down Calle de Arboles where so many homeowners show off graciously planned landscaping. When Maria and David purchased their home on Arboles four years ago it was a newly constructed 2 story Mediterranean. The blank canvas provided Maria with a landscape challenge she has adeptly corralled. A courtyard wall divides the house from the street and it was treated on both sides with lush green and color. Bare columns and garage wall were provided banana palms and vines which have thrived and given the home a very comfortable and gracious "been there a long time" look. From the street, one can just get a peek at a lovely, bubbling fountain inside the courtyard. A very green patch of lawn sets off borders of color which include snapdragons, roses and some "unexpecteds" mixed in. Late after work weekdays and on the weekend you will probably find Maria happily at her garden chores - her work effort surely shows off!



June 2010 - Maria and David Zilm 732
Calle de Arboles

The Keenan home on Calle de Arboles has been home to three generations of Keenans and is currently the residence of Dan & Judy and their three daughters (who have grown up here as did their dad and 4 uncles). The house has been remodeled several times over the years by both the senior and junior Keenans. The most recent remodel, one year ago, has given the house a clean and classy Mediterranean air. A professional landscape architect planned both the front and the beautiful back entertainment area. Judy loves to work in the garden.

The stuccoed house facade is highlighted with stacked stone and the plantings are anchored by blooming achanthus, stately spito-forum and a strawberry tree. A pair of honey mesquite trees flank the stone paved driveway. Large cuts of stone form a path between green lawn and garden borders to the front house entrance. Color is achieved with orange kangaroo paws and roses and snapdragons. Small ornamental grass plantings wave in the wind.

Drive by anytime and take a peek - well planned lighting beautifully shows off the exterior at night. Thanks to the Keenans for providing such a lovely facade and garden for all to enjoy!



April 2010 - Judy and Dan Keenan, 5506
Calle de Arboles

Membership Form

JOIN the Riviera Homeowners Association (RHA) for 2010-2011

Your dues are an important contribution to our community. They allow us to provide scholarships to college bound students and donations to elementary and middle schools. They are also used to sponsor general meetings in the Riviera on topics important to our community. They finance this newsletter and allow us to keep members informed on important issues being discussed in the City. Your dues allow us to thank the City when they are doing a great job and to express our concern when our property interests are impacted. If you are not a member, please consider joining. It is a small sum, well invested.

Membership runs from September thru August. Since our new membership and business year has begun, it's time to join or renew your membership in the Riviera Homeowners Association today and help support the interests of our community. Membership dues are only \$25 a year. Please fill out the form below or update the mailing label on reverse, enclose your check payable to "Riviera Homeowners Association", and mail to RHA Membership, P.O. Box 1074, Torrance, CA 90505. Or, you can renew or join online through our PayPal system-it is quick and secure! Go to our website at www.hollywoodriviera.org

(Please note: Your street and/or email address are never shared with any third parties, and are used only for the purpose of notifying our members about upcoming events and other important information.)

Name: _____ Address: _____

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Do you receive emails from us? If not, and you would like to be on our list, please provide us with your email address:

Email: _____

\$25 Annual Membership for 2010-11 (Sept.-Aug.)

Additional contributions are always welcome! \$50 \$100 Other: _____

Newsletter of the Riviera Homeowners Association

Sign up for the RHA E-Mail Alert

Get periodic emails notifying you
of RHA meetings, events, and
occasional community notices.

Don't miss out!

Look for this sign on the RHA website:

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Visit our website at:

www.HollywoodRiviera.org

Riviera Homeowners Association 2010-11 Officers and Directors

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First VP (Programs)	Janet Kaplan	310-780-9641	Hospitality Chair	Nancy Mansfield-Staudt	310-378-5334
Second VP (Membership)	Judy Brunetti	310-378-5616	Landscape Chair	Karen Lent	310-375-6539
Secretary	Judy English	310-378-0361	Community Liaison	Pam Popovich	310-375-8729
Co-Treasurer & Public Relations			Traffic Liaison	Mike Guidry	310-373-1944
	Voc Gregorian	310-710-9080	Mailing Chair	Diane Miltimore	
Co-Treasurer	Cindy Costantino	310-376-1845	Webmaster/Photographer	Julian Chasin	310-373-6314

Visit The RHA Website at www.hollywoodriviera.org.
(Look for the new improved web site coming soon.)

The following RHA Officers can be contacted through their e-mail:

president@hollywoodriviera.org	newsletter@hollywoodriviera.org	treasurer@hollywoodriviera.org
traffic@hollywoodriviera.org	landscape@hollywoodriviera.org	dues@hollywoodriviera.org
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The Riviera Reporter

P.O. Box 1074 - Torrance, CA 90505

It's a new year - dues are now due.

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