

Overwhelming Support Shown for Market

A petition was introduced at the Serra Mesa Community Fair on October 15 stating “We, the undersigned, strongly support the return of a grocery store to the Rancho Serra Mesa Shopping Center. A grocery store would revitalize the shopping center and allow us to remain in the community and do more of our shopping at the Serra Mesa CVS and surrounding merchants. We urge CVS to withdraw its objection and allow the grocer, which has already reached an agreement with the Owners, to enter our community”



Story continued on page 4



www.SerraMesa.org

You are invited to participate in the
Serra Mesa Community Council Meeting
Wednesday, January 25th
6:30 pm
Serra Mesa - Kearny Mesa Library
Community Room, 9005 Aero Drive

Serra Mesa Community Council Meeting
Wednesday, February 22nd
6:30 pm
Serra Mesa - Kearny Mesa Library
Community Room, 9005 Aero Drive

Neighborly People
and Friendly Businesses
Living and Working Together

Serra Mesa Community Council Board

Officers

- Carl Demas.....(858) 565-2473*
President
- Geralyn White..... (858) 565-2473*
Vice President
- Janeen Ameral.....(858) 565-2473*
Treasurer
- Andrea Eaton.....(858) 565-2473*
Secretary/Education

Board Members

- Jackie Ander.....(858) 565-2473*
Friends of the Library
- Pat Brownyard.....(858)565-2473*
Welcome to Serra Mesa
- Jon Cima.....(858)565-2473*
Family Day Coordinator
- Gloria Espeseth.....(858) 277-6572
ACIC Liason
- Richard Hoot.....(858)565-2473*
Community Maintenance
- Cindy Moore.....(858)565-2473*
Special Projects

Appointed Positions

- Ronda Adams.....(858)565-2473*
Observer Editor
- Marge Demas.....(858)565-2473*
Mailing Coordinator
- Bonnie Hough, Monica Fuentes.....(858)565-2473*
Friends of Ruffin Canyon
- Myra Webb.....(858)565-2473*
Subscription Records
- Virginia Brust, Cindy McIntyre, Marvin Sloben..(858)565-2473*
Observer Staff

*Contact by calling (858) 565-2473 & leaving a message.

Serra Mesa Observer is published bimonthly by the Serra Mesa Community Council with a circulation of approximately 800.

Annual fees: Household...\$15 Sponsor...\$25
Benefactor...\$50

Articles, Ideas, & Upcoming Events for the Observer are welcome. Editor reserves right to edit articles.

Council doesn't endorse ads.

For articles, email Ronda Adams (rondakadams@msn.com)

For subscriptions and ads, call (858) 565-2473

Deadline: March / April Edition...February 24th

P.O. Box 23315, San Diego, CA, 92193
http://www.serramesa.org
communitycouncil@serramesa.org

SERRA MESA COMMUNITY GROUPS

- Serra Mesa Community Council (858) 565-2473
e-mail: communitycouncil@serramesa.org
- Serra Mesa Planning Group (858) 565-2473
e-mail: smpg@serramesa.org

ELECTED OFFICIALS

- Board of Education Kevin Beiser (619) 725-5550
- City Councilmember Lorie Zapf (619) 236-6616
- Mayor Jerry Sanders (619) 236-6330
- County Supervisor Ron Roberts (619) 531-5544
- State Assemblymember Toni Atkins (619) 645-3090
- State Senator Christine Kehoe (619) 645-3133
- Governor Jerry Brown (619) 525-4641
- U.S. Representative Duncan Hunter (619) 448-5201
- U.S. Senator Dianne Feinstein (619) 231-9712

CALENDAR OF COMING EVENTS

Jan 7	Friends of Ruffin Canyon Cleanup 9:00 a.m., Shawn Avenue entrance to Ruffin Canyon
Jan 10	Friends of Serra Mesa-Kearny Mesa Library 5:30 p.m., Serra Mesa-Kearny Mesa Library, Sudberry Room
Jan 11	Serra Mesa Recreation Center Council Meeting 6:30 p.m., 9020 Village Glen Drive
Jan 19	Serra Mesa Planning Group 7 p.m., Serra Mesa-Kearny Mesa Library, Community Room
Jan 23	Friends of Ruffin Canyon 6:30 p.m., Taft Middle School, 9191 Gramercy Dr.
Jan 25	Serra Mesa Community Council 6:30 p.m., Serra Mesa-Kearny Mesa Library, Community Rm
Feb 4	Friends of Ruffin Canyon Cleanup 9:00 a.m., Shawn Avenue entrance to Ruffin Canyon
Feb 16	Serra Mesa Planning Group 7 p.m., Serra Mesa-Kearny Mesa Library, Community Room
Feb 22	Serra Mesa Community Council 6:30 p.m., Serra Mesa-Kearny Mesa Library, Community Rm
Feb 27	Friends of Ruffin Canyon 6:30 p.m., Taft Middle School, 9191 Gramercy Dr.
Mar 3	Friends of Ruffin Canyon Cleanup 9:00 a.m., Shawn Avenue entrance to Ruffin Canyon

Serra Mesa Enhancement Committee meetings - write to P.O. Box 23315, San Diego, CA, 92193.

In This Issue...

SMCC Community Forums	1
Community Phone Numbers, Calendar	2
President's Message	3
Overwhelming Support Shown for Market	4
Name That Trail Update, SM Food Pantry, SM Rec Center	5
Serra Mesa-Kearny Mesa Branch Library	6
Important Phone Numbers, SMEC	7
Angier Elementary School, Taft Middle School	8
Trekking the Neighborhood-A round of golf in the neighborhood	9
SMCC New and Renewed Members	11
News Release - Civita	12
Serra Mesa Community Garden & Orchard, New Year, Fresh Start	15

PRESIDENT’S MESSAGE



New Year Aspirations

HAPPY NEW YEAR!!

The beginning of a new year brings much excitement and energy and 2012 will be no different. As we elect new board members we are reminded of how important people are to the progress of your community council. If you have been putting off getting involved, now is the time to venture out and be a part of a great entity. We, like all organizations, need rejuvenation, as some of the people who have been involved for years need a rest. While the workers tire, the need for what they do continues on. We need

new ideas as well as people to make them happen. So, it doesn’t matter if you are a queen bee, worker bee, or someone who is willing to get involved, we have a place for you.

Some of the ongoing projects that require your attention are:

- Getting a grocery store conveniently located in Serra Mesa.
- Being a part of our education committee, working to better communicate with teachers and administrators.
- Assisting at the Food Pantry by helping to organize and provide food to those in need.
- Being involved in our community garden and orchard, either planting a bed or being on the board.
- Working with administrative assistants of our elected officials to communicate our needs to them.
- Being part of the Serra Mesa Planning Group to assist in reviewing and approving new projects.
- Getting involved with the Recreation Council to plan and support our parks and gyms.
- Getting involved with the

Friends of Serra Mesa Library to support our book procurement and programs.

- Working with the Friends of Ruffin Canyon to help beautify our canyons.
- Planning and volunteering for our Community Fair held in October.
- Attending meetings of many of these programs as listed on our website: serramesa.org.
- Being a block captain to communicate needs and concerns of your immediate neighbors.
- Joining RSVP to assist police in keeping our neighborhood safe.

If you don’t see one you like, let us know. If you have a passion for another, we can accommodate you.

Serra Mesa is the way it is because of those who got involved, and they are us.

How can you get involved? Leave a message at one of the following:

Email: Communitycouncil@serramesa.org Call: (858) 565-2473

Make your New Year Resolution to get involved with your Serra Mesa Community Council.

Carl Demas

Support Your Local Business

MV TS

MISSION VILLAGE TAX SERVICE

- 30 years experience
- specializing in individual returns
- prior years

- federal and state returns
- convenient day and evening hours

Jay Borr
2649 Palace Dr.
San Diego, CA 92123
(858) 278-2534

CRTP
CTEC Registered Tax Preparer

WE OFFER
ELECTRONIC TAX FILING

Buy . Sell . Purchase Loans . Refinancing
Investment Properties . Short Sales . Property Management

FIRE ROCK
Mortgage & Realty

Jason LaMell - Realtor
FireRock Mortgage & Realty
619-300-5697
firerockmortgage@gmail.com
www.firerockmortgage.com
CA DRE # 01861013

Work with your neighbor who knows the neighborhood.
Jason LaMell - Serra Mesa resident

Overwhelming Support Shown for Market

Continued from the front page

The petition drive for a Fresh & Easy Neighborhood Market began in earnest on November 9 with a mass email announcement to the Serra Mesa Community Council's email list. This was followed by placement of large banners in key areas throughout Serra Mesa. The drive ended on December 1 with over 3,700 on-line and on-paper signatures being collected.

Thanks to everyone who responded. A special thank you goes to all of those dedicated volunteers who went door-to-door or who contacted their friends, neighbors, and/or customers collecting additional signatures! Additionally, we appreciate the letter of support for a market that was sent from County Supervisor Ron Roberts to the owner of the shopping center. A Union-Tribune reporter wrote about our efforts to obtain a market. The article can be read at <http://www.signonsandiego.com/news/2011/dec/07/serra-mesa-pushes-new-grocery-store/>.

In an email to SMCC Carleen Blandin stated, "The potential to have a Fresh and Easy grocery store in our neighborhood is an opportunity I personally don't want to pass up and I am very excited about this." Her statement represents the typical comment we heard or received. Additionally, Carleen summarized the value of a market:

Having a store of this type would enhance our community in so many ways:

- This store sells packaged small portions of foods so you can purchase just enough fish or meat for one meal and not have to freeze or waste excess
- Prices are excellent
- Fresh and Easy offers many preservative free items in their store
- Would make our community an even more attractive place to buy property and rent in
- Jobs for our community

The results of this petition drive have been shared with an owner of the Rancho Serra Mesa shopping center. The owner was very impressed by the outpouring of community support for obtaining a Fresh & Easy Neighborhood Market and will proceed with CVS negotiations. As soon as the outcome becomes available an email blast will be sent and the SMCC website updated.

Grocery Store History at Rancho Serra Mesa Shopping Center

Serra Mesa has been without a grocery store since the demise of Food Choice in 2007. In the March/April 2007 Observer edition Les Williamson, former Serra Mesa Community Council President, in reference to Food Choice stated "failing to do a proper market study factoring in their target audience, the shelves were stocked, to a significant extent, with unfamiliar products. This was pointed out to the owners and by me and others on numerous occasions, but no adjustments were made."

In July 2002 Henry's, which operated for many years at CVS's current site, closed their doors due to an inability to reach an agreement with their landlord.

This successful petition drive demonstrates that Serra Mesa is ready to embrace a grocery store that will meet the needs of the residents.

Cindy Moore

Special Projects, SMCC

Name That Trail Update

The Serra Mesa Park & Recreation Council delayed their decision on selecting a name for the trail between the Serra Mesa Recreation Center and the Serra Mesa-Kearny Mesa Library until their January 11th meeting, 6:30 pm, at the Rec Center. The Serra Mesa Community Council's recommendation is Serra Trail submitted by Diane Gage. Diane graciously declined the prize.

Serra Mesa Food Pantry

The Pantry welcomes donations of canned and packaged food, excess produce grown in your home garden, and cash (used to buy food at the Food Banks at a greatly reduced price!). The Pantry is open from 10am to 2pm every Wednesday and the second Saturday of the month for you to drop off donations and is located at Mission Village Christian Fellowship at 2650 Melbourne Drive, across from Juarez Elementary.

If you have a club, organization, or other group who is willing to do a food drive for the pantry, contact Luisa Johnson, Pantry Manager, at luisa.johnson@serramesafoodpantry.org. Some of the elementary schools have been especially generous! Volunteers go to the Food Banks on Tuesday morning to get fresh fruits and vegetables for distribution on Wednesday. More information is available at www.serramesafoodpantry.org or by calling 858-278-2633, Ext. 13.

Serra Mesa Recreation Center

9020 Village Glen Dr.
(858) 573-1408

1:00 - 8:00 p.m., Monday, Tuesday, Thursday
1:00 - 9:00 p.m., Wednesday
2:00-6:00 p.m., Friday
10:00 a.m. - 4:00 p.m., Saturday
Closed Sunday.

Community Sports Information:
A.Y.S.O. Soccer: (858) 268-5880
N.Y.S. Soccer : (858) 973-6101
SD United Soccer: (858) 457-4625
Serra Mesa Senior Softball:
(858) 279-4283
Serra Mesa Little League: (858) 279-8361

Serra Mesa Recreation Council
meets on January 11th and
March 14th at 6:30pm

Free Classes

- » **Computer classes** for basic through advanced levels including Word, Excel, PowerPoint, Photoshop, Illustrator, Dreamweaver, Web Page Design, Flash, eBay, PHP and MYSQL, QuickBooks, plus many more
- » **Parent Education classes** parents attend with children for many classes (childbirth preparation, caring for newborns and toddlers, baby sign language, and preschool experience are some examples)
- » **Job Training/Certificate Programs** including Account Clerk, Administrative Assistant, CISCO, Front Desk/Office Assistant, Interactive Media, and Web Server Maintenance and Security

"YOUR NEIGHBORHOOD PLUMBER"



8431 Fireside Ave., San Diego, CA 92123

**SAN DIEGO
CONTINUING
EDUCATION**



North City Campus - 8401 Aero Drive
619-388-1800 - www.sdce.edu

Serra Mesa-Kearny Mesa Branch Library **Jan-Feb, 2012 Events/Programs**

Adult Programs

Art Exhibit Opening Reception. Sunday, January 8, 2:00 p.m.

The Friends of the Serra Mesa-Kearny Mesa Branch Library present an exhibit in the Community Room by watercolor artist Arnold Wasserman, and exhibits by jewelry artist Nancy Anderson and potter Ed Anderson in the showcases display in the library. These works will be on exhibit through February 28th.

Zumba and Dance Fitness Class –

Every Tuesday & Thursday at 1:00 p.m.-2:00 p.m.

The Zumba® Fitness program fuses Latin rhythms with easy-to-follow moves. The routines feature interval training sessions where fast and slow rhythms and resistance training are combined to tone and sculpt while burning fat. Add some Latin flavor and international zest to your workout by attending our free Zumba class! Teens and up.

Music on the Mesa Concert: Americana and Folk Music with Trails & Rails –

Sunday, January 22, 2:00 p.m.

Have you been missing old-time favorite songs? Join Trails & Rails for a family-friendly one hour concert of Cowboy songs, Train songs, 30's tunes... Folk songs from the 50's-60's and more! You would be surprised at the amazing number of songs you know from those unforgettable decades. Singing along is encouraged.

EReader Training – Thursday, January 26, 9:30 a.m.-12:30 p.m.

Did you receive a Kindle, Nook or Kobo for the holidays? Do you have a new iPad, an iPod, a Droid or other smart phone? Learn how to download FREE eBooks from the library! Bring your reading device and your laptop, if you can, and our eReader experts will walk you through it. Please call 858-573-1396 to schedule an appointment.

- January 5, 3:00 p.m.** Greeting Card craft program with Chizuko. Please call 858-573-1396 to register.
- January 6, 1:00 p.m.** LinkedIn Basics workshop by Metro Career Center-San Diego Workforce Partnership.
- January 10, 5:30 p.m.** Friends of the Library bimonthly meeting. Promote library services, enhance library resources; and increase community awareness through volunteer assistance, special programs, and advocacy. Everyone is invited to attend...so come and join us.
- January 10, 6:45 p.m.** Librarian's Book Club - Join members of your community to choose the books we'll read this year. Bring your suggestions. Let us know what you like.
- January 13, 1:00 p.m.** Your Personal Commercial workshop by Metro Career Center-San Diego Workforce Partnership.
- January 19, 3:00 p.m.** Greeting Cards 101 craft program with Chizuko. Please call 858-573-1396 to pre-register.
- January 26, 2:30 p.m.** Brass, Key & Winds Swing Band rehearsal.

IMPORTANT PHONE NUMBERS

Abandoned Vehicles & Police Non-Emergency	(619) 531-2000
Airport Noise - Montgomery Airfield	(858) 573-1436
Animal Control	(858) 236-4250
Bus & Trolley Schedules	(619) 233-3004
Canyon Cleanup	(619) 533-4411
Child Abuse Hotline	(858) 560-2191
City Clerk - Docket Information	(619) 533-4000
Crime - General Business	(619) 531-2000
Crime Stoppers	(619) 235-8477
Dead Animal Removal	(858) 492-5060
Emergency Information - Earthquake	(858) 565-3490
Fire Department - Non-emergency	(619) 533-4300
Flies & Vermin	(858) 694-2888
Graffiti	(619) 525-8522
Hazardous Chemicals & Waste	(858) 694-7000
Health Violations	(619) 338-2222
Kearny High Alumni Association	(619) 699-0886
Litter - City Owned/Private Property	(858) 492-5055
Meals On Wheels	(619) 260-6110
Neighborhood Code Compliance	(619) 236-5500
Barking Dogs, Code Violations, Noise, Safety	
Police Department - Eastern Division	(858) 495-7900
Post Office	(800) 275-8777
Poison Control Center	(800) 876-4766
Rape /Domestic Violence Hotline	(858) 272-1767
RSVP (Retired Seniors Volunteer Patrol)	(858) 495-7990
Senior Citizen Services	(619) 236-6905
Serra Mesa Library	(858) 573-1396
Serra Mesa Recreation Center	(858) 573-1408
Sidewalk Repair	(619) 527-7500
Stadium Manager	(619) 641-3101
Stadium Security & Noise	(619) 641-3150
Stolen Property/Bicycles - To Report	(619) 531-2000
Storm Drain Misuse	(619) 235-1000
Street Repair - Faded signs, pavement	(619) 527-7500
Traffic Signal Maintenance	(619) 527-8650
Water Leaks - City & Private	(619) 515-3525
Weeds	(619) 533-4444
Zoning/Permits - Questions &Violations	(619) 446-5000

Serra Mesa Enhancement Committee

Please send any code compliance complaints that you would like SMEC to pursue to P.O. Box 23315, San Diego, CA 92193 or serramesaenhancementcommittee@hotmail.com. Our procedure is to send letters to the resident asking for voluntary compliance. We send letters for excessive litter, excessive weeds, graffiti, illegally parked vehicles, illegal signs, and other violations (e.g., noise, fences, home business) on an as needed basis.



Carl J. Demas
President



Go Now Travel, Inc
Your Tour, Cruise, Rail, Hotel, Air & Travel Insurance Expert

858-598-6088
858-598-6077
MyTravelGuy@san.rr.com
www.gonowinc.com

3125 Melbourne Drive
San Diego, CA 92123
CST: 2093448-40

Gethsemane Lutheran Church



Gloria Espeseth
Pastor

www.gethsemanesd.org

2696 Melbourne Drive Worship 9:30am
San Diego, CA 92123 (858) 277-6572

St. Columba Parish

3327 Glencolum Drive
San Diego, CA 92123
(858) 277-3863

Sunday Mass	7:30, 9:30 & 11:00 a.m., 5:30 p.m.
Saturdays	8:15 a.m. & 5:30 p.m.
Mon. & Fri.	8:15 a.m.
Tues., Wed. & Thurs.	6:30 a.m.
Holy Days	Please call the church for schedule

STEVEN C. POSTON ELECTRICAL

Your Neighborhood Electrician

Steven C. Poston
Owner

License # 911683
State Certified
Commercial-Industrial-
Residential

(619) 204-1596
postonelectric@yahoo.com



Angier Elementary School

Happy New Year from Angier Elementary School:

Winter has finally arrived with real seasonal weather for a welcome change. Coming up in January/February is our annual All Star Jogathon February 8. This fund-raiser is dedicated to supporting our amazing Toby Wells YMCA PE Outreach Program that provides every student with 20-days of free soccer, gymnastics and swimming lessons throughout the school year. This off-campus PE program, valued at \$80,000, provides qualified instructors for sports that cannot be offered at school. It is financed exclusively from generous public donations during the YMCA's Annual Support Campaign. Toby Wells YMCA is a wonderful community resource. Serra Mesa Observer readers are also welcome to partner with us by sending a tax deductible donation to Angier PTO.


As the new principal at Angier I look forward to participating on the Serra Mesa Community Council. I encourage anyone to contact me if you have any questions or good ideas. It is my pleasure to serve you and the community of Angier Elementary School. With your support we will make every day a rewarding learning experience for your children that at Angier.

-Andrew Gergurich, Principal

Taft Middle School

Exciting things are happening at Taft Middle School this year. Our new garden is now underway and we can finally see what it will eventually look like. Serra Mesa resident J.T. Barr brought this innovative project to our school as part of the American Landscape Architects Association Legacy Project. Come by the school to check out this beautiful addition to our school. All Taft students and staff participated in our first ever "Mix It Up" day. This program of team and character building was brought to our school by the district's Positive Behavior Intervention System. We had a wonderful day getting to know each other and understanding that our difference makes us a great school.

-Mike George, Principal



MISSION VILLAGE CHRISTIAN FELLOWSHIP

2650 Melbourne Drive
San Diego, CA 92123
858.278.2633 (office)
858.278.3330 (fax)
missionvillage1@sbcglobal.net
www.servants4jesus.com
or www.mvcpf.net

Carl Baker, Pastor
Andy Nelson, Youth Pastor

Sunday Worship Service
9:30 a.m.
Adult Sunday School 8:30 a.m.
Children's Sunday School 10:00 a.m.
Prayer Meeting—Tuesday 7:00 p.m.
Youth Group—Wednesday 7:00 p.m.
Women's Bible Study, Discipleship &
Home Fellowship Groups at Various times

We pray for peace and well-being of the Serra Mesa community

Marvin Sloben
Photographer
619.239.2828
Msloben@san.rr.com



3026 North Park Way • San Diego, CA 92104

Any little thing
Handyman Services

Electrical * Plumbing
Drywall Repair * Painting

Steve Posanke
(858) 583-2432



Endodontics Crowns Cosmetics
Prosthodontics Implants

WILLIAM E. LARSON, D.M.D.
AERO DENTISTRY

3755 Murphy Canyon Rd. #D Tel: (858) 277-2999
San Diego, CA 92123 Fax: (858) 277-3086

Trekking the neighborhood-A round of golf in the neighborhood!

by Tom Leech

I'm not even a golfer, but have several cronies who regularly hit the links. San Diego is blessed with a multitude of options for playing golf, including one right here in our community of Serra Mesa.

OK, I'll repeat that. You can play golf within a five minute drive, or ten-minute bike ride, from most sections of Serra Mesa. And where might that be, you ask? Well, try the course at Aero Drive and Kearny Villa Road (near 163), the one that is part of the Four Points Sheraton Hotel. A short walk behind the main lobby and refreshment area is this 9-hole Executive Golf Course. You probably won't be using your drivers, but your irons and putter will be put to good action. The course is a nice-looking area, with lots of trees and resembling a well-watered park.

OK, what's the catch? Probably a big chunk out of your wallet's sporting fees? If you can fork over \$12 that'll get you on that course, whether you're staying at the hotel or not. Bring your children and that will be another \$6. This is not an April Fool's joke either. And who knows, maybe if Tiger Woods hits town, he might decide the reasonable fees are better for his strained wallet.

And you probably won't have to show up at 6 a.m. to get a spot in line. I've been there several times for business meetings and the course seems to be readily available. I'd suggest calling them though; just to make sure your desired time will get you readily on that first tee.

Buzz them at 858-277-8888.

Seems like a mighty handy spot for some swinging recreation.

Serra Mesan Tom Leech is lead author of *Outdoors San Diego: Hiking, Biking & Camping*. For many other tips about our special outdoors world, visit his website at www.outdoorssandiego.com. He can be reached at outdoorsd@aol.com.

Tom Leech, author, hiker, travel writer

858-650-0810 -- tomaseb@aol.com -- outdoorsd@aol.com

Author of *Outdoors San Diego: Hiking, Biking & Camping*, also *On the Road in '68: A year of turmoil, a journey of friendship* www.outdoorssandiego.com www.presentationspress.com



Beauty on a Budget! Skin care packed with multiple benefits. Special offers you don't want to miss. Free samples so you can try before you buy. Free makeovers and expert tips. Shop at your convenience with my personal delivery. No crowds. No parking hassles. No drain on your gas tank. What better way to get all your skin care and makeup! Contact me today!

MARY KAY

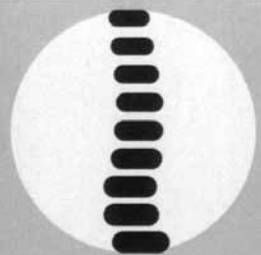
Sheila Anderson
Independent Beauty Consultant
www.marykay.com/sanderson91592
858-336-9503



COME PLAY REAL BASEBALL AT NORTH CITY YOUTH BASEBALL.

REGISTRATION is happening NOW!!

Visit us at our website at www.ncyb.net
Evaluations will be held the weekend of January 28-29th.



WHEELER FAMILY CHIROPRACTIC

Timothy O' Regan, DC
858.569.4567
www.wheelerfamilychiro.com
drtoregan@hotmail.com

5482 Complex Street
Suite 101
San Diego, CA 92123

Serra Mesa-Kearny Mesa Branch Library-Continued from page 6

Children Programs

- **Every Tuesday at 4:30 p.m.** Kids Night with Hopscotch Tiny Tots. Join Miss Kim for music, stories, arts and crafts in a program which is ideal for babies and toddlers.
- **Every Wednesday from 6:00 –7:45 p.m.** Volunteers offer free tutorial and homework help .
- **Bob Snavely A.K.A. “Cowboy Bob”** – Great live music and stories for Pre-Schoolers. Come and join us. You hear. Note: Cowboy Bob is scheduled every Thursday morning, except the 1st Thursday of the month or Holidays.

January - Thursday 12, 19 & 26 at 10:00 a.m.

February – Thursday 9, 16, & 23 at 10:00 a.m.

- **Every Friday at 10:00 a.m.** Grandma Patti Preschoolers Storytime. Join Grandma Patti for our very popular story time, which is perfect for pre-schoolers and their families.

Homework Help Center Online/Centro de Ayuda para la Tarea en Línea

Live Homework Help – Ayuda con la Tarea por Internet. One to one help with a certified tutor. Students from kindergarten through adult will connect with expert tutors for live help with homework assignments in math, science, English and social studies. You can access Live Homework Help from home or at any city library computer. This service is available daily from 1:00 p.m.-10:00 p.m. in English and Spanish. All you need is your library card from the San Diego Public Library. Hay tutores disponibles por Internet en español a diario de la 1:00 p.m. a las 10:00 p.m. ayudando estudiantes desde el kindergarten hasta adultos. Ud. puede conectarse desde su casa o desde la biblioteca. Lo único que necesita es su tarjeta de la Biblioteca Pública de San Diego. For more information please visit the Homework Help Center Online/Para más información visite:

<http://www.sandiego.gov/public-library/services/hwcenter.shtml>

Free Violin Lessons

In partnership with the La Jolla Symphony & Chorus' Music Outreach program, the library will once again offer free violin lessons this winter starting Wednesday, January 18, and continuing for 10 weeks every Wednesday. Classes will be offered at three different levels and times, (1) Tiny Tots ages 4-5 yrs. old at 3:30 p.m. (2) Introduction to Violin Lessons ages 6yrs. and above at 4:15 p.m. (3) Intermediate Violin class at 4:15 p.m. any age. Lessons are free, but instruments are not provided. Please call 858-573-1396 to sign up. For more information about the La Jolla Symphony and Chorus Outreach program, go to www.lajollasympphony.com.

Apply for a Free Computer!!! Computers 2 SD Kids at the Serra Mesa-Kearny Mesa Library

The San Diego Public Library and Computers 2 SD Kids are teaming up to provide computers to kids for families in need. Sign up at the Serra Mesa-Kearny Mesa Branch Library or call us to schedule an appointment. Computers 2 SD Kids will give you a Technology Assistance Program application. They will review it and notify you whether you qualify based on your verified income. Volunteers will guide you through an introductory computer class at the library. Attendance at this class is required before you can receive a computer. After the class you can pick up your computer from the Computer 2 SD Kids site and take it home.

Continue to page 12

***Serra Mesa Community Council Welcomes
November / December New and Renewed Members***

Valarie Basham
 Darlene Bates *
 Tom & Sally Bengé *
 Dick & Dianna Bernard
 Donald & Sue Boyle
 Dorothy Burger
 Vincent & Susan Castiglione
 Mike & Irene Champine **
 Curt Clark *
 Ron & Meredith Cummings
 Lavella Dodd
 Gene & Dorothy Dusek
 George Edwards
 Albert Evans
 Ron & Gail Ewert
 Erwin Fickas
 Ruth Gallivan
 Richard & Doreen Gorostiza
 Andy Greiner
 Jo Hanni
 Shirley Hendrix
 Craig Herrera
 Tom Hilberg
 Jim & Kathi Hill *
 John & Margaret Kim
 Christine Knott
 Harry & Shirley Koons

Elizabeth Kurtz
 Barbara Lautá
 Bob & Perry Mack
 John & Joan McManus
 Victor Miranda *
 Matt & Cindy Mitchell
 Kevin & Luz Munnely **
 Pat & Frank Murphy, III **
 Billy & Sharon Newbery
 Peter & Debra Oberg
 Cinda & Joe Phillips
 Al & Karen Rhiner
 Wayne & Vicki Riggs *
 Mildred Robinson
 Manuel & Teresita Sablan
 Dale & Janis Schmidt *
 John & Jean Smart
 James & Rayene Sperbeck
 Michael & Kathleen Stark
 Herman Wagner
 Tom Walsh
 Pat Warner & Geer Morton
 Mike & Rachel Westcott
 Steve & Geralyn White
 Mrs. Jerry Wicks **
 George & Norma Wolfe

OUR VALUED ADVERTISERS:

Able Plumbing & Drain Service
 Any Little Thing Handyman
 Services
 Firerock Mortgage & Realty
 Gethsemane Lutheran Church
 Go Now Travel
 William E. Larson, DMD
 Marvin Sloben, Photographer
 Mary Kay-Sheila Anderson
 Mission Village Christian
 Fellowship
 Mission Village Tax Service
 St. Columba Church
 Steven Poston Electrical
 Timothy O'Regan, DC/Wheeler
 Family Chiropractic

Donation: **Benefactor *Sponsor

Observer Renewal

When it is time to renew your Observer, the renewal date is highlighted and stamped, "to be renewed." Also, a postcard will be mailed and, if possible, a phone call is made to remind you. It is greatly appreciated if you pay as soon as you notice it's time to renew.

Maybe you have a special neighbor that you'd like to say "thank you" to, or maybe you have a new neighbor that you'd like to say "welcome." We highly recommend giving a subscription to the Observer (six editions/year). A post card will be sent to the recipient.

Please fill out the enclosed form and send it with your check to P.O. Box 23315,
 San Diego, CA. 92193.

Serra Mesa-Kearny Mesa Branch Library-Continued from page 10

Each computer is loaded with Microsoft Windows and Office Suite software. Call 858-573-1396 to reserve your space for the next class at 10:00 a.m. on Saturday, January 28th.

Read/San Diego Families For Literacy Program. For parents & grandparents and their children under 5 years old. Learn how to be your child's best teacher. Turn your home into a literacy rich environment. Classes meet the first Wednesday and Thursday of the month. Registration is required. Please call to sign up at 619-527-3163.

Reach Out and Read San Diego's Family Literacy Month Initiative

As part of the San Diego Public Library participation in this innovative program, Adolfo R. Ocampo, Youth Services Librarian, visited children/pediatric clinics in the Serra Mesa-Kearny Mesa area to build on our relationships with the medical community. This was an opportunity for hospitals to connect with the library and receive information about story times, and other free library activities for families. Bookmarks were dropped off with local library information and prescriptions pads for doctors to give a "prescription" to visit the library. When families take their prescription to the library they will receive a growth chart at the circulation desk. Discussing library resources builds on our literacy message, and encourages healthy family routines. Some families may not be aware of this educational resource or that it's free. Reach Out and Read targets children 0-5 years old, however older children are also welcome. For more information on this program, please visit <http://www.rorsd.org/>

For more programs and events throughout the San Diego Public Library system visit our website at www.sandiegolibrary.org For Serra Mesa-Kearny Mesa Branch Library information visit our Facebook page at <http://tinyurl.com/smkmlibrary>

News Release - Civita

Dec. 7, 2011

Client: Civita by Sudberry Properties

Media Contact: Barbara Metz, Metz Public Relations - (858) 677-0720 - metzpr@gmail.com

First Sales at Civita Marks the Renaissance of a 75-Year-Old Sand and Gravel Operation in Mission Valley into a Walkable, Sustainable Village

SAN DIEGO -- With 500 homes and apartments currently under construction, Sudberry Properties' walkable and sustainable 230-acre village of Civita is easily the largest residential construction site in San Diego County. It's also among the most ambitious. After 10 years of planning, Sudberry Properties is transforming a 75-year-old sand and gravel quarry into a mixed-use oasis with 60 acres of parks, trails and public spaces, 4,780 residential homes and apartments in numerous configurations, and nearly a million square feet of retail shops, offices, and civic structures.

The 230-acre community, located north of Friars Road, between I-805 and Mission Center Road, expects buildout in 10 to 15 years at a cost of approximately \$2 billion. The community's name was derived from the Latin roots for "civic" and "vitality," values that area also reflected in the design of the community, which blends the intimacy of a village with the vitality of an urban hub.

The first residents will be arriving soon. December marks the grand opening of Civita's first for-sale attached neighborhood -- Origen by guest builder Shea Homes. In January, leasing will commence

Continue to next page

at the first apartment community, Circa 37, whose name recalls the year that mining started on the site. Residents are expected to move into both neighborhoods next spring.

“Origen is a fine example of Civita’s commitment to sustainable design, architectural character, smart growth principles, community spirit, and uncompromising quality,” said Marco Sessa, senior vice president of Sudberry Properties.

Origen features three- and four-story attached homes with urban-style architecture, dramatic vertical lines, and generous volume spaces. Prices at Origen start in the low \$400,000s.

Sudberry Properties’ Circa 37, a multi-family apartment neighborhood located in the southwest corner of Civita, will feature classic architecture with an urban vibe, and a luxuriously equipped, resort-like recreation center with a saltwater pool and extensive amenities. Lease rates are expected to range from approximately \$1,500 to \$3,000 per month.

The heart of Civita, which sets the tone for the entire community, is an amenity-rich community park with two miles of trails that radiate into each neighborhood and encourage walking and neighborly interactions.

“Inspired by San Diego’s natural network of canyons, the Park District will create a highly visible greenbelt spine that visually connects Serra Mesa to the San Diego River Valley,” said Sessa.

The enhanced city park will have intimate areas for reflection and relaxation, as well as large open lawn areas. Specific details for the park will evolve out of a series of community planning sessions set for next year.

The Park District will be adjacent to the community’s Civic Center that will further celebrate Mission Valley’s connection to the San Diego River with a museum operated by the San Diego River Park Foundation.

“Civita’s location in the heart of San Diego was the muse for every aspect of the community,” said Sessa. “Civita is taking advantage of its proximity to the San Diego Trolley by building a pedestrian bridge over Friars Road. As a result, most Civita residents will have an easy 10- to 15-minute stroll to the trolley. Civita is also planning to offer residents a shuttle system and a hybrid-car sharing program to provide easy access to all Mission Valley has to offer.

To create the community’s unique landscape character, Sudberry Properties sought out esteemed landscape architecture firms with decidedly different points of view and asked them to create a landscape tapestry that was lush, colorful and water-wise. Lifescapes International, Inc., which has designed 15 luxuriant casinos on the Las Vegas Strip and high-end resorts around the world, and San Diego’s Schmidt Design Group, known for its artistic artistry and environmental sensitivity, came together to create a botanical wonderland that takes advantage of Civita’s unique location and climate.

“We’re set designers - sets you can actually live in,” said Don Brinkerhoff, chairman of Lifescapes International, whose philosophy was reinforced by a professor from Madrid, who counseled, “If you want to be happy for an hour, go to dinner; if you want to be happy for a month, take a trip; if you want to be happy for a lifetime, plant a garden.”

As a result, Civita will be replete with formal gardens and massed plantings that emphasize color, texture and form. Medians don’t present a single row of trees marching down the street; rather, they combine flowering trees, shrubs, and flowers to create a lush garden ambiance that will define Civita.

Continued from page 13

The landscape team's initial design is now visible along the new Civita Boulevard that traverses the community west to east, starting at Mission Center Road.

Brinkerhoff says he has an easy-to-follow rule for creating spectacular landscapes: "Buy big trees." Trees take a long time to grow, he said, "So if you buy big trees, you're buying ten to 15 years of life."

The developer of Civita took that recommendation to heart. Many of the trees are three times larger than typical landscape specimens. And, for Arbor Day last year, Sudberry Properties planted a Moreton Bay Fig (*Ficus Macrophylla*) that was 30 feet tall and 30 feet wide with eight trunks - similar in size and impact to one of Balboa Park's landmark specimens.

Sudberry Properties' attention to detail is already paying off. It has amassed numerous prestigious awards for its earth-friendly and sustainable design, including the Governor's Environmental and Economic Leadership Award (GEELA), California's highest environmental honor. Last year, Civita was identified as a "Catalyst Project" for the California Sustainable Strategies Pilot Program by the state's Department of Housing and Community Development. The Civita plan achieved a "Gold" certification from the U.S. Green Building Council's LEED-ND pilot program for its numerous sustainable features.

For information, visit www.CivitaLife.com

About the Sudberry Properties

Sudberry Properties is a San Diego based real estate development and asset management firm that specializes urban retail, community, and town center developments with an emphasis on mixed-use projects and master-planned communities in Southern California. Since its founding in 1979, Sudberry Properties has developed retail, office, apartments, and industrial projects with a market value exceeding \$1.5 billion, including Village Walk at Eastlake, Carmel Mountain Ranch Town Center, Fenton Marketplace, Rio Vista Shopping Center, and Cornerstone Business Center. More information can be found at www.sudberryproperties.com.

About Civita

Civita is a new, sustainable, transit-oriented village in San Diego's Mission Valley that is transforming a 70-year-old sand and gravel quarry into a hip, stylish address that incorporates urban conveniences within a stunning garden setting. To encourage small town spirit and civic pride, Civita is designed around a 20-acre neighborhood park and a lively civic area, with a network of footpaths, bike paths, and vista parks. Plans for the 230-acre property call for 4,780 residential homes and apartments in numerous configurations, approximately 480,000 square feet for a lifestyle retail center and 420,000 square feet for an office/business campus. Developed by Sudberry Properties, Civita has already earned major regional and national recognition for its sustainability, smart growth, and environmental leadership, including the 2009 California State Governor's Award for Environmental and Economic Leadership (GEELA), California's highest environmental honor. www.civitalife.com

Located in the heart of San Diego with easy access to the San Diego Trolley, Civita is surrounded by extensive shopping, gourmet dining, entertainment, educational opportunities, employment centers, top health care providers and nearby outdoor activities.

Serra Mesa Community Garden & Orchard

You've been hearing about it, and now it's time to plan your spring planting! The garden beds in the Serra Mesa Community Garden & Orchard are ready for "the community" to grow their own food. Come and check it out...on the back of the lots at 2696 and 2650 Melbourne Drive or check out the pictures and related links at www.smcgo.org. A dedicated group of founders has been working since April 2011 to prepare the space and beds and have begun planting their gardens. Twenty beds are available now for the community with more coming on line as resources are available and people are interested.

The Garden contains both individual and community beds. The produce from the community beds will be given out to the community through the Serra Mesa Food Pantry. If you are a seasoned gardener who wants to give back to the community, beds are available. Those who have individual beds for their own use are asked to donate a portion of their produce to the Pantry.

How do you get a garden bed? There is an registration form, an agreement to be signed, and an initial, one time \$100 fee for the cost of the materials and supplies for the bed. In addition, there is a \$60 charge for water per year. (Fees may be waived for those tending community beds.) Scholarships are available for those for whom these fees would prevent them from growing their own food.

Initial funding came from the San Diego Food Bank, Mission Village Christian Fellowship, Gethsemane Lutheran Church, and several individuals. We thank all of them for getting us to this point. We welcome donations for future materials and Garden Bed scholarships. Checks are made out to the Association's fiscal agent, Gethsemane Lutheran Church (send to 2696 Melbourne Drive, 92123), with "Community Garden" in the memo line.



New Year, Fresh Start

Happy New Year! As everyone begins their New Year's resolutions, I wanted to share some of our 2012 resolutions down at City Hall. This year, the City Council has pledged to make San Diego an easier place to do business.

For most of 2011, I worked with my colleagues to develop and implement my Small Business Policy Package. Many of my suggested reforms have been accomplished, like the hiring of a Small Business Liaison, and the reinstatement of Regulatory Relief Day. In 2012, we will see the rest of those reforms come to fruition.

January 2012 will be the first ever meeting of a new City Council committee dedicated entirely to Economic Development and Strategies. Prior to the formation of this committee, there was no clear place for business related issues to be addressed by the City Council. Some issues would go before the Land Use & Housing committee, while others would be sent to Natural Resources & Culture. I am proud to serve as Vice Chair of this new committee dedicated to improving San Diego's economy.

In addition, February 2012 will be the first ever Code Compliance Amnesty month for businesses in the City of San Diego. Many business owners have let me know that they would like to expand or improve their facilities, but are hesitant to begin the projects. They've told me stories about how budgeted projects sometimes double or triple in costs because of unknown code violations that become uncovered.

So this February, business owners do not have to worry about being penalized by code violations provided they come forward, apply for permits, and bring the violations up to code in a specific amount of time. This change will save businesses money on projects and incentivize the correction of out of code improvements and business expansion.

For more information on Code Compliance Amnesty month or the Economic Development and Strategies committee, contact my office at loriezapf@sandiego.gov.

Lori Zapf

Serra Mesa Observer
Editor: *Ronda Adams*
Post Office Box 23315
San Diego, CA 92193

PRSR STD
US POSTAGE
PAID
PERMIT 0639
SAN DIEGO CA

Dated Material

CUTLINE/AERIAL

Construction of the first townhomes and apartments at Civita in Mission Valley is well underway. Sales at Origen, an attached neighborhood with approximately 200 homes, start in December, as does leasing at Circa 37, a 307-unit luxury apartment community. Civita is a new, sustainable, transit-oriented village that is transforming a 70-year-old sand and gravel quarry into a 230-acre community with 4,780 residential homes and apartments in numerous configurations, approximately 480,000 square feet for a lifestyle retail center and 420,000 square feet for an office/business campus. The community, which has already earned a number of regional and national awards for smart growth and sustainable design, is being developed by Sudberry Properties. (The photograph shows Civita with Friars Road along the left side and Mission Center Road traversing the top.)

