



Victoria Avenue Forever



Victoria AveNews

February, 2014

Volume 22—No. 1

Kiosks on Victoria Avenue

by Frank Heyming

Victoria Avenue Forever has had an information kiosk at the Dr. Lewis Garden on the corner of Jane and Victoria for many years now. We thank the late Marie Hemy for her contributions to the concept, installation and design of that kiosk. The VAF Board of Directors had been considering an update of the panels in this kiosk for several years because they had become faded and outdated.

In March 2012, the City of Riverside approached us to provide information panels to go into the new kiosk in the Helen Hays Yeager Memorial Grove Park located at the corner of Myrtle and Victoria Avenue. This new kiosk was patterned after the Dr. Lewis Garden kiosk and contains supports for ten informational panels. The project started slowly but accelerated after park construction was completed in September 2012.

The first question we asked ourselves was “what should go on the panels?” We unanimously identified seven panels: 1) the history of Victoria Avenue, 2) the history of Victoria Avenue Forever, 3) the Dr. Lewis water wise Garden, 4) the Lorraine Small Rose Garden, 5) the Hal Snyder Garden, 6) the Roosevelt Palm, and 7) the Rosanna Scott Memorial Bike Trail. These topics were divided among the board members and information was gathered for each panel. Two more panels topics were then added: 8) the ‘Ragged Robin Rose’, [*Continued on page 6*](#)



Kiosk in Hays Yeager Memorial Grove

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Victoria Avenue Forever is Branching out – Joining the Greater Riverside Chambers of Commerce and Community Activities

by Lori Yates

Since VAF was officially registered, some 22 years ago as a Public Benefit Non-profit 501(c)(3) organization, our goals have been the preservation, restoration and beautification of Historic Victoria Avenue, as well as advocating on behalf of those goals with various public agencies, and providing information to the public via our beautiful brochures, occasional speaking engagements and appearances at public events.

Hundreds of trees and thousands of rose bushes were restored to the Avenue through private donations and the efforts of thousands of volunteers, about 80% of them young people from local schools, church groups and Scout troops. We held 9 to 10 monthly work days per year. Each began with a 15 minute lesson in correct planting methods, which for many volunteers, was their first experience with gardening and public service.

Now the restoration is essentially complete. Work days have been reduced in number and scope. Our outreach includes partnering with City agencies [*Continued on page 2*](#)

President's Corner—Darleen DeMason

Victoria Avenue Forever's year continues to be bubbling over with activity. We already have three successful work days completed. The most recent one was executed on January 25th as a tree-planting workday (see article by Pati Weir and Marilyn Harris-page 5). We added a new Board member – Dr. Thomas Payne. Many new projects for the Avenue are in progress.

As your new President, I have carefully analyzed our membership and donation database. Although I found a loyal contingent of enthusiastic supporters, like you, I also recognized some unfortunate trends. The number of active members has declined over the years. Membership attrition and higher financial obligations in the form of maintenance of three gardens now, the City's requirement for independent insurance, higher tree prices and upgrades and mailing cost increases for the newsletters have contributed to budget stresses. We need to increase membership and find ways to increase income sources, especially to fund our new projects. One new strategy was to join the Greater Riverside Chambers of Commerce (see page 1).

We have many new projects in progress to enhance the Ave. The largest project involves upgrading the current kiosks on Victoria Avenue and plans for a **new kiosk at La Sierra** and Victoria. Board member Frank Heyming is taking the lead on this project (see page 1). Most of this project is being funded by a patron, but additional expenses must be covered by us, especially for landscaping at the new kiosk. VAF has been very active at all planning stages for the renovation of Washington Park at Jane St. in association with the new store construction by Stater Bros. We are

partnering with the Dept of Parks & Rec to plan and plant a new **Dammers Memorial Butterfly garden** at the corner. We have already received one generous contribution from a member for that project. The Board is also planning to plant a memorial tree and install two **memorial plaques for the late Marie Hempy**. One plaque will be imbedded in her bench facing the kiosk and the other will be at the foot of her tree in the Dr. Lewis Garden. Finally, we have always had an **interpretive sign for the Hal Snyder Garden** on our "to do" list. This sign will feature the plants in the garden.

If you received this newsletter by mail, then you are among the most loyal supporters of Victoria Ave. When you drive, walk, bike or jog along Victoria Avenue during any of its splendid seasons you can truly say "I help make this happen!" As you know, the Avenue is a composite of many living things that need constant care: planting, pruning, weeding, feeding, and cleaning. There is a donation form in this newsletter. You can be assured that VAF uses your contributions so that you and the whole Riverside community can enjoy the beauty of this irreplaceable historic asset. Please help continue to make it happen.

Finally, there are two additional articles involving the Green Belt in this newsletter: an update on the GrowRiverside Conference (page 4) and an article on citrus irrigation with historical information on the Gage Canal by Board member and citrus grower, Tom Wilson (page 3).

Enjoy your newsletter!

Continued from page 1—VAF Branching out

to protect the Avenue's historic character even as modern projects take place nearby.

We felt that it was now time for VAF to join the larger community of public benefit organizations and local businesses. At the October meeting, your Board of Directors made the decision to join the Greater Riverside Chambers of Commerce. President Darleen DeMason attended the November 'Good Morning, Riverside' meeting sponsored by the Chamber and I attended the one in January. We were warmly welcomed and guided through the procedures by Chamber 'Ambassadors' as well as anybody nearby of whom we asked questions. Meeting people is what it's all about, and meet them we did, receiving business cards and brochures, good suggestions for publicizing Victoria Avenue, and offers of discounted services.

The 'Good Morning, Riverside' meetings take place at 7:00 a.m. on the second Thursday morning of the month. For the January meeting, the Music Room at the Mission Inn was crowded to the walls with tables and people. The Mayor and City Council members were seated at various tables. Emcee Attorney Mike Goldware introduced a dozen or so "mini" speakers, each of whom spoke briefly about their businesses and their ties to the community.

New to the community, 452d Air Mobility Wing and Base Commander (March Air Reserve Base) Col. Russell A. Muncey informed us that March is currently the largest and most active Air Reserve Base in the Country. The new publisher of the Press-Enterprise, Mike Burns, spoke of the close cooperation in the transition that he has received from the outgoing publisher, and also of the plans not only to focus on the local communities but to bring forward activities and issues he felt suffered from lack of coverage.

Keynote Speaker Dr. Cynthia Azari, interim Chancellor of the Riverside Community College District, described plans to streamline the process for enrolling and registering students in classes.

Each of the newcomers spoke of being impressed with the strong sense of community among the Riverside residents they had met.



Continued on page 3

Continued from page 2—VAF Branching out

There are also seven neighborhood Chamber groups in Riverside, and we will periodically be represented at the Arlington Business Council and Magnolia Center meetings, as well. I attended a recent meeting of the Arlington group at the Riverside Airport.

We hope that interactions with the Chamber of Commerce will provide us with greater visibility in the Community, a greater appreciation for the Avenue, especially among business leaders, more opportunities to cooperate in joint activities, as well as, obtaining business memberships and sponsorships for our activities. We hope this new growth direction will be fruitful.

Irrigating citrus and the Gage Canal

by Tom Wilson, VAF Board member and citrus grower

Citrus will not survive in our arid region without added water, and the decisions a grower makes about irrigation are probably the most important ones he faces. Both timing and amount of water applied have direct effects on the health of the orchard and the set and development of the crop. Further, the cost for water and the labor to apply it are a grower's greatest expenses. The Gage canal supplies water for the groves along Victoria Avenue and all of the Arlington Heights, and the irrigation practices there give a good idea of what is required in a climate like Riverside's. My goals for this article are two-fold: 1) to explain how citrus growers manage irrigation for a successful crop, and 2) to explain how the Gage Canal provides water to growers.



The key to irrigating is to get the trees wet, and then let them dry out. As you might expect, trees grown closer to the coast require less water and trees in the desert need more. When orange trees look sick, it is most often caused by over irrigation and the resulting *Phytophthora* root rot (see side box below). *Phytophthora* thrives in wet soil, so it is important to allow the ground to dry and to allow the trees to wilt slightly. It also helps if the irrigation water does not touch the trunk. Orange trees rarely do well in close proximity to a lawn or landscaping that requires frequent irrigation. The challenge for the grower is to put on enough water to make a good crop, but not so much that it harms the trees. Irrigation decisions are complicated by the fact that negative effects are often delayed and can take years to identify. Here is a link to a UC article about *Phytophthora*. <http://www.ipm.ucdavis.edu/PMG/r107100111.html>.

Growers on the Gage Canal obtain their water on scheduled days and typically irrigate every two weeks, although some irrigate once a month. The success of the once monthly schedule during a Riverside summer shows that orange trees do not need to be kept wet. The water is delivered to the highest point of the grove and distributed by gravity flow through *Continued on page 7*

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Newsletter

Darleen DeMason, Editor
***Victoria Avenews is published
4 times per year
By Victoria Avenue Forever***

***The VAF Board meets at 6:30 PM
On the second Wednesday of each
Month (except August)***

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Phytophthora spp. are a group of fungi that attack the root systems of plants. *Phytophthora infestans* created the potato blight/famine in Ireland in 1846-47 and attacked French wine grapes in 1870. *Phytophthora* also causes disease in other woody crop plants, such as citrus and avocados. Woody plants are typically grafted onto disease-resistant rootstocks for protection.

GrowRiverside: Citrus and Beyond! Conference – March 19-20, 2014— Update—Darleen DeMason

The schedule has been “fleshed out” and the *GrowRiverside: Citrus and Beyond Conference* will take place in the newly renovated Riverside Conference Center. The event is open to the public and will feature a broad range of **speakers** from urban entrepreneurs, USDA and Cooperative Extension specialists, representatives of Natural Resources Services, investors, funding and policy experts, sustainable and organic farmers, aquaponics practitioners, and buyers and distributors of local produce.

The conference has **three objectives**: 1) to define opportunities for local food production and agriculture; 2) to explore solutions to increase local food sources in a sustainable and economically viable manner; and 3) to develop practical next steps to enable the City to leverage its rich agricultural assets. According to the website, conference planners have several **focus areas**. These include: building a local agriculture future, incentivizing agriculture on the urban fringe, highlighting the health and community benefits of local food, improving funding for Riverside’s agriculture future, improving visibility of the local food landscape, promoting urban farming, and building local food alliances.

The conference planners encourage farmers, agriculture entrepreneurs, businesses and investors, non-profit organizations, students and policy makers to attend the conference and learn how their community can support sustainability and innovation in agriculture.

The GrowRiverside Conference is a partnership between the City of Riverside and Seedstock which is “dedicated to promoting innovation

Contributions to Victoria Avenue Forever November 2013- January 2014

Thank you to all who contributed to Victoria Avenue. Your gifts will be used to help protect and care for Riversides’ living legacy – Victoria Avenue. We want to make sure to acknowledge every one. If your gift is not acknowledged in this issue of the *Victoria AveNews*, it will be in the next one.

General Contributions

- | | |
|---------------------------|------------------------|
| William & Rosemary Bailey | Richard Catron |
| Roger & Leslie Crouthamel | Tom & Barbara Mazzetti |
| Mary Stalder Palumbo | Dennis & Janice Ponsor |
| Evan & Joanne Vail | James & Carol Ward |

Memorial Contributions

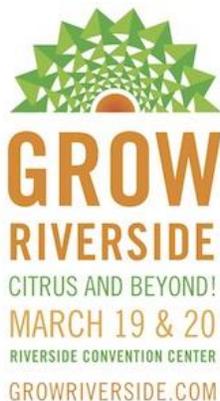
Recently **Marie Hempy** was honored by an outpouring of memorial donations to VAF from: William & Rosemary Bailey, Darleen DeMason, Jim & Rachel Dudek, Richard and Rosie Francisco, Ray & Marilyn Harris, Bill & Sue Johnson, Tom & Sally Johnson, Ron & Marsha Loveridge, Roger & Peggy Luebs, Clinton & Gerri Marr, Beverly Maloof, Susan McClintock, Ken & Debbie Phillips, Alicia Rowe, Chuck & Pati Weir and Everett & Lori Yates.

- | | |
|--------------------|----------------------------------|
| Barbara McElrath | In memory of Marilyn Mills Gould |
| Dave Roger | In memory of Augustin Valdez |
| Evan & Joanne Vail | In memory of Bill Mitsch |

Commemorative Tree Donations

- | | |
|-------------------------|---|
| William H. Bonnett, III | In memory of Mr/Mrs William Bonnet, Jr. |
| Gene & Nadine Fahlbusch | In memory of Warren W. Fauth |
| Kristie Gebhardt | In memory of Warren W. Fauth |
| Jerry & Patricia Kelley | In memory of Dave & Betty McNair |
| Tom & Barbara Mazzetti | In memory of Gayland Hood |
| Tom & Barbara Mazzetti | In memory of Carl Renck |
| Frank & Lynn Yost | In honor of Kenyon Lee Mattice |
| The Bridge Club | In memory of Kent Muller |
| The VAF Board | In memory of Marie Hempy |

Further we thank Margaret Scott for her generous contribution to the future Dammers’ Butterfly Garden in Washington Park.



and sustainability in agriculture and facilitating connections between investors, growers, researchers entrepreneurs and non-profits by acting as an information hub and by organizing events.” (www.seedstock.com)

Finally, VAF will have a booth (sponsored by Councilman Chris MacArthur) at this very important conference. We are grateful. Please come and visit our booth.

For more information and a list of specific speakers, please consult www.growriverside.com. Tickets are available for purchase online.

Tree-planting workday, January 25, 2014

by Pati Weir and Marilyn Harris

Merriam-Webster’s Collegiate Dictionary defines a *volunteer* as “a person who voluntarily undertakes or expresses a willingness to undertake a service.” The volunteers for *Victoria Avenue Forever* fit the Webster definition perfectly. They are willing to undertake a variety of duties to help serve the cause of beautifying the Avenue. Without a doubt, they are by far, “the best” volunteers any organization could have. With our volunteers, VAF can accomplish all the projects we have on the Avenue in a timely fashion. Thank you, valued volunteers, for all your hard work and dedication to our special avenue called *Victoria*.

At our January 25th work day, we had a total of 30 volunteers who worked diligently all morning. The event started at 9AM with a tree planting demonstration by Board members Frank Heyming and Kathy Swanson. Planting the trees involves digging the holes just at the right level so the tree can survive, preparing a basin and making sure each tree has the drip system around it properly so the basin can collect the water. We can always count on our volunteers to do just that. We thank a large group from University of California, Riverside (the Flying Samaritans) which included Edmund Wang, Leena Arif, Frankie Floresca, Elba Montoya, Misty Mello, Ricardo Medrang, Beyra Rodriguez, Yuri Kim, Zuivanna Rivas, and Eileen Yoo. (Please forgive me if I misspelled your last name.) Other volunteers on whom we can always count are Linda Tucker, Gordon Williams, Tyler Koevbev, Nancy Hovdey, Abbey Paynter, B. Paynter, Sonia Sanchez, Lisa Boph, and Dr. Don Merhaut, just to name a few. We hope our volunteers continue supporting our organization for many years to come. We salute all of you!

A total of 35 trees were planted in Victoria Avenue’s center median from Central Avenue to La Sierra

Below—Adam Timura working with Tyler Koevbev.

Boulevard. Species included Eastern Redbud, Flowering Pear, Chitalpa, Flowering Peach, Chaste Tree, Crape Myrtle, Angel’s Trumpet, Catalpa, Australian Flame Tree and Texas Mountain Laurel. In the last two years, seven Red Horsechestnuts have died between Jane and Mary Streets and have been replaced this year with the more successful Flowering Pear. Flowering pears are also planted in the median between Mary and Washington and on Mary St. in front of Stater Bros. Market.

In addition to beautifying the Avenue, these trees planted by VAF volunteers provide the opportunity for people to dedicate trees in memory of or in honor of someone special via our Commemorative Tree Program. Since this program began in 1991, most of the available trees have been dedicated. Nearly all of this year’s planting were replacement trees for previously dedicated trees. Trees become available now only when old established ones die and need replacing. At present, Victoria Avenue Forever is working with the city for additional locations for new trees. One option is to continue palm tree planting on either side of the center median to La Sierra Boulevard and the other is to designate parkway blocks for future dedications.



Above—Frank Heyming and Kathy Swanson demonstrating how to plant a tree.



Right—Volunteers digging up roses at the new kiosk site.

Continued from Page 1—Kiosks on Victoria Avenue

and 9) the Victoria Avenue Historic Restoration Project. The final panel was originally planned to be a map of the median plantings along the entire Avenue, but after some discussion we choose 10) the Riverside Washington Naval Orange to be the subject of the final panel, instead.

With the information provided by the board members and additional research I wrote the 1st draft of the text for all the panels. The idea was to provide information that could be read easily and quickly. We then rummaged through boxes of photographs both old and new to come up with images for the kiosk panels. Some of these were pictures that Marie Hempy had taken to use in the original kiosk panels. We intended to reproduce the panel designs in the Dr. Lewis Garden kiosk (i.e. a light photograph covering the entire background overlaid with the wording and other pictures). A graphic designer Natalia Zanfardino ([TaliPOP Design](#)) was chosen to design the panels. The finished panels were then “proofed” several times by various people.

We now had to make a decision on what materials to use. Initially, we considered foam-board with plexiglass coverings, which were the materials used in the first kiosk. We also discussed other options of more durable, long-lasting materials, but at greater cost. After some research we

decided to use “rhino board” which is the material used by the Riverside Parks and Recreation Department for the picture panels in the Arlington Heights Sports Park at Van Buren. This material is a hard plastic with the pictures embedded.

The kiosk panels turned out so well that we decided to duplicate the new panels to replace the aging panels at the Dr. Lewis Garden with minor modifications to reference the Helen Hays Yeager Memorial Grove. The project had grown into something more far reaching than we had originally planned.

We anticipate completion of the new panels sometime in March 2014. In addition, we hope to install a third informational kiosk near the corner of La Sierra and Victoria Avenues. During our January workday, volunteers dug up about 20 roses at the new location to be replanted after construction is complete. VAF will plan additional landscaping at the site as well.

The kiosk panels and new kiosk are being funded by donations from a generous supporter of Victoria Avenue. Watch for the new kiosk at La Sierra and new, long-lasting panels at the other two kiosks! Below and on the next page are two of the new kiosk panels. [Continued on page 7](#)

Victoria Avenue Forever

From its very inception, ordinary citizens have been involved in the preservation and beautification of Victoria Avenue. In 1990 several large *Eucalyptus* trees were slated for removal along Victoria Avenue. A group of concerned citizens including Hal Snyder, Rosanna Scott, Mary Humbolt, Pati Weir and Earl Shade was fearful that the trees would not be replanted. Thus Victoria Avenue Forever (VAF), a tax-exempt nonprofit organization, was born. VAF is dedicated to the “preservation, protection, and beautification” of Victoria Avenue.

VAF volunteers have been involved in all activities: care of existing plantings, weed and pest control, irrigation, signage, policy for development and traffic, and garden development and upkeep.

KIOSK DESIGN
 Coordinator: Frank Heyming
 Graphic Designer: Natalia Zanfardino
 Text editor: Darleen DeMason

In its first 20 years VAF volunteers planted an estimated 1,200 trees, many of them commemorative trees sponsored by donors. VAF volunteers have also planted hundreds of ‘Ragged Robin’ roses in the median. The funds that the community has shared with VAF have supported these projects along the Avenue. Through the efforts of VAF, the community has seen results and donors and volunteers alike have acquired a sense of “ownership” of Victoria Avenue and a vested interest in its preservation.

Rosanna Scott Memorial Bicycle Trail

On July 28, 2012, Victoria Avenue Forever (VAF), the Riverside Bicycle Club and the City of Riverside celebrated the naming of the bicycle trail on Victoria Avenue for former Ward 4 Councilwoman (1971-78), founding board member and first president of VAF Rosanna Scott. Rosanna was a city activist for beautification and preservation.



She was largely responsible for the creation of the bicycle/jogging/walking path along Victoria Avenue in 1976. She was also pivotal in the creation of the Citrus State Historic Park. Also, as first president of the VAF Board of Directors, she served the community for some ten more years.

2014 Workdays
Saturday, February 22, 2014
9:00 AM
Rose planting; mulching
Meet at corner of Jane St. & Victoria Ave.

Saturday, May 10, 2014
Great American Cleanup
Activities TBA
Meeting Place TBA

Continued from page 3—Irrigating citrus

cement pipes throughout the orchard. The Gage does not deliver water under pressure. Many growers have installed pumps to run pressurized plastic micro sprinklers and drip systems. On the scheduled days, water is turned on and off by Gage personnel, called zanjeros, early in the morning between 6AM and 7:30AM, so groves are irrigated for 24 or 48 hours at a time. The zanjeros have full and undisputed charge of water distribution. The name zanjero is one that has been used for workers who operated and cared for the Gage canals since the 1890s.

The Gage Canal is over a hundred years old and reliably delivers excellent irrigation water at low cost (see side box). This is a testament to the original engineering and to the current management. The directors of the company and manager, Mr. Ross Lewis, run an extremely economical operation, and as a result the Gage Canal has avoided the fate of other water companies whose high costs of operation have made water prohibitively expensive. In its efforts to support the Green Belt, Riverside has recognized the value of the Gage Canal and has instituted a program where property owners in the Gage service area, who no longer have shares of water stock, can reconnect to the

Gage system and buy non potable irrigation water at the Gage rate.

My next article will be about irrigation water quality and the importance of leaching salts.



In the 1880s, [Matthew Gage](#) designed a water distributing canal system that taps artesian wells in San Bernardino County and brings water through cement pipes, to a complex of canals, sub canals, weirs and finally to growers in Riverside. It is considered an engineering marvel.



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Dedicated to the preservation of Victoria Avenue, Riverside, California with tax-deductible financial contributions from: Membership, Endowments and Tree Commemorations: see victoriaavenue.org for details about joining or making a contribution.

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Right—A happy ending to a successful morning planting trees on Victoria Avenue. See page 5 for article.



Work Days
February 22, 2014
May 10, 2014
See page 7 for details

