



ADVOCACY & PRESERVATION

ALTADENA HERITAGE NEWSLETTER

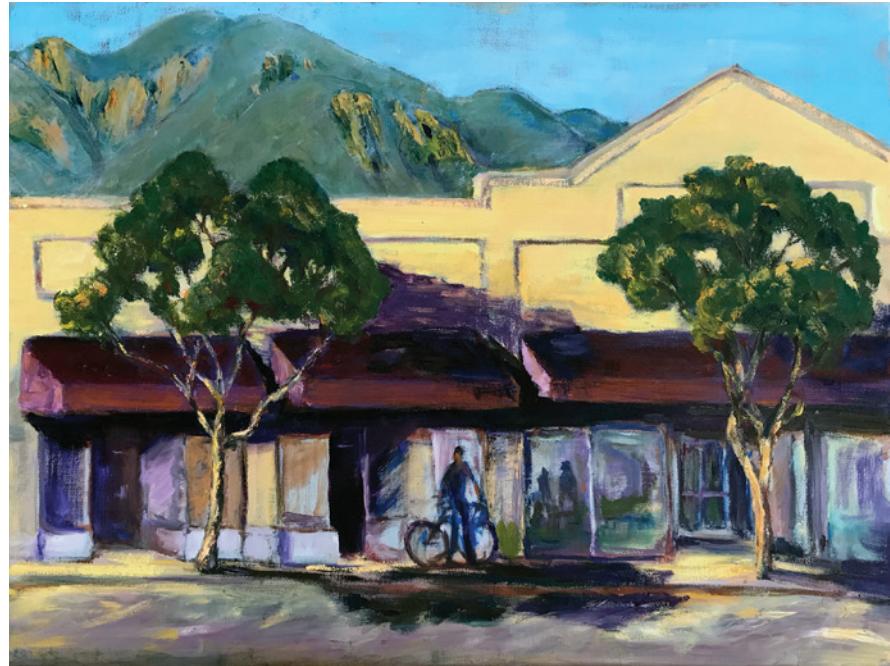
Commercial Issue

Hardships on the Restaurant Trail

by Trish Pengra

Justin Pinchot has passion. Over the past years, he's collected, restored, bought and sold space toys, Buck Rogers-type ray guns and toy robots, and amassed a sizable collection. He hopes to share these with Altadenans in his new passion: a coffee shop just south the corner of Lincoln Avenue and Altadena Drive to be called Robot Coffee and Tea. His idea to blend good coffee and food with robots emerged shortly after Pinchot and his wife moved to Altadena in 2013 and noticed derelict storefronts on Lincoln. It took him a couple of years to acquire the real estate, but by 2015 he felt ready to turn what had once been a donut shop into a café.

Things did not go smoothly for Pinchot. He started by getting a business license, though he found out later that he could have saved the expense until his plans were further along. He next visited Los Angeles County's Regional Planning Office downtown to find out what was required. Despite telling officials that he was a novice with no small business experience, Pinchot left Regional Planning with a list of the County's "Minimum Plan Submittal Requirements" but no additional guidance. After months spent assembling the requirements at significant expense, Pinchot uploaded the files on the County's EPICLA online system and got an automated response promising a response in 7 days. After weeks passed with no word, Pinchot called to



Mark Goldschmidt

find out what was taking so long and was told he had submitted too much information: the County only wanted his site plan, floor plan and elevations. After he narrowed down his submission, the County told him they were backed up and it would take another 8-12 weeks to respond to his request. He hadn't heard back when Altadena Heritage held its Third Thursday panel on building in Altadena last February, so he raised his complaints at the event with Carmen Sainz, a County Supervising Regional Planner and one of the evening's panelists. His initial plans were approved the next day.

Experience Counts

Pinchot finally advanced to submitting his detailed plans to Building and Safety and is awaiting review. He's keeping his fingers crossed that he'll finally get to

Please turn to page 6

Upcoming Events

Golden Poppy Celebration

May 19th 4-7 pm

See back page
for details



Third Thursday Program

Regenerative Landscapes

September 19th - 7-9 pm

With Shawn Maestretti
and Leigh Adams
at the Community Center



Letter from the Chair

Welcome to Altadena Heritage's ongoing, in-depth reporting on land use in our town! This issue of our newsletter focuses on commercial development, and tries to answer the eternal question: why can't we have more restaurants?

Meanwhile, spring has sprung with great force – we have amazing wildflowers and blooming natives all around! Have you seen the blooms in Altadena's Triangle Park? It has been more than a year since our park was completed and the recent rains have made a great impact.

Altadena Heritage board members have been busy choosing front gardens that "give to the street" for this year's Golden Poppy awards. Please join us at our annual Garden Party and Golden Poppy Celebration on May 19, 4-7 pm, where the winners will be revealed. Enjoy a wonderful time with neighbors, and great food and drink at Tim Cantwell and Stephani Hardy's home overlooking Millard Canyon, our first event ever held in La Viña.

In January, we held a special event for newly arrived Altadena residents, graciously hosted by Elisa and Eric Callow in their ultra-modern home (featured in the Spring 2017 Newsletter – see it at altadenaheritage.org). This was a chance for us to welcome 40 newcomers to our community, and to enjoy tasty bites featured in Urban Forager, a new cookbook written by Elisa, who is on our Membership/Development Committee.

Our second Alta Ditty, Alta Ditty 2.0, where we invited the poetically inclined to compose and perform songs about Altadena, was a rousing success. This time it was co-sponsored by the Altadena Library and held in their Community Room rather than a back yard, resulting in better acoustics and lighting. The songs were wonderful and many were hilarious (like "The Leaf Blower Blues" and "There Ain't No Dairy Here!").

For our February Third Thursday program, representatives from LA County Departments of Regional Planning, Building & Safety, and Fire Department joined us. In the month prior, we solicited questions, complaints, and stories from members who had experienced difficulties with construction permitting. We forwarded these to all three agencies to prepare them to face their constituents. It was an educational experience for all involved, and we hope to see it evolve into a Saturday morn-

ing workshop with building officials, where people can bring their building ideas and find out what is legal to build and what permits they will need.

Our Third Thursday in April was about the Heat Island Effect, which is especially affecting Altadena, and how we can help alleviate it. (See story next page).

Altadena Heritage continues to work with County representatives on various issues of concern. We have been supporting members Jill Vig and Kathy Musial who have been meeting with reps from County Department of Public Works and Southern California Edison in an ongoing effort to save Altadena trees. Board members Anne Chomyn and Kenny Meyer are our watchdogs on filming issues in Altadena. Filming provides livelihood for many people and we are not opposed. There have been abuses, however, and we support their efforts to better monitor film crews and ensure they meet agreed-upon conditions.

We recently welcomed Alma Apodaca and Mohan Chhabra as the newest members of our Board of Directors, both with a wealth of experience. Alma has taken on the position of Communications Chair and Mohan is Events Chair, each important roles for our activist organization. Thank you both. We would also like to express our gratitude to Bill Ellinger, Historic Architect, who served for many years on our Board as Preservation Chair where his expertise was much appreciated.

I hope you noticed and filled out the survey we sent to our members. We want to know what you think Altadena Heritage should focus on and your opinion on how we are doing. We will compile summary results, and hopefully share them with you at the Golden Poppy Celebration.

On a personal note, I started a Master's program in Urban and Regional Planning at UCLA last fall and am learning much that relates to Altadena. I'll soon be heading to the national conference for the American Planning Association in San Francisco and hope to learn even more there.

Thank you for your continued membership and support of Altadena Heritage – please invite your neighbors to join!

See you around town, Sharon Sand

More than a dozen local songwriters, musicians, and other "creative types" answered Altadena Heritage's call to write and perform a song or poem about our town April 6th, in our second event this year co-sponsored with the Library — and the second time AH has produced an "Alta Ditty." From blues to ballads, rap to reggae, performers and audience enjoyed a riotous afternoon of Altadena-centric fun. Pictured, from left, Lennart Andersson, Greg Dawley, Michele Zack, Elline Lipkin, Liselotte Sandell, Calvin Banks, Tod Kreutzer, Alma Cielo, Kavita Sharma, Bill Burnett, Betsy Kahn, Lisei Chen, Sandi Milne, and Pierre Dupuy. Watch Calvin Banks singing "The Bedroom of Los Angeles," on our Face Book Page <https://www.facebook.com/AltadenaHeritage/>

Alta Ditty 2.0 Rocks Our Burg!



Ode to a Node

By Michele Zack

Kevin Lynch, in his classic treatise on urban design, *The Image of the City*, writes that cities should be delightful and enriching places to live. Through case studies he looked at what features make some work well, and broke the city down into a few basic elements — the better to understand each part, and how the parts function within the whole.

He calls one element the “node.” Nodes are “concentrations of activity” within a district, such as plazas, squares, or often just street intersections; nodes are, in essence, “identifiable places.” Lynch posited that people need a sense of orientation to feel secure in a city, and thus the fabric of a district is navigated from node to node.

A look at just one Altadena example —the five-way intersection of Allen Avenue, New York Drive and Minaru — helps illuminate the components of success in a town not known for satisfying its residents’ commercial longings. Paths through leafy residential districts meet at a small gathering of commercial buildings forming a wall of shop windows, awnings, and wide sidewalks; this is a commercial node, a place to shop, eat, and access services.

Altadenans agree on little, but every survey conducted, every conversation about our community’s shortcomings, concludes that a town of 43,000 should have more restaurants and grocery stores.

The Allen/New York node has both. Alta Eats is our town’s only upscale restaurant, and eating there doesn’t require a 10-20 mile round trip. Across the street, Armen’s Market caters to Armenian tastes and is rich in specialty foods, but also serves all in need of milk, bread, meats, beer or fresh produce. Besides these two anchor businesses, there is a wine and liquor store, a bakery/coffee spot, barber and beauty shops, a laundromat, dry cleaners, glass shop, and Armenian Community Center — all serving the neighborhood and all rewarded by neighborhood patronage.

On a recent Thursday evening, when Altadena Liquor held its weekly wine tasting, it was rocking out. Neighbors who walked there, and others who drove, checked out varieties of French wines on offer, and all were delighted to have this small but comfortable concentration of businesses in their midst. Proprietor Paul Ragan, who owns both restaurant and liquor



Allen / New York node

Mark Goldschmidt

store, says, “It’s a little lonely up here, I wish there were more restaurants and destinations in Altadena, it would bring in more people, more life.”

Is Altadena paying adequate attention to the humble node as it ponders how to encourage successful commercial zones? Allen and New York offers one model of business mix that works well — and that can be replicated more feasibly and affordably than ventures of a grander scale. Parking is mostly on the street, but that doesn’t seem to be a problem.

I have a special affection for these commercial nodes within suburban neighborhoods. The node at Hill and Washington was a defining part of my childhood — that’s where my mother sent me to buy a loaf of bread or some frozen peas for dinner. Kids would meet there and put on shows at the loading dock behind the Hillcrest Grocery (until we were shooed away). We spent inordinate amounts of time studying candy at the corner drug store and the displays at the plumbing parts store — or deciding between a donut hole or cookie at the bakery. It was a public, yet intimate space between home and school where we tested independence.

Lincoln and Altadena (in fact the whole Lincoln Corridor, see story page 4), Woodbury and Los Robles, are you listening? You are so close! The commercial node at Washington and Hill was developed 80 years ago, yet it continues to thrive through changing times despite the disappearance of the Hillcrest Bakery, the Grocery, the Drug Store, and children shopping and hanging out.

Mitigating Altadena's Urban Heat Island Effect

Addressing the unpleasant fact that Altadena is the recipient of heated air passing over Los Angeles, speakers at April's well-attended Third Thursday event suggested mitigation measures for a warming future. Elizabeth Rhoades from LA County Dept. of Health, spoke of the health risks of extreme heat, and prescribed tree cover as our best bet to reduce temperatures. Arborist Jill



Vig warned against over-pruning trees, and said that pruning for fire prevention is largely unnecessary and a threat to our canopy. Landscape designer Sue Dadd discussed good cultivation practices for trees, pest issues, and how to get a new tree off to a good start. If anyone has concerns or questions regarding street trees, including possible over-pruning by a contractor, contact Norik Sahak, Altadena's District Tree Superintendent at 818.249.0248. He has every single Altadena street tree in his database. He will not be able to help if SCE is pruning on private property, so if you have concerns, call our Supervisor's office 625-356-5407.

Lincoln Avenue in West Altadena: has its Time Finally Come?

By Val Zavala

The road to redevelopment is paved with good intentions. It can also be delayed by bureaucratic potholes, economic downturns, community resistance, and changing government policies. Nevertheless, it seems the West Altadena Lincoln Avenue redevelopment project is gaining momentum once again. Veronica Jones, an Altadena Town Council representative for the area says, "I think the time is right. Things are moving forward. There's money. People are interested."

The County has started the process of selling off six commercially-zoned vacant lots acquired when Lincoln was a California State-funded redevelopment area.

A Little History

Lincoln Avenue from Woodbury to just north of Figueroa was first designated a redevelopment zone back in the 80s. In 1992 it was made a State Enterprise Zone which added tax breaks and incentives for developers, and the County began acquiring land. Little happened throughout the 90s other than construction of the Building Technology Center (BTC), a tech incubator which opened in 1998. It wasn't until 2004 that a long-sought grocery store finally agreed to come in. In 2006 the 24-Hour Fitness opened, and Farm Fresh (the original market) opened in 2008. Today the area is home to Super King, Subway, Panda Express, Tacos Ensenada, 24-Hour Fitness, Verizon, and a business tech center. The project was deemed a qualified success. Still remaining, however, were vacant parcels on the west side of Lincoln.

In 2011 California defunded all redevelopment areas, and the land that had been acquired in Altadena was taken over by the County. The parcels now being made available are mostly west of Lincoln (see map). The combined area is small, just over one acre. LA County bought the land between 2006 and 2011 for a total of \$2.4 million. Carey Jenkins of the County's Community Development Commission says each property will be re-appraised once a developer is selected. No doubt the value of the parcels has risen.

Jenkins is overseeing the project and he's optimistic about its future. "Land is scarce which makes these properties more valuable. The economy is strong. The neighborhood is up-and-coming."

Next Steps

The goal of Jenkins's agency is to choose a developer who will "take the fabric of that neighborhood and intertwine it with a nice project that will serve the neighborhood."

One hurdle is that the lots are not contiguous. Jenkins says developers prefer one large piece of land instead of several smaller, separate lots. Ideally, he says, the County will be able to find one developer who is able to buy all the parcels as well as a few small adjacent private properties (all are zoned C-3 for commercial use, a legacy of the original redevelopment project). That would make a larger, more cohesive project possible. However, the County is willing to sell separate parcels to more than one developer if necessary.

What can be built there? The C-3 zoning means parcels are for commercial use, though condos and apartments may be built



Sketch map of redevelopment area. Properties being offered:

- 1) 2304 Lincoln
- 2) 2271 Lincoln
- 3) 2261 Lincoln
- 4) 2231 Lincoln
- 5) 462 Archwood
- 6) 470 Archwood

above ground floor commercial space. Height limit is 35 feet, or three stories. The relatively small size of the properties is appropriate for smaller shops and businesses — "big box" retail will not fit.

Will the community have input? Yes. Jenkins explained that an Application Review Committee will be formed to select qualified developers. Committee members will include land use experts and a project manager from the County. There will also be a representative from the community, ideally someone familiar with real estate and land use. The Committee will review, score, and rank potential developers. Those chosen will then be asked to respond to an RFP, or Request for Proposal.

Jenkins says that during this time the County plans to hold a community input meeting, giving local residents an opportunity to voice their opinions and preferences as to what businesses and services they would like to have on Lincoln, and what they would not like. The results from this meeting will then be included in the RFP, so developers will be informed of the community's desires prior to the design process. Jenkins points out that developers are looking for a decent return on investment, and sometimes the needs of the developer and the preferences of the community clash.

Gina Chamberlain, a West Altadena resident says, "What we don't want is a big commercial company coming in." (A former Walmart has been sitting empty on the corner of Figueroa and Lincoln since it was closed in 2016 as part of a nationwide down-

Continued from previous page.

sizing.) Chamberlain says, “We want mom-and-pop to medium-size businesses. We want something tasteful and appealing. We want more vegetation and walkability.”

Will developers hire local people? Jenkins says yes. Government requirements call for developers to hire qualified local workers for construction and other jobs, and developers must commit to this as part of the deal. First priority goes to those living in neighborhoods closest to the site.

When might construction begin? Jenkins says once a list of qualified developers is established, the County will issue the official RFP. Once the developer(s) respond, negotiations over price begin, and if all goes well a deal will be struck. Then the developer draws up plans that must comply with zoning regulations and requirements stated in the RFP. Jenkins says it will probably take until December 2019 for this process to be completed. Construction could begin in summer of 2020.

Jenkins expects the project to appeal to a mid-size developer who specializes in “infill” development, that is, small to medium construction projects that “fill in” vacant spaces on otherwise developed blocks.

Jenkins was impressed by the turnout at the Town Hall breakfast meeting on March 23rd sponsored by the area Altadena Town Council reps, where he gave an overview of the project and answered questions. “There were 120 people there on a Saturday morning. That is a very good sign that the community is engaged.” Council Representative Jones is also feeling good about the future of the area. “I think we’re going to be happy with what happens. The County is listening. They know we are watching and we’re excited.”

*For an in-depth look at the Lincoln development see:
<https://altadenaheritage.org/NL/Sp-15.pdf> (page 7)*



One of the properties on Lincoln awaiting development.

2019 Altadena Heritage Board

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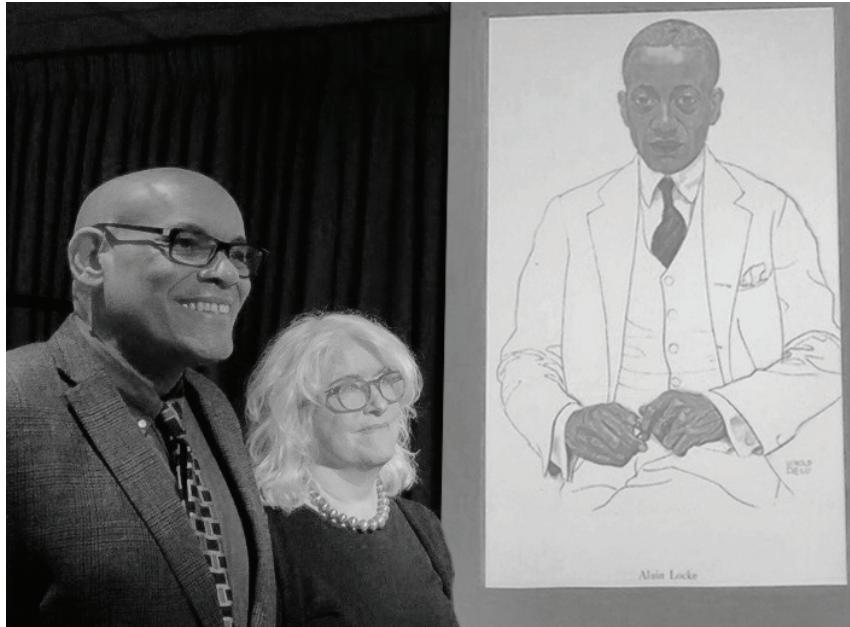
Altadena: Crucible of Art for Black History Program

Pulitzer Prize winning biographer Jeffrey Stewart (well, he'd only won the National Book for 2019 Award at the time of our event, he won the Pulitzer weeks later in April!) was joined by Michele Zack, historian and AH board member, for an “In Conversation” February 9th co-sponsored by Heritage and the Library for Black History Month.

Harlem Renaissance leader Alain Locke's ideas about liberation through art were discussed and applied to Altadena's 1960s art scene by the two old friends and classmates from John Muir High School.

They focused on artists Charles White and Octavia Butler, among others, and the environment here that encouraged art and collaboration at places such as the Zorthian Ranch.

Missed this SRO event? You can catch it online at <https://altadenaheritage.org/crucible-of-art-altadena-as-a-special-space-in-black-history/>



Jeffrey Stewart, Michele Zack, and Alain Locke.

Hardships on the Restaurant Trail

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pass “go” before his plan approval from the Health Department expires.

Some small business start-ups in Altadena have fared better, some worse, but each story has its own twists, and food-related enterprises face the most daunting obstacles. On Allen Avenue, Paul Ragan’s restaurant, Alta Eats, has been serving his eclectic bistro cuisine for several years, but the chef still can recount the convoluted tale of his opening, which involved a mix-up in street addresses on the restaurant license he had purchased with the property, and a liquor license that expired while he was adding a newly-required accessible bathroom. It’s especially good listening when sampling wines at one of his regular Thursday tastings at Altadena Beverage, two doors south of his restaurant.

Matthew and Anya Schodorf were proprietors of the successful Café de Leche coffee roastery in Highland Park when they decided to expand into Altadena, so unlike Pinchot they had experience navigating Health Department and permitting processes. While addressing the County’s conservative interpretation of California’s health laws is not easy, they saved time by using the same architect who designed their existing store, and did all the legwork required for submissions and reviews themselves. By limiting their new location to the space they moved into the couple didn’t have to find additional parking and they opened in just under a year. After that they expanded seating in an outdoor patio. They love Altadena’s diversity though note there is a big difference between Highland Park’s hipster community crowding the store at all hours and the Altadena location that can be quiet in afternoons as people disappear into the city to work.

These stories all differ in details, but share a common thread: it is challenging to open a food service business here. While the County stands to benefit from added jobs and tax revenue, it does little to help small business start-ups.

To Eat, Shop, and Sleep in Altadena

So what do Altadenans want? While our local populace is diverse, there is strong consensus on one thing according to Altadena Library’s 2017 Community Conversations Report, which concludes: “Overwhelmingly, Altadenans would prefer to shop, eat and play without leaving town.” The report noted that respondents did not identify online shopping as the major threat to local small business, but pointed instead to the County’s regulations and permitting hurdles. A 2012 Visioning Study by the Department of Regional Planning, based on three community workshops, found that people want the County to “incentivize development, rehabilitation, and re-use of commercial properties,” and to “encourage restaurants, cafés and other uses where people can gather.”

Doug Colliflower, president of the Altadena Chamber of Commerce, acknowledges it isn’t easy to start up a small business here. He says commercial rents in Altadena are high, about the same as those in Pasadena where there is far more foot traffic. There is a small portion of the community opposed to any change of any sort, and also a small contingent opposed to branded chains, yet these groups have not succeeded in

preventing any business startups in Altadena in recent times.

When Meredith Miller became Chamber president a few years ago, membership was at an all time low. She initiated monthly power breakfasts to bring together the knowledgeable with the less experienced over coffee and pastries, and considerably increased local business participation. Sadly, Miller recently closed the doors of her own small business, the Meredith M boutique in the Webster’s complex on North Lake. She cited dashed hopes of increased foot traffic bringing in shoppers when her landlords stopped pursuing the highly-anticipated Altadena Marketplace multi-restaurant project,



Justin Pinchot

then sold the property after garnering community support and obtaining necessary permissions. The new owner hasn’t yet shared plans for the building’s future, and the retail space south of the pharmacy has stood vacant for years.

After years of roasting coffee in a garage and selling it at farmers’ markets, Alan Janoyan and Arthur Sohrabian were ready for a move and turned to the small business experts at the Los Angeles Economic Development Corporation (LAEDC) to find the right site and develop their business plan. Founded in 1981, this private non-profit’s mission is to foster the growth of well-paying jobs and help prepare residents to fill those jobs. With LAEDC assistance, the partners planned the move of Unincorporated Coffee Roasters from its garage home to a brick-and-mortar store on North Lincoln. Things were going well until they submitted their plans to Building and Safety, where it got stalled as plan checkers found one problem at a time that, once addressed, led to a six-week wait for the next review when a new objection was raised. This pattern persisted until LAEDC put them in touch with Ernesto Bobadilla of LA County’s Department of Consumer and Business Affairs, who visited the County offices on Baldwin with the partners and smoothed the way forward.

Bobadilla is a small-business specialist who assists inexperienced entrepreneurs. He conducts monthly workshops to help those dreaming of opening their own businesses to learn about marketing, business planning, accounting and human resource management. Bobadilla helps aspiring business owners

New and Downtown



Unincorporated Coffee

You will now find excellent coffee on Lincoln, just south of Altadena Drive. Arthur Sohrabian and Alan Janoyan have opened a clean, spiffy little coffee shop and roastery they designed and built themselves. You can read about their trials and tribulations on the road to opening in this issue's cover story. Why "Unincorporated?" "Hey, it's Altadena."

Public Parking in Altadena

Yes, believe it or not, a free public parking lot has gone in just north of the fire station on El Molino. For mysterious reasons ("contractor issues," according to an anonymous source), the lot was closed for months after completion, but now is open for business. To all Mariposa shoppers: Enjoy!

Hardships on the Restaurant Trail

Continued from previous page.

get past what he sees as the most common hurdles: getting permits and licenses, negotiating leases, and steering clear of predatory lenders. He says his office sometimes teams up with LAEDC, especially when it comes to meeting County health and safety requirements, and both organizations offer help in identifying job-training programs and finding new employees. For Unincorporated's partners, Bobadilla helped to get their plan out of the recheck cycle and approved.

Questions for the County

So why didn't Regional Planning or Building and Safety make Pinchot aware that he could get help? And why did it take a private non-profit to steer the Unincorporated partners to County help when they got stuck in multiple plan-recheck cycles? Why isn't the offer of a single point-of-contact to navigate County processes the first thing aspiring small business owners are offered, rather than being handed a long list of possible requirements that, in the end, won't all be required? And why don't the various agencies and departments coordinate with each other?

These are reasonable questions we encourage our County officials to address. Finding answers will be part of any meaningful reforms to help develop a more vibrant commercial environment (particularly restaurants), something the majority of Altadenans want.

Altadena's 5th District Supervisor Kathryn Barger has heard our complaints and initiated a series of business roundtables to discuss the County's business planning, permitting and licensing processes. The results thus far all underscore the need for a single point of contact to walk prospective business owners through what's required when getting started. For all the convenience of online submissions, EPICLA isn't easy to navigate. And thus far, the County's concierge service seems to be more good intentions than actual help.

If the County can deliver on its promises to help, Altadena may get what many here think it needs: more small businesses. And Altadenans, in turn, will need to support these businesses when they open to stay open.

This Newsletter continues Altadena Heritage's in-depth investigation of land use in our town covered in our last three issues (all viewable online at altadenaheritage.org). Our intention is to increase awareness of obstacles facing people who wish to build or develop residential and commercial properties and to encourage positive changes in the permitting process.
For a deeper look into Altadena commercial history:
<https://altadenaheritage.org/altadenas-commercial-history>

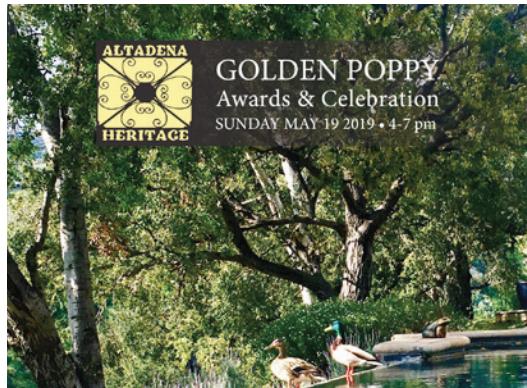


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Golden Poppy Celebration



Mark your calendar for Altadena's ultimate garden party — this year on the wild edge of Millard Canyon, at the home of Tim Cantwell and Stephani Hardy, 832 Millard Canyon Road, Altadena, CA. This home is in LaViña at the top of Lincoln Avenue. Honor this year's Golden Poppy winners and enjoy music and food by the canyon, with a view to the Owen Brown gravesite which Altadena Heritage has worked to secure public access to and protection from development.

Admission: \$10 for members. You may join or renew at the door, or at altadenaheritage.org. Already a member? Please consider upgrading to Patron, which comes with the benefit of up to six tickets at special member price — a great chance to introduce friends to Altadena Heritage and the important work we do. Non-members \$25. You must rsvp! altadenaheritage@gmail.com or 626/296-6983. La Viña is a gated community and guest names are required for entry.



BECOME A MEMBER

Choose one:

New member Renewing member

Type of membership:

\$25: Individual \$35: Household \$30: Senior Household
 \$15: Senior individual (65 and over) \$100: Patron/Business

Are you interested in volunteering?

Yes! Contact me. Not at this time.

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Join online at www.altadenaheritage.org