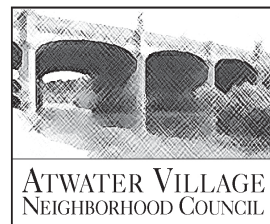


# ATWATER VILLAGE VOICE



*Atwater Village, where progress is tradition.*

A Quarterly Newsletter

Issue N°9– Fall 2010

## CALENDAR

*There's just so much to do*

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## Neighborhood Clean-Up and Glendale Blvd. Planting Planned for October 1st

by Leonora Gershman Pitts

co-chair, Atwater Village Neighborhood Council

photo by Scott Pitts, Scottie Images

We've all seen the Glendale median grass get so overgrown that it looks like *The Earth Without Us*. We've all seen parts of our beautiful neighborhood that need a little TLC, whether it's trash, graffiti, weeds, or an unswept sidewalk in front of a store. On October 1st, 2011, we ask that every Atwater Villager empower themselves to be a part of the solution as your Atwater Village Neighborhood Council (AVNC) and the Friends of Atwater Village (FAV) host a neighborhood-wide clean-up and work on new landscaping on the Glendale Blvd. median.

The Atwater Village Neighborhood Council is proud to announce that we have received a Clean and Connected Communities grant from City Council President Eric Garcetti. We will be using the \$2500 grant, along with matching funds from community members and in-kind donations from landscape designer Kathy Oberg, Northland Village Church, and New Hope Chapel, to landscape the Glendale Boulevard median. On October 1st, we will meet bright and early on the boulevard and spend the morning planting.



Local landscape designer Kathy Oberg (<http://fairyardmother.blogspot.com>) is working to make the median more welcoming and easier to maintain, using drought tolerant and native plantings. Kathy is donating her services, as are the Northland Village Church and New Hope Chapel, who will be doing the planting.

Things we need: more funds and more people. Also, we are hoping to use cuttings from the yards of our Villagers to help off-set some of the cost of the plants. Interested? Email Leonora Pitts (co-chair, AVNC) at [leonora@atwatervillage.org](mailto:leonora@atwatervillage.org).

Meanwhile, also on October 1st, the Friends of Atwater Village (FAV) are hosting a neighborhood-wide clean-up and spruce-up. We are envisioning hundreds of Villagers, bags and brooms in hand, coming together to make our community shine. From the River to the Tracks, we can make Atwater Village sparkle.

An event like this only works when we all work together, so keep checking [AtwaterVillage.org](http://AtwaterVillage.org), email [leonora@atwatervillage.org](mailto:leonora@atwatervillage.org) or call (323) 634-2862 for more information as we shape what is sure to be an event to remember!

## Summer Nights on the Boulevard a Success

The Summer Nights have been a blast. Thanks to all the businesses who participated, and thanks to all the Villagers for coming out to enjoy great music, delicious food, one-of-a-kind shopping experiences, and the kind of community that we Villagers know and love.

The last Summer Nights event will be on August 25th, and it's sure to please. We are hearing about all the plans the businesses have, and we can't wait.

We are planning on one last Autumn Night on the Boulevard on Sept. 29th. More music, art, shopping, food, and fun!



*The crowd at Revo Cafe enjoying the mellow and beautiful  
Root Hub*

## What's new with the AVCC?

*By Thea Pueschel, Chair of Mixers and Special Events, AVCC*

The **Atwater Village Chamber of Commerce** acknowledges happy neighbors create happy businesses, which in turn creates an area where people want to engage, experience and live. It is the Chambers desire to connect with the community and branch out into various areas of Atwater Village where businesses are located, creating a dynamic local economy.

The AVCC is making efforts to showcase the diversity of Atwater Village by moving the quarterly mixers around our vibrant and diverse neighborhood. Also, it is the goal of the chamber to showcase various businesses. In May the AVCC's Mixer and BBQ was located in North Atwater Village. Our next business mixer is an **Ice Cream Social, hosted at Potted, 3158 Los Feliz Blvd., on August 23, 2011 7-9pm.** Sweets for the Soul (located at 3169 Glendale Blvd) will be providing the treats.

The August Mixer brings a new tradition to Atwater Village the announcement of "Villager of the Year" the first annual award given to an exemplary community member.

The November Mixer date is yet to be determined but will be comprised of local massage therapists and healing arts professionals offering their services to the chamber and businesses in a brief mini-holiday relaxation session.

The AVCC and the AVNC once again joined forces for Summer Nights on the Boulevard. The AVCC served as support to the AVNC by providing press releases, an official website for the yearly event providing businesses, bands, artists, and performers an avenue to share their participation with the community ([www.summernightsontheboulevard.com](http://www.summernightsontheboulevard.com)), and contributing to promotional material.

The AVCC is very excited about the direction that it is currently going in, and is looking for interesting ways to engage both the community and the businesses within Atwater Village. The chamber is currently working on fun and innovative ways to raise funds for the Annual Christmas Tree Lighting, as well as relying on tried and true methods of fundraising.

*Thea Pueschel, C.Ht.  
[www.hypnotiqsolutions.net](http://www.hypnotiqsolutions.net)  
(323)-835-3039*

*The Fairy Yardmother's Corner*

## What to Do in the Garden This Month

August is a quiet time in the garden. Along with enjoying drinks in the patio, your biggest priority is watering. The goal is to water deeply and not too often. If you have an established landscape, you may be able to set your sprinklers for just one or two days a week in the early morning. If you have a slope, try watering in intervals, leaving five to ten minutes in between for the water to soak in. Keep an eye on your yard, and when you see a droopy plant, do a quick inspection of your system. Experiment! If you water by hand, don't just wet the foliage, water deeply. Basins in the soil around the plant can help with this. Shrubs and trees planted in the last year will need extra water. Containers in sun may need water daily. California natives should be watered sparingly once established.



*image courtesy CrapeMyrtles.com*

August is not the time to do a lot of new planting, but there are exceptions. Bearded Iris are available now. Bananas, Gingers, and Palms can all be planted successfully. And this is a great time to sow flats of seed for cool-season flowers and vegetables. Try broccoli, kale, or cabbage. Mist regularly as they germinate and grow, and keep in part-sun, and they will be ready for a place in your Fall garden.

You can give your roses a light pruning now, and if you have been thinking of planting a Crape Myrtle tree, this is the time to pick one out while in bloom. Enjoy your summer and our lovely Atwater breezes.

*Kathy Oberg, aka the Fairy Yardmother, can be found at [fairyyardmother.blogspot.com](http://fairyyardmother.blogspot.com)*

### Movie Nights Enjoyed by Thousands

*okay that might be a slight overstatement but not really*

Your Atwater Village Neighborhood Council has been blown away by the attendance and enthusiasm at this summer's Movie Nights Under the Stars. We estimate about 700 Villagers and neighbors came out to watch *Back to the Future* on Open Air Production's big, beautiful screen.

Special thanks to Lara Pranger of the AVNC and Dana Schwartz of Open Air Productions, all around amazing ladies who work so hard behind the scenes to benefit our community. We also thank the Los Feliz Municipal Golf Course for always being so welcoming.

Next up: *Raiders of the Los Ark* on August 19th and *WALL-E* on September 16th. All movies begin at sundown on the greens of the Los Feliz Municipal Golf Course at 3207 Los Feliz Blvd. Picnics welcome (pick something up from one of our sponsors, listed on page 5). Smoking, dogs, and alcohol prohibited. Sorry Fido!



*graphics courtesy Spencer Collins*

We offer these movies for free to our stakeholders and neighbors as a celebration of summer, fun, and community. We couldn't host these nights without the great support of our sponsors, listed on page 5. Please visit them and thank them in person.

## A PHOTOGRAPHIC PEEK AT THE HISTORY OF ATWATER VILLAGE

by Sandra Caravella, local legend and author

Friends of Atwater Village (FAV), along with Arcadia Publishing, are proud to announce the publication of "Images of America Atwater Village."

The book will take you from the days of the Santa Eulalia Rancho down to the Los Angeles River, over its bridges and on a trolley past the homes of Atwater Village families as they worked, played, and shopped. It also includes our wonderful equestrian community as well as a look at creative locals. The majority of the images were gathered from past residents or generations of families still living in the area. Its all about the memories, people who were raised in Atwater consider it their "Hometown".

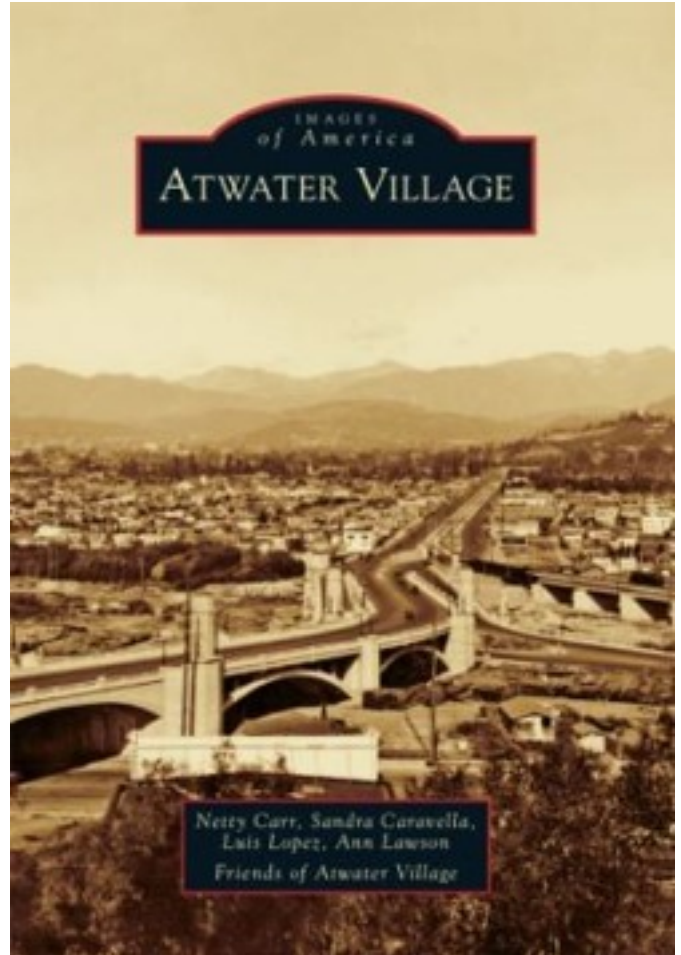
With an industrial area in its northern most section, an equestrian area with a long history from the early days of its development, three main commercial streets combined with tree lined residential areas, Atwater Village combines manufacturing, commercial, equestrian and residential in a small area measuring approximately 4 miles in length, the 2 Freeway to the 134 Freeway, and ½ mile in width, from the railroad tracks to the Los Angeles River.

The authors (Netty Carr, Sandra Caravella, Luis Lopez, and Ann Lawson) are all board members of Friends of Atwater Village, a volunteer non-profit formed in 2000 to support the efforts of the Coalition to Save the Historic Van de Kamps Bakery building. With these beginning efforts FAV made preservation of local history a primary focus of the group. Throughout the last eleven years they have been able to bring the past of Atwater Village alive by installing trash receptacles decorated with historic photographs on tile along Glendale Blvd and several murals through out the community depicting local history.

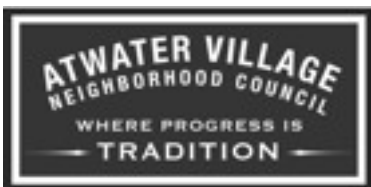
In 2010 FAV produced a historic photo calendar to commemorate the centennial of Atwater Village's annexation to the city of Los Angeles. In addition to serving on the board of FAV the authors have all been involved in neighborhood efforts to benefit the community. Collectively they have been a part of Atwater Village for over 140 years and all feel a strong personal desire to record Atwater Village history and offer this book as a labor of love to all past, present and future members of the Atwater Village community.

"We hope that by recording and sharing the history of Atwater Village we will ignite a spark of interest with future generations in recording and preserving their history of the community. We also hope that the book will act as a starting point for gathering even more Atwater Village history."

**Please see the calendar on pg. 7 for information on the upcoming book signings and fundraisers. For more information on the Friends of Atwater Village, please visit [FriendsOfAtwaterVillage.org](http://FriendsOfAtwaterVillage.org)**



*The Atwater Village Neighborhood Council would like to congratulate Netty Carr, Sandra Caravella, Luis Lopez, and Ann Lawson on the publication of this wonderful book. Thank you for helping us preserve our history as we look forward to the future!*



*The Atwater Village Neighborhood Council would like to thank the following businesses and organizations for their sponsorship of our Movie Nights Under the Stars. Please go thank them in person and remember to Shop Atwater First!*

**Northland Village Church**  
NorthlandVillageChurch.com

**Scottie Images**  
ScottieImages.com

**Nila: Nature Inspired Learning Through Art**  
NilaAtwater.com  
3010 Glendale Blvd.

**The Cradle Co.**  
TheCradleCompany.com  
3042 Glendale Blvd.

**Hugo's Tacos**  
HugosTacos.com  
3300 Glendale Blvd.

**The Village Bakery and Cafe**  
TheVillageBakeryAndCafe.com  
3119 Los Feliz Blvd.

**dtox day spa**  
dtoxDaySpa.com  
3206 Los Feliz Blvd.

**Woof Dog Boutique**  
WoofDogBoutique.com  
3172 Glendale Blvd.

**Jill's Paint**  
JillsPaint.net  
3534 Larga Ave.

**55 Degree Wine**  
55DegreeWine.com  
3111 Glendale Blvd.

**Patricia Aleman/  
State Farm Insurance**  
AlemanInsurance.net  
3222 Glendale Blvd.

**Open Air Productions**  
OpenAirProd.com

**Revo Cafe**  
RevoCafe.com  
3134 Glendale Blvd.

**Lenore Solis Notary and  
Tax Service**  
LenoreSolis.com  
3315 Glendale Blvd.

**Big Foot Lodge**  
BigfootLodge.com  
3172 Los Feliz Blvd.

**Atwater Crossing Arts and  
Innovation Complex**  
AtwaterCrossing.com  
3265-3191 Casitas Ave

**The Mews Architectural Homes**  
TheMews.squarespace.com  
4300 Perlita Ave

**Bon Vivant Atwater Market and  
Cafe**  
[facebook.com/  
BonVivantMarketCafe](https://www.facebook.com/BonVivantMarketCafe)  
Coming soon to Glendale Blvd!



**Visit the oft-updated Atwater Village  
Neighborhood Council website! Sign up  
for email alerts, read up on all our  
events, meetings, and volunteer  
opportunities, and connect with your  
neighbors. Go to  
<http://atwatervillage.org> today!**

## Atwater Crossing: Atwater's Growing Artistic Community

by Ava Bromberg

Things are astir in south Atwater Village. A burgeoning community now populates the grounds of the newly branded Atwater Crossing Arts and Innovation Complex (ATX), where five industrial buildings, spanning from 3265 to 3191 Casitas Ave, have become a home for creative businesses and individual artists alike.

It's been a busy year for the people over at ATX. Last summer they proudly announced the addition of the Atwater Village Theater, home to Ensemble Studio Theater and Circle X., two reputable LA companies, and this past month marked the arrival of the Wood Fire Kitchen, a restaurant specializing in Mediterranean-style flatbreads served straight out of a wood-burning oven.

Other members of the ATX community that might be of interest to Atwater residents include the Atwater Playhouse, Berg Acting Studio, Brazilian Yoga & Pilates, and Slake: Los Angeles, a literary quarterly which will be celebrating the release of its 3rd issue with an open event on August 26th.

And on September 20th, Wood | Fire | Kitchen will debut its dinner menu and beer/wine license, as well as a calendar of special events to be hosted in its adjacent concert space. These will include readings, lectures and jazz performances, plus a host of new reasons for people to come stop by!



get the latest community news from the Friends of Atwater Village at *blog*  
**atwater village news**  
[www.atwatervillagenews.org](http://www.atwatervillagenews.org)

**Late Summer/Early Fall 2011 Calendar**  
*my goodness but there is much to do in our Village*

**AVNC Presents Movie Night:**  
**Raiders of the Lost Ark - FREE!**  
**Friday, Aug. 19th - Sundown**  
 Los Feliz Municipal Golf Course  
 3207 Los Feliz Blvd

**Chamber of Commerce Ice Cream Social and Business Mixer**  
**Thursday, Aug. 23rd - 7p.m.**  
 Potted, 3158 Los Feliz Blvd.

**Summer Nights on the Blvd**  
**Thursday, Aug. 25th - 6-10p.m.**  
 All Along Glendale Blvd.  
**Atwater Village Book Signing 5-10p.m.**  
 Alias Books 3163 Glendale Blvd.  
**Family Fun from 5-7** at NILA,  
 3010 Glendale Blvd

**AVNC Board Meeting - All are welcome!**  
**Thursday, Sept. 8th - 7p.m.**  
 Christ's Church at Griffith Park  
 Community Room, 3852 Edenhurst Ave.

**Atwater Village Book Signing**  
**Thursday, Sept. 15th 7-9p.m.**  
 Potted 3168 Los Feliz Blvd.

**AVNC Presents Movie Night:**  
**WALL-E - FREE!**  
**Friday, Sept. 16th - Sundown**  
 Los Feliz Municipal Golf Course  
 3207 Los Feliz Blvd

**Atwater Village History Presentation, Fundraiser, and Book Signing**  
**Tuesday, Sept. 27th 4:30-7:30p.m.**  
 Atwater Village Branch Library 3379 Glendale

**Autumn Nights on the Blvd**  
**Thursday, Sept. 29th - 6-10p.m.**  
 All Along Glendale Blvd.  
**Family Fun from 5-7** at NILA,  
 3010 Glendale Blvd

**Neighborhood Clean-Up and Glendale Blvd. Landscaping**  
**Saturday, Oct. 1st 9 a.m.**  
 all over this beautiful Village

**AVNC Board Meeting - All are welcome!**  
**Thursday, Oct. 13th - 7p.m.**  
 Christ's Church at Griffith Park  
 Community Room, 3852 Edenhurst Ave.

**Fall Festival: Trick or Treat on the BOOlevard!**  
**Friday, Oct. 28th**  
 All along Glendale Blvd.



**ATWATER VILLAGE**  
 WHERE PROGRESS IS  
**TRADITION**  
*SHOP LOCAL. EAT FRESH. BE HEALTHY.*

**Sundays 10AM - 2PM on Glendale Blvd.**  
**The Wells Fargo Bank Parking Lot**

*celebrating 4 years of sponsorship and support from the Atwater Village Neighborhood Council*

**The ATWATER VILLAGE VOICE**  
**Community Newsletter**

*This issue of the Village Voice was made possible through the volunteer work and contributions of the Atwater Village Neighborhood Council &...*

- Leonora Pitts*
- Spencer Collins*
- Sandra Caravella*
- Kathy Oberg*
- Thea Pueschel*
- Ava Bromberg*

*Remember to check the AVNC website at [www.atwatervillage.org](http://www.atwatervillage.org) for other important updates & committee meeting announcements!*

SAVE THE DATE



Friday, October 28th, 2011 on Glendale Blvd.

The Annual Fall Festival: Trick or Treat on the BOO-levard  
presented by your Atwater Village Neighborhood Council and the  
Atwater Village Residents Association