

## Barron Park Association Newsletter

## PRESIDENT'S MESSAGE

By Art Liberman, BPA President



If you think that traffic in Palo Alto on the streets around Barron Park has gotten worse recently, you're not alone.

Ask any driver during rush hour whose car is inching its way along Arastradero or one whose car is backed up blocks away from El Camino and Page Mill waiting to pass through that intersection. Drivers impatient with the slow pace and long wait are already abandoning the main arteries, cutting through neighborhoods, taking 'shortcuts' through the residential streets. After the lane reductions were made on Arastradero, traffic on Maybell increased by 28%. The prospect of a further increase of traffic on Maybell and nearby residential streets from the proposed Palo Alto Housing Corporation project at the Maybell-Clemo site was one reason so many residents so vehemently protested the rezoning of that site and then obtained the necessary signatures for a referendum that will decide the project's fate in a special election in November.

But if you think the traffic is bad now, just wait; it's likely to get even worse. New development activity is occurring all around our neighborhood and the absence of policies and the lack of will at the City level in the face of the development pressure, which could otherwise moderate or shape these projects, is going to result in more congestion on the major arteries

and more spillover into our neighborhood streets.

#### A Surge in New Development Activity Around Us—Housing, Mixed Use and Commercial

The upsurge of development projects up and down El Camino is quite visible. Two hotels on opposite sides of El Camino, just beyond the edge of Barron Park in the direction of Mtn. View, are under construction as is the expansion of the Palo Alto Commons senior housing project on El Camino Way and the mixed use three story building (4073 El Camino) in the triangular peninsula property opposite, at the corner of El Camino Real and El Camino Way.

In addition to those already in the works, other projects are—or soon will be—on the drawing board. Palo Alto's policies, adopted to satisfy state rules and regulations, favor high density housing development along El Camino and other transportation corridors. The recently adopted Housing Element established 'residential zoning opportunities': identifying eligible properties, some along Barron Park's section of El Camino, and providing a variety of incentives to developers to create housing on those sites. And the City is now crafting policies, filling in the outlines of other state regulations that would give developers an automatic increase in density or other

incentives when they include affordable housing units in their projects.

High density apartment buildings in the San Antonio Road area—the nearly completed 'Village at San Antonio' apartments at the old Sears site and several other projects in the vicinity that have already or will soon break ground—will generate more car trips, adding congestion to our already congested roadways.

Economic considerations don't necessarily favor housing-only developments. A five story mixed-use project has been proposed for 3159 El Camino, covering the block from the Equinox Fitness (and incorporate that facility into its structure) to the corner of Portage where the 'We Fix Macs' building now stands. This project would have ground floor retail, with offices and 48 housing units on the upper floors. This may presage similar projects along Barron Park's section El Camino where new mixed use projects would be built on vacant or underutilized commercial sites (already the case with the triangular El Camino Real/El Camino Way project).

But the greatest amount of new traffic would occur if several commercial office projects that are working their way through the Commission and Council are approved. These projects require a change from their current zoning to PC or "Planned Community," a process that guts the current property zoning in return for some 'community' benefit—a benefit that may be concrete but is often intangible and apparent only in the eye of the developer (as with the senior affordable housing project on the Maybell-Clemo property).

[CONTINUED ON PAGE 2]

#### INSIDE

Raising Funds for Donkeys

5

A New Pocket Park 13

Art in the Park Nancy Lewis 14

Immersion Spa 14

Business Beat 15

Newsletter Survey Results

#### [PRESIDENT'S MESSAGE CONTINUED FROM PAGE 1]

One of these projects is a four story commercial building on the corner of Page Mill and El Camino, the site of a now vacant VTA parking site. Another is the gigantic Jay Paul Co. proposal for 395 Page Mill. This project proposes to shoe-horn-in two four story office buildings alongside the current AOL building. To get a scale of this development, the new buildings would add 311,000 square feet—about as much office space as currently exists in all four buildings at Palo Alto Square (including the two 10 story buildings) to the current 220,000 square foot AOL building on a property about half the size of Palo Alto Square!

The Jay Paul Co. proposal itself promises to be a real "road clogger;" it includes 1700 parking spaces, so even though it is close to Caltrain's California Avenue station, the project will certainly result in a huge increase in traffic in the El Camino/ Page Mill/California Avenue area. The community benefit being offered by Jay Paul Co. is a 44,500 public safety building the developer would build for the City nearby, which seems so attractive to the Council and Commission members that they seem prepared to overlook some serious problems, for example that the heavy road and pedestrian traffic from the office buildings would impede the deployment of public safety vehicles.

## Palo Alto's Comprehensive Traffic Planning for New Developments? It doesn't exist!

While the City wants development to occur along 'transit corridors,' it doesn't yet have a realistic picture of the effects of the housing and office developments in the works or planned for Downtown Palo Alto, Mountain View or Menlo Park ...though they are all connected. No one is considering placing a moat around Palo Alto, preventing further growth and preserving its current status, but the development should be orderly, in accord with a sensible and seriously thought out vision for the City's future. It should include a comprehensive and accessible and updated traffic plan that might, in some cases, preclude some otherwise viable projects from seeing the light of day.

Journalist Gennady Sheyner wrote a recent article in the (July 19th issue) of the Palo Alto Weekly/Online entitled Palo Alto Races to Predict Future Traffic. Absent comprehensive traffic policies, Palo Alto is falling further and further behind, and it may lose that race.

This is the first problem; the process fails to provide a coherent context for new projects by not placing them into an overall roadway use and capacity framework. The Planning Department staff now treats each project separately. A traffic consultant generates a study for each project, factoring in the increase in traffic from its own project, ignoring other projects that are underway or under consideration. As a result, the real value of these studies is often questionable. The same holds true for parking downtown, where the Planning Department is besieged with developers wanting to build office buildings when parking problems are already at the breaking point and a comprehensive, realistic plan doesn't exist that is able to deal with the parking demands from those new projects. Residents have raised so many objections about parking and traffic issues recently at hearings on these projects that the PTC, the Planning and Transportation Commission, risks being called the 'Parking and Traffic Commission.'

In fact, the traffic consequences of proposed projects are often in the background. The traffic studies are not included in Staff reports, the argument being that Planning Staff has seen them, and resolved or mitigated any issues so there is no need, according to this view, for vetting issues and possible solutions with the public. But public involvement is essential because the traffic issues are complicated and contentious, and some proposed traffic or parking solutions have become, in effect, 'whack a mole'—when a solution for one area ends up creating a problem somewhere else.

The second problem is that the review process for new projects is out of sync with the specific area plans. The City has been developing a California Ave Specific Plan for a number of years, the idea being that any proposed project should be consistent with that plan. But that plan is still not complete; the most recent delay, according to the City Manager's report (Consent Calendar for June 24th City Council meeting) is because it needed to take into account projections for the 395 Page Mill project! This is backwards. The

project should fit the plan—not the other way around! If the California Ave Specific Plan existed, the Planning staff could see whether the 395 Page Mill project fit into that plan—and if it didn't—and this project wouldn't—then they could then quickly move on to another project.

The third problem is that we residents have very little leverage in influencing or shaping projects that would end up impacting our communities in significant ways. The process is stacked in favor of the developers. We have very limited access to the Planning Staff during the critical period when developers and Planning Staff are meeting, when Planning Staff are processing the proposals and when they are writing their Staff Reports. Most of the time we are completely in the dark about a project until a Staff Report is issued and a Commission or Board meeting is scheduled. And when the Staff reports become public, the Planning Staff invariably recommends support of the project. The Planning Staff acts as the lawyers for the developers at Commission hearings or Council sessions, promoting and describing a project at length while residents get 3 minutes apiece in opposition to argue a point. The only alternative when resident groups are in opposition is to organize signature campaigns and force a referendum.

The fourth problem is lack of accountability about traffic reduction promises made by developers, real or implied. A new proposal is looked on favorably if assurances are made by developers about reduced automobile trips or if the project is simply near transportation corridors. Policy makers now just assume that proximity alone will achieve the reduced traffic demand. This is a mistake; they need to use accountability instead of wishful thinking. Palo Alto has NO policies to evaluate whether the projections for reduced automobile usage are fulfilled, and NO policies to penalize developers or owners who fail to live up to their pre-development promises. I had heard that the condo's at the end of California Ave near the Cal Ave train station were built with train commuters in mind—but that only 7% of those living there actually take the train to and from work. That's not the way to create projects with traffic reduction in mind.

## What Can Barron Park Neighborhood Residents Do?

The only way the City will pay attention to our traffic concern is if residents become activists: If you are really concerned, you must take the time to stay informed about new project proposals and make the effort to let public officials know how upset and concerned you are about traffic in Barron Park. No one can say at what point many motorists will just turn off the main roads and completely clog our neighborhood streets with cut-through traffic. If this traffic nightmare comes upon us, it would be a combination of unrestrained development and a lack of a determined and sustained response from our community.

It's important that the momentum behind the unprecedented recent outpouring of community energy about traffic with the Maybell-Clemo project be converted into action. Barron Park needs to corral the efforts and interest of the community, and keep the pressure on City staff until they come up with some solutions and improvements that we want to happen.

Examples of some actions would be to have the City measure traffic at least once every six months for residential collector streets like Maybell, Amaranta, Los Robles and Matadero, and have the City add traffic calming measures if necessary, ranging from speed bumps, stop signs, even blocking some entry points into the neighborhood during certain time periods.

Other neighborhoods are feeling the pressures from unbridled development that are eroding the quality of life in their residential areas. Downtown North resident Neilson Buchanan is spearheading an initiative calling attention to the growing problems of traffic and parking. Spillover parking from retail and offices is at a crisis level, seriously impacting several neighborhoods near downtown. Collective action, in which several neighborhoods, including Barron Park work together, will increase the weight that policy making bodies and elected officials give to the concerns and viewpoints of residents, and balance what they give to the developers and business interests.

## Please Circle this Date!



Sunday, November 3, 2013 2 to 5p.m. 4014 Amaranta Avenue Fund-Raiser for Barron Park Precious Donkeys—Perry & Niner Wine/Appetizers/Music Art & Silent Auction Perry & Niner will attend 3–4p.m \$10.00 per person, kids free for more information—321-2184

## BARRON PARK ASSOCIATION BOARD OF DIRECTORS

Art Liberman, President

Markus Fromherz, Vice President

Lydia Kou, Secretary

John King, Treasurer

Linda Elder

Nancy Hamilton

Christian Kalar

Lisa Berkowitz Landers

Gwen Luce

Lynnie Melena

Committee / Activity Chairs

Businesses Liaison: Markus Fromherz

Civic Affairs Liaison: vacant

Parks & Creeks: Christian Kalar

Environmental: Art Liberman

Green Team: Lynnie Melena

History: Doug Graham

Holiday Party: Vacant

May Fete: John King

Membership: Lisa Berkowitz Landers

Neighborhood Safety & Preparedness:

Newsletter: Nancy Hamilton
Seniors Lunch: Bob Frost
Traffic & Streets: Vacant
Welcoming: Gwen Luce
Zoning & Land Use: Vacant

Lydia Kou

BPA meetings are held the 3rd

Tuesday of most months at 7:15 p.m.

E-mail President@BPApaloalto.org
for location

www.BPApaloalto.org

## A NEW POCKET PARK: THE MATADERO WELL SITE

By Douglas L. Graham, Barron Park Historian



Illustration A: Matadero Well Site Pocket Park, looking East along Matadero Avenue towards El Camino Real, August 2013

#### **Come Enjoy the New Pocket Park**

If you drive Matadero Avenue frequently, you have probably noticed the attractive new landscaping on the west (left) side of the street just after you negotiated the s-curve across the Matadero Creek bridge (going towards El Camino Real). It is the old Matadero Well Site, cleaned up and landscaped with two benches, buff-colored decomposed granite pathways and California native plants. The Emergency Well pumping station in its fenced enclosure has been renovated and painted green. The area is now a shady nook inviting pedestrians to take a break

and neighbors to enjoy the Creekside ambiance. If you haven't already done so, you should walk to the site and sit for a few minutes. See Illustration A: a photo of the site taken in late August, 2013.

## **BPA, Neighbors and City Work Together**

The pocket park is the result of more than six years worth of negotiation and work by neighborhood activists, the Barron Park Association, Acterra, the City Utilities Department and a city landscape architect as designer and project manager. This story will introduce you to the key players and take you through the roller-

coaster events since 2007 that culminated in the dedication of the unofficial park on Sunday, August 25, 2013. The story begins, however, much earlier than 2007.

## A Community Well Site for More Than 85 Years

Imagine yourself walking down an unpaved farm lane on "the old Barron Estate" on a summer day in the early 1920s. The lane has only recently been dedicated as a street and named "Matadero Road", for the creek it first parallels and then crosses without a bridge about three-tenths of a mile west of "The State Highway" (as El Camino

Real was then known). You have just gotten off a bus and are going to visit a friend who "moved to the country" two vears ago and has just finished harvesting his two acres of strawberries and has sold them to the Driscoll Strawberry Company of Watsonville (for a nice profit). They will be shipped to San Francisco on the Southern Pacific Railway, from the nearby village of Mayfield. As you approach the creek crossing, you notice a well-drilling rig set up between the lane and the creek. You stop to talk with the well-diggers. It turns out that they are drilling the well for a private firm called the Matadero Water Company. It will supply water for some of the strawberry patches being encouraged by the Driscoll interests of Watsonville—who had recently bought the entire 350-acre estate for about \$200,000, subdivided it into 2- to 5-acre parcels and were selling it off. You walk on to visit your friend, thinking about the drastic changes that were probably coming soon to this bucolic setting.

## The EMWAY Mutual Water Company

We don't know anything else about the Matadero Water Company, except that it was sold in 1928 to a group of five families who had strawberry patches or orchards on Matadero or Laguna Avenues and went together to form the EMWAY Mutual Water Company. The name is an acronym composed from the initials of their family names-Eastus, Meyn, Watt, Alsgood and Young. They needed a dependable water source that they could control, and, incidentally, make some money by supplying water to their neighbors. This was at a time when the water table was dropping rapidly and most new wells were drilled to 200 feet or deeper. We know that the Matadero Well was drilled to about 500 feet shortly after EMWAY took over or at least by 1940. EMWAY actually had three wells, each more than 500 feet deep. Wells #1 and #2 were located at the present well site, while #3 ("The Strain Well") was at 3683 La Donna Avenue (then known simply as "Donna").

## The Bol Family Emigrates to Roble Ridge

In 1936, Cornelis and Josina Bol emigrated from their native Holland to Roble Ridge with their two sons (two more were born later while they lived in Barron Park). Cornelis came to Stanford to work as a research scientist. He was the inventor of the Mercury Vapor Lamp, for many years



Illustration B: Cornelis Bol, early 1960s

the brightest form of artificial illumination. Apparently his lamps were used on the Golden Gate Bridge when it opened and for years afterward. See Illustration B: photo of Cornelis.

The Bols planted a large garden and built a swimming pool. They soon grew unhappy with the restricted flow and feeble water pressure provided for the families on the ridge. Their properties stood nearly as high as the top of the storage tank at the well site, and were serviced by a half-inch line, so they would sometimes receive only a trickle. He bought into the company in 1939, but could not persuade the other owners to expand capacity. Even worse than that was their evident lack of general planning and preparation for the mushrooming expansion of demand that Bol saw coming as one new housing tract after another replaced the berry patches, truck farms and orchards of the 1930s. He started trying to gain control of the company shortly after he bought in.

## **Bol Buys Control, Re-Names Company**

In 1942, Bol finally succeeded in buying out the five founding families, and immediately set about preparing for the post-war expansion that he knew was coming. He changed the name to The Barron Park Water Co., but most people

called it the "Bol Water Company." As his sons matured, he brought them into the operations and eventually management of the firm. With the trademark Bol grit and determination, they met the construction challenges of rapid growth, the maintenance and repair challenges of the aging plant and equipment, and erupting business, tax, regulatory and legal challenges. See Illustration C: map of the service area in 1949.

#### Water Supply is a "24-7-365" Business

The family was continually harassed by middle-of-the-night emergencies as the rapidly aging mains, connections, pumps and valves strained to keep up the burgeoning growth. Worst were two incidents; (1) the underground collapse of the well casing on Matadero #2, which stimulated the purchase of the Strain well and installation of the La Donna pumping plant, and (2) the collapse of the 60,000 gallon steel storage tank which fell off its water tower and was partially crushed. The tank was repaired and remounted horizontally just above ground level in a concrete cradle. Henceforth, the system was pressurized with compressed air, rather than depending on gravity to provide adequate water pressure. See Illustration D: map of the well site area in 1949.

By 1953, when most of the Bol sons had left home, Cornelis and Josina were ready sell to the City of Palo Alto when it expressed interest in taking over the system and

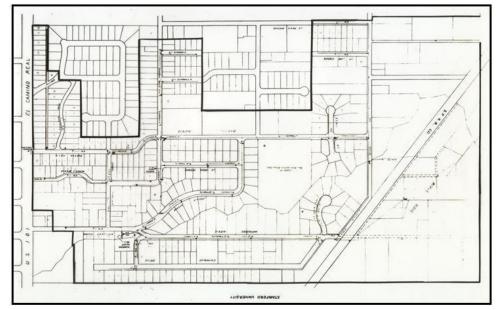


Illustration C: Barron Park Water Company Service Area, 1949

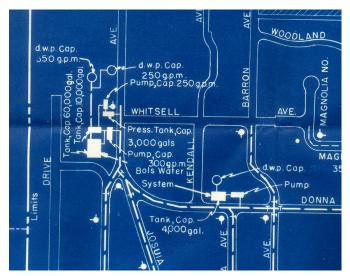


Illustration D: Matadero Well Site Area, 1949

modernizing it. The sale went through in July and the "Bol Water Company" was history, after 26 years of providing water to north-end Barron Park residents The other two private water companies, Los Robles and Las Encinas had already been sold to the city, so the short era of private water companies in Barron Park was over.

#### Modernization of the Water Supply System

The next part of the story has been lost in the mists of time. When I first got involved in researching and writing local history, I was amazed at how little I could find about the development of local infrastructure—roads, bridges, street lighting, electrical and telephone systems, gas supply, flood control structures—and water systems. If Josina Bol had not kept the records of the Barron Park Water Company (which

were passed to me by her sons after her death in 1996), we would not know any of the story told above.

So it does not surprise me that I have been unable to find much documentation on the City takeover of our neighborhood water system, and what they did next.

The following is the little that I know or can reasonably surmise happened. For at least a year or so (1953–54), the City must have simply maintained the system as it was, except for adding new connections as houses were built. They certainly installed a connecting main to link Barron Park to the City system. Then they would have replaced the inadequate mains in the neighborhood and probably replaced or renovated the pumps. The system was apparently modernized and brought up to City standards by 1956.

#### What Was the Concrete Slab For?

It was probably at this time (about 1956) that the still-existing large concrete pad was installed. The Utility Department believes that this covers an underground reservoir that was originally connected to the well. That may well be, but long-time Josina Avenue resident Chris Stafford believes otherwise: She says, in a March, 2013 e-mail to the BPA President Lynnie Melena; "...the water tank used to sit on the slab, that's why it is there. When they took the tank down, they left the slab." Note: Chris' family (her father is Bob

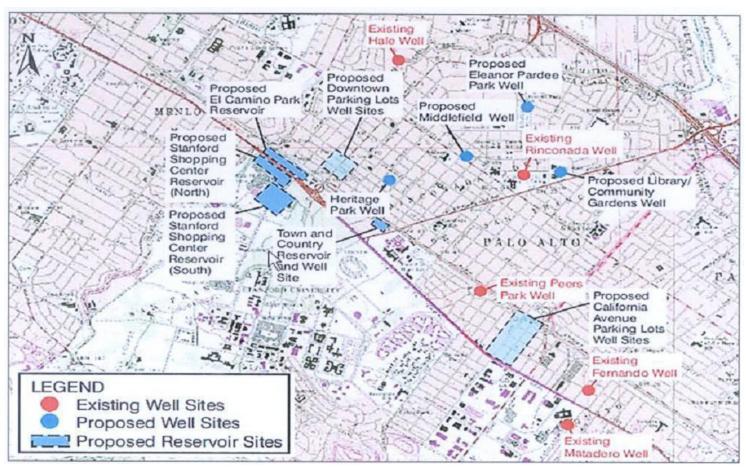


Illustration E: City Emergency Well System, 2007

O'Connor) has lived in their Josina and Matadero Avenue houses since well before the 1955 flood—so I think their memory can be trusted.

The historical section of a 1986 Utility Department Report tells that the city had ten wells in 1986. The Matadero Well had become "operational" in 1956, with a 400 gpm (gallons-per-minute) capacity. It was listed as having no "reservoir capacity" (meaning equalizing reservoirs constructed to moderate pumping rates caused by fluctuations in demand), so the private water company storage tanks may have been removed by then.

During this same time period, however, the City Council and Staff were thinking about reducing or eliminating dependence on well water, and converting to complete dependence on San Francisco's Hetch Hetchy aqueduct.

### Palo Alto Depended Solely on Wells from 1894 to 1938

To quote the 2010 Utility report: "The water utility was established May 9, 1896, two years after the City was incorporated. Local water companies were bought out at that time with a \$40,000 bond approved by the voters of the 750-person community. These private water companies operated one or more shallow wells to serve the nearby residents. The City grew and the well system expanded until nine wells were in operation in 1932."

## Hetch Hetchy Water Changed the Game

The report states that; "In December, 1937 the City signed a...contract with San Francisco...for water deliveries from the newly constructed pipeline bringing Hetch Hetchy water from Yosemite (National Park) to the Bay Area. Water deliveries commenced in 1938 and well production declined to less than half of the total citywide water demand." In 1950, an engineering report noted that: "... the capricious alternation of well waters and (Hetch Hetchy) water...has made satisfactory service to the average customer practically impossible. In 1962, a survey of water softening costs to City customers determined that the City should purchase 100% of its ...needs ...from San Francisco." A contract was signed and "the City's wells were placed in a standby condition." So, to summarize this, Matadero was a City supply well for nine years, 1953-62.

#### The "Backup" or "Standby Wells"

Beginning in 1962 and continuing today, the Matadero Well has been an "Emergency Well." The current system has five wells with a combined total capacity of 4,300 gpm. (See Illustration E: 2007 Map of the Emergency Well System). The emergency system's primary goal is to provide "a minimum of eight hours of normal water use at the maximum day demand level and four hours of fire suppression"—the latter assumes that the emergency is a major earthquake.

### Emergency Use Only—No Drought Relief

The report goes on to state that though the City "has identified the wells as a potential supply source during a prolonged drought", the City "has no plans to use groundwater during a drought." It is interesting to note another paragraph in the report: "In 1988 the wells were operated to provide supplemental supplies (when) San Francisco implemented mandatory rationing. Two of the wells were (also) operated for about a month and a half in 1991 when it appeared that the City was facing a severe (45%) cutback requirement. Besides normal annual operational testing, the wells have not been used since 1991."

#### First Thoughts about a Mini-Park

Immediately after Barron Park's annexation to the City in 1975, some efforts were made to improve the appearance of the land immediately east of the well and pump station. The City cleared brush and weeds and installed two park-style benches, making a fairly pleasant place

for people to stop and rest. Dick Placone remembers that this was done as a means of showing goodwill to Barron Park residents. Also at this time there were some community discussions about converting the area to a "mini-park", but nothing came of it.

#### Thirty Years of Neglect, 1978– 2008

For about thirty years during the Seventies, Eighties and Nineties, the area regularly suffered from neglect and unintentional (but real) abuse by public employees and their contractors. The site was repeatedly used for equipment staging for public projects. Examples include the Santa Clara Valley Water District's flood control and anti-erosion project of 1978-79 (when the Matadero Avenue Bridge-Culvert was widened to allow greater flood flows to pass), then, most notably, the Water District's Matadero Creek Bypass underground culvert project in 1994-96, and finally the subsequent rebuilding of Matadero Avenue in the past decade. For an idea of how the staging might have looked, see Illustration F: Equipment Staging for Well Testing in 2008.

### Renewed Interest in a Mini-Park at the Site in 2003

Doug Moran, BPA President 2002-2008, was one of the first people to actively promote the idea of a park. He noticed elderly neighbors walking to El Camino Real and looking at the torn-up area which might have been a place to rest for a few minutes. The area was being used for rebuilding the lower stretches of Matadero Avenue, and for other projects. Doug wrote; "Because of that use, the area was trashed—mud with deep ruts." He started agitating the City. "I started the process by pushing the question about how they were going to restore the area. The response was pretty much 'We will think about that later'.

#### In 2007, "No" Turns to "Maybe"

Doug says that "2007 was when I was able to get credibility because Pat Burt, then a Planning and Transportation Commissioner and successful City Council



Illustration F: Example of Equipment Staging at the Well Site, 2010



Illustration G: Well Capacity Testing, 2010

candidate told me that he was an advocate for pocket parks and he thought that...(the Matadero Well Site) should be one. With that 'endorsement' I was able to lobby the City and turn "no" into "maybe." Gaining Pat Burt's support was evidently one of the key steps in changing the City's attitude.

#### A New Factor

Acterra, in the person of Senior Ecologist Claire Elliott entered the picture at about this time, with the goal of augmenting the efforts being made by Acterra elsewhere on the creek to eliminate invasive species and re-vegetate with native plants. Claire knows Barron Park and its activists well, having worked with the Green Team for years on such projects as removing Stinkweed from Strawberry Hill, rooting out Broom from the bike-path and Vinca from the creek-bank in Bol Park.

#### **Trash and More Trash**

Amongst the construction staging and litter, the mud and the ruts, the original park benches were deteriorating and were being used as launching pads by youngsters on skateboards. Matadero Avenue neighbor Chris Stafford reported that "Another item is the trash can (that used to be there). Unfortunately...everyone driving by with extra trash dropped off their stuff there and it was overflowing all the time. People seemed to use it for their personal trash pickup." The area collected

trash and no agency took full responsibility for cleaning it up.

The well site had gradually become something of an eyesore, and an embarrassment to the neighborhood, especially since it was prominently located on one of the most heavily-trafficked entrances to the neighborhood. Adding to the unsightliness, in 2002, in response to the 9/11 terrorist attacks, the well piping and machinery had been surrounded by a chain-link fence and locked gate, which drew more attention to how ugly the well itself was.

Doug Moran wrote in this newsletter in the Fall of 2007; "The barren land along Matadero Creek across from Whitsell could be a nice small park for people to sit in. The City allowed it to become the way it is because it was reserved for parking equipment for various now-completed construction projects...While there is support in principle for such 'pocket parks', the realities of the City budget is that nothing is likely to happen unless pushed by the neighborhood, both volunteers and contributions." Truer words have never been said.

#### **A Neighbor Requests Action**

Meanwhile, the discussions continued. After Lynnie Melena became BPA President in the Winter of 2008, talk among the neighbors picked up. Robin Thiel (who lived in an apartment on Kendall Avenue, but has since left the neighborhood) argued strongly for a park. She envisioned it as a refuge from cramped indoor living for the apartment dwellers in the 500 blocks of Matadero and Kendall. She pointed out that it was a long way to walk to Bol Park, on a heavily trafficked street, especially for mothers of young children, Robin was especially disturbed by the sudden disappearance, in late 2009, of the two benches that had graced the site since the late 1970s. She asked the BPA Board to do something about the situation.

#### The Disappearing Benches

Lynnie wrote about the benches in the Winter, 2010 edition of this newsletter. After Thiel's call for action, Lynnie contacted Joel Davidson, Barron Park resident and a Parks and Recreation Commissioner. Lynnie wrote: "It turns out the City removed the benches because they had deteriorated to the point of becoming a hazard. City staff didn't know how the benches got there, and since this little left-over piece of land is not a City park, Parks staff didn't feel compelled to replace the benches." (Author comment: And they didn't think to ask the BPA how the benches got there?). However,



Illustration H: "Old" Well Enclosure before Rehabilitation. 2010

after Davidson got involved, "the Parks staff offered to provide and install two replacement benches that were then in storage. If (we) wanted new-style benches, which might last longer, we would have to raise money to pay for them."

The BPA Board continued discussions on the benches, as well as planting native plants, or vines and shrubs "...to screen the visually obtrusive well facilities." Lynnie went on to write: "Whatever changes are made, they should be low-key to preserve the natural characteristics of the site. If done right, this little road-side open space

will continue to serve as a bucolic entry point to Barron Park." In November, 2010, the Board voted to purchase two new replacement benches using BPA funds (as was done in 2003 at Barron Park School).

#### **Caught by Surprise!**

While the City fathers had been discussing plans for improving the emergency water system, and issued documents in 2006 describing the planned rehabilitation of some wells, including Matadero, the BPA Board and many others in the neighborhood were caught by surprise when the work actually started. Art Liberman was one of the first to take note of the project.

#### **Well Capacity Testing**

In December, 2010, Art emailed Lynnie with an update on the initial work at the site. He wrote: "The contractor for the Utilities Department is testing the water production from the well to see if it is worthwhile for the City to invest in the well's rehabilitation as an emergency water source. A truck mounted pump is pulling water ...(from) the well and then discharging it into Matadero Creek...the testing looked good so far, with over 500 gpm...production, above the 400 or so gpm minimum target." See Illustration G: Testing Well Capacity (2010).

#### **Meeting in the Rain**

Over the following year, Lynnie led an informal committee effort to get more City support. One of the neighborhood meetings with City staff was held at the well site in a pouring rain. The staff appeared immensely impressed with the attendance of 10-12 neighbors under the most trying conditions. However, the Utility Department continued to take the attitude that "the land belonged to them and they didn't do parks." Doug Moran said the Well Site was "a bastard orphan." Lynnie wrote in the Winter, 2011 issue that "Installation will probably not happen until next summer (2011) when the City completes its rehabilitation project for the well. The Utilities Department consultant has completed the well testing phase, including assessing the well casings and installing temporary piping."

## The Design Should "Inhibit Undesirable Uses"

Meanwhile, Doug said, the nearby neighbors had ongoing concerns about "...the area, and nearby creek-bed, being used for loud drinking parties at night." They wanted the design to "inhibit undesirable uses."

Continuing with what Lynnie wrote in the Winter 2011 issue; "Although we have gotten some wonderful ideas for more landscaping/planting improvements that could be made...we will need to have someone to step up and take on the project." Doug Moran and Claire Elliott were willing to handle this, but they found that the biggest problem was that the City "wouldn't tell us what would and wouldn't be acceptable."

The BPA went forward with the bench subproject. As of June 2011, two new benches had been purchased and were being stored by the Utilities Department. The Henshel family, long-term residents of Barron Park decided to honor their family by paying for one of the benches and donating it for the well site. See Box, The Henshel Family of Barron Park.

#### **The Well Rehabilitation Work**

As of May 10, 2012, Antonio Romel, Project Engineer e-mailed Lynnie and told her that there were four major tasks remaining to be completed at Matadero; the well head tie-in to the existing water main on Matadero, plumbing and electrical tie-ins, startup and testing, and site grading, restoration and cleanup: about seven weeks' work in total. However, other Utilities projects were going to have to take priority, so project completion was going to slip until July 16, 2012. It turned out to be delayed much more—until the winter stopped construction.

## Was the BPA Effort "Bogged Down"?

In 2012, it appeared to many in the neighborhood that the BPA effort to convince the City to landscape and generally improve the appearance of the well site was stumbling and had "bogged down." Little visible progress was being made at the site and what was happening did not appear to be an improvement. The fact that this was not the neighborhood's fault was not so apparent. As Doug Moran wrote: "...the City (was) not giving us information, and ...(there were) repeated indefinite delays in the construction at the well site that needed to be completed before the landscaping could be done."

#### **New Actors Appear on the Scene**

Independently from the BPA/Acterra activities, Dick Placone, a neighbor on Chimalus Avenue, had become disgusted with the appearance of the site and dismayed at the apparent lack of progress. Dick also knew Barron Park well, having

been BPA President from the early 1960s until 1978. Dick was the volunteer manager and behind-the-scenes politician who, with Sam Elster and Ken Arutunian, inspired, cajoled and maneuvered the neighborhood into supporting one of the BPA's greatest projects, the Creation of Bol Park in the early 1970s. He also steered us skillfully through the political shoals of annexation in the mid 1970s. Dick decided to moreor-less take things into his own hands and started working on the City staff to convince them that neighborhood requests for aesthetic improvements to the site were reasonable, doable, affordable and necessary.

Another activist, Susan Stansbury got involved. Susan is another Josina Avenue neighbor, and is on the Barron Park Green Team and the Acterra Stewardship

## The Henshel Family in Barron Park

One of the two new benches in the new pocket park is a gift of the Henshel Family (see Illustration K). Four sisters, children of Bob and Patti Henshel, donated the bench. They grew up in a house that Bob built at 627 Barron Avenue. Bob was a Los Altos fireman for about 30 years. He volunteered and for ten years volunteered and flew for Angels Flight, which provides free flight services for low-income patients to reach regional hospitals or medical specialists. Bob also grew up in the neighborhood (see my article in the Fall, 2009 newsletter, Growing up in Barron Park—Bob Henshel's Story).

He was the son of Clarence and Mary McNeil Henshel, who lived at 3775 La Selva (then "Woodland") Drive. Mary Henshel was a widely known and respected real estate agent who sold and re-sold Barron Park houses in the neighborhood—maybe more than anyone else ever has. Mary's father, Chester F. Slinger had moved into Barron Park in 1926-27. He ran a landmark business on El Camino Real, Slinger's Boat Works. Chester E. (Chet) Slinger, Bob's uncle, was Barron Park's first Fire Chief. During the late 1940s and the 1950s, the Boat Works was the unofficial political headquarters and official voting place for Barron Park



Illustration J: Pocket Park Committee at Dedication, (LtoR) Susan Stansbury, Lynnie Melena and Dick Placone (Claire Elliott not pictured), August 25, 2013

Team. She also knows Greg Betts, a senior member of the City Staff who has long been involved in Palo Alto Park matters. Greg had worked with Lynnie Melena in 2007 on fundraising for the benches, so he had a background with the site project.

#### The Terrorist Threat in Barron Park

Dick had initially gone to talk with the City Utilities Department staff without knowing about Doug Moran's and Claire Elliott's previous lobbying. He hit an solid roadblock when he brought up the idea of planting screening vegetation around the new well installation, which was closer to the street than the old one and very bright colored. The response was, in effect, "Oh, No, the site could not be screened off." Why not? "Because the police have to be able to drive by and visually check the machinery at any time." Why? "Well, because of the terrorist threat." Dick said something like. "Terrorists? We are talking about Barron Park here."

Fortunately for all concerned, the conversation improved somewhat after this low point. However, Dick soon encountered the same attitude that had frustrated Doug Moran earlier—the land belonged to utilities and they didn't do parks. There was no budget.

## A Breakthrough and a New Player – Peter Jensen

After consulting with Lynnie Melena, Dick went to see City Manager Jim Keene, who personally inspected the site and soon came up with a \$10,000 budget (more than adequate) and assigned Public Works

Department Landscape Architect Peter Jensen to do the project (a most excellent choice). Peter immediately went to work with the Well Site Committee, and in effect became the fifth member of it.

## The Project Gets in High Gear

In November, 2012, Lynnie and Dick joined forces with Claire and Susan to form a new informal Well Site Committee that took charge of negotiating with the City and formulating well site improvement objectives for the Board.

As 2013 rolled around, the Committee began working with Peter Jensen and other staff on specific issues, especially the landscaping plan, the native plants, invasive species removal, and mitigation of the stark appearance of the well enclosure and machinery. Some of the decisions satisfied the Committee and some didn't. Doug remembered that "...the earlier committee had gotten the City to agree to paint the equipment with a color that would blend in better with the locale, rather than (the Department's standard color (bright, light blue). We also had extensive discussions about the fence, including exact type and best color. Barron Park neighbor Maryanne Welton provided her expertise as an architect in advising about the choices." The Department settled on the current bright green color, and later painted the 4-5 bollards adjacent to Matadero the same color as the fencing—at the request of the committee.

Doug also remembered that "...the committee thought it had agreement from the City to locate the facility back from the street. This was partly to provide the best sight line for drivers negotiating the S-curve at the bridge (the sight line distance was already inadequate). Somewhere along the line this decision apparently came up against the "hard spot" of the terrorist fears. It was also argued that the enclosure couldn't be screened with vegetation, not only for security reasons but also because it was so close to the street that high vegetation

would interfere with the sight line. Peter Jensen developed a draft landscape plan including plants of four drought-tolerant species, including some that should satisfy the objections.

#### Actual Work Begins on the Landscaping

On January 18, the Utilities Department determined the ground was dry enough to commence site clean-up and planting. The work included: installation of the decomposed granite walks, low-growing screen plants around the perimeter of the well, installation of mulch over the entire property, repair of the railroad tie curb along Matadero (to discourage entry of vehicles into the site), and removal of a dead Black Acacia tree and Acacia saplings on the creek bank.

Resurrecting another idea from the 2007-9 timeframe, the new committee requested addition of a small table and a trash receptacle near the benches. City staff explained that the table had to be nixed because to install a table would convert the landscaping project to a "renovation" (rather than a mere replacement of benches which had been there before), and numerous expensive requirements would result from that designation, in order to comply with ADA provisions. The trash can got nixed by the committee after considering Chris Stafford's objection, covered under "Trash and More Trash", above.

## Native Plants—present and Future Possible

The plants actually planted to date include Coyote Bush, Toyon ("California Holly"), California Wild Rose, Black sage, White sage, and Coffeeberry. Claire Elliott recommends that we add California Fuschia, California Fescue, Currants, Redberry, Bee Plant, Monkeyflower, and Buckwheats. On the creek bank where plants would enjoy more shade and moisture we could plant Woodland Strawberry, California Blackberry, Honeysuckle, Melic grass, Douglas Iris, Dogwood, Snowberry, Ninebark and Hazelnut. It is enticing to envision a little oasis around the well.

## **Dedication of the Pocket Park and Benches**

In the spring of this year, the committee began to plan a dedication ceremony involving the people who had worked to create the unofficial park, the bench



Illustration K: Four Henshel Family Members who donated the bench (LtoR) Sandra Jozefowicz, Barbara Henshel and Ann Stahl (Deb Keyston not pictured), at Dedication, August 25, 2013

donors, immediate neighbors, and anyone else interested. The Dedication was held at the Well Site at 2pm on Sunday, August 25, 2013, and attended by about 35 people.

The program was simple and relatively brief. Richard Placone welcomed everyone and made opening remarks, focusing on the negotiations with the City. The Committee was introduced (See Illustration J: Photo of Well Site Committee). Lynnie Melena spoke next, telling the story of the benches and thanking the Barron Park Association and the Henshel Family for their generous donations (See Illustration K: Henshel Family and Their Bench). Doug Graham was the last speaker, told the story of the old Barron Park Water Company and mentioned the proposal for an historical marker (See Illustration L: Photo).

The main event was a ribbon cutting symbolizing the opening of the park to the people. Peter Jensen supplied the red ribbon and the ceremonial scissors. The ribbon cutters were Peter, on behalf of the City, and Lynnie Melena for the Barron Park Association. (See Illustration M: Ribbon Cutting).

#### **Possible Future Enhancements**

There are several potential improvements and enhancements being discussed by the Committee and interested neighbors, listed below (not necessarily in order of importance).

1. Claire Elliott has proposed a list of additional native plants (see Paragraph above).

- 2. The Green Team plans to continue eradicating invasive species, especially the many Black Acacias still growing on the site. The larger trees would be removed in a phased manner, removing some, then replacement native trees would be allowed to grow up before removing the next few, so as to constantly retain the vegetative privacy screen for the residences across the creek.
- 3. Possible removal of the concrete pad (unless it really does

cover a defunct reservoir).

- 4. Perhaps the Committee could pursue the idea of converting the Well Site to an official Palo Alto Park (dedicating the land in perpetuity as a park).
- 5. There will be an Historical Marker to tell the story of the site (see next paragraph)

#### **Proposed Historical Marker**

The Barron Park Association Board has agreed to support a historical marker for the site. Doug Graham has agreed to chair a sub-committee that will (1) Research costs of currently available styles of marker and propose one to the BPA Board, (2) Propose wording for the marker, (3) Propose a specific exact location for the marker, (3) After Board approvals, negotiate wording and appearance approval from the Palo Alto Historical Association (PAHA), and, with PAHA, see the process through City Council approval, (4) Arrange manufacture of the marker, and (5) Arrange installation of the marker at the Well Site, (6) Plan and present a brief dedication of the marker after installation. The committee will include Nancy Hamilton, Dick Placone and anyone else who wants to join us. Doug is a member of the Board of Directors of PAHA, the immediate Past President, and an active member of PAHA's Streets and Landmarks Committee that will make a recommendation to the PAHA Board and subsequently to the City Council.



Illustration L: Historian Doug Graham Speaking at Dedication, August 25, 2013

#### Call for an Oversight or Stewardship Committee

Peter Jensen has suggested that the BPA appoint a committee of neighbors to continue to work with him and other City staff on improvements, enhancements and maintenance. I would like to add that such a committee could organize cleanups as necessary, work with the Barron Park Green Team on native plantings and exotic species eradication, arrange for graffiti removal or vandalism damage repair if necessary, and generally "watch over" the new park.

#### Conclusion

I would like to close with Art Liberman's words; "The actions of Dick Placone and

### GREETINGS FROM THE BARRON PARK ASSOCIATION WELCOMING CHAIR!

ur goal is to have neighbors greet new residents as expeditiously as possible with a BPA Welcoming Packet.

Please don't hesitate to share if you would like to welcome a new neighbor with a BPA Greeting Packet, and it will be delivered to your doorstep!

Thank you,

Gwen Luce, BPA Welcoming Chair 650-566-5343 gluce@cbnorcal.com www.gwenluce.com



Illustration M: Lynnie Melena and Peter Jensen Cutting the Ribbon at the Dedication, August 25, 2013

Lynnie Melena...(during this past year) show what Leadership really means. Their follow-through and unwavering persistence in refusing to take "No" from (the City staff) makes me feel really proud." I share Art's feeling, but also am grateful for Doug Moran's leadership and persistence during a difficult period in the life of this long-drawn-out project, and to ALL of the Barron Parker residents and others who have contributed their efforts to make the project successful.

## **EMAIL LISTS**

The BPA has four email lists: bpa-news, bpa-issues, bpa-misc and bpa-jobpostings. They are hosted at Google Groups. To join, go to the BPA Website: BPApaloalto.org and click on the tab "BPA Email Lists." This provides an easy means to subscribe, and information about the lists.

#### **Credits**

Ten people were interviewed for this article, and many of their comments provided key information. They were; Claire Elliott, Dr. Inge Harding-Barlow, Peter Jensen, Lydia Kou, Art Liberman, Lynnie Melena, Doug Moran, Patrick Muffler, Dick Placone, and Susan Stansbury. The draft was reviewed for accuracy (and literacy) by Verna Graham, Art Liberman, Dick Placone, and especially by Doug Moran, who filled in the events of a period for which I found few documents readily available. I greatly appreciated their help and advice, but I take full responsibility for any factual errors that may remain.

Photographs were provided by Chip Crossman (A), the Bol Family (B), Art Liberman (F,G,H) and Joe Melena (J,K,L,M).

I hope you have enjoyed this article, and if you have questions, comments or corrections, please do not hesitate to contact me at *dgrahampaca@gmail.com*, or phone 650-493-0689, snail mail to Doug Graham, 984 Ilima Way, Palo Alto, CA 94306.

#### BARRON PARK ASSOCIATION NEWSLETTER

Barron Park Association 724 Barron Avenue Palo Alto, California 94306

#### EDITOR

Nancy "Jo" Hamilton

#### DESIGNER

Patrick Coyne

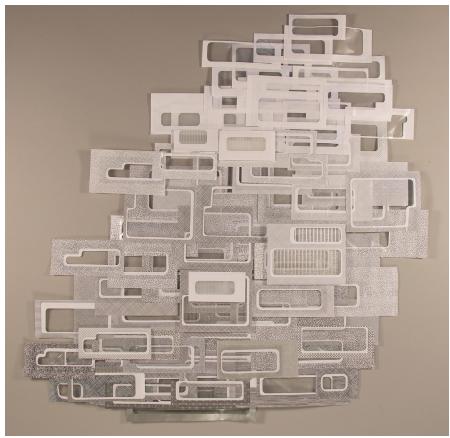
#### COPYEDITORS

Gwen Luce, Lisa Berkowitz Landers,
Doug Moran

#### CONTRIBUTORS

Markus Fromherz, Douglas L. Graham, Art Liberman, Bob Moss

## ART IN THE PARK—NANCY LEWIS



Thundercloud-envelope windows



It quickly became apparent when I went to art school to study painting after college that I was more interested in the sculpture department and all the tools I could learn

to use there. There I worked with found metals and wood. I learned to weld and use power tools, metal and woodworking equipment. Looking back over the years, I can with surety say that even though I can draw well, what I like to do best is make things. This applies to the three major areas of my life: the art studio, the urban farm and the household (now the empty nest). Sewing, cooking and even cleaning are all creative acts; the garden itself is a living performance piece. These activities inspire what goes on in my studio and vice versa. I also get inspiration from music and poetry, especially from haiku and poets such as Billy Collins and Mary Oliver.

From my mother who grew up in the Great Depression I learned thriftiness.



Garden whisk*— Phormium tenax* fiber

From my father, a farmer and later a college professor, I learned botany, custodianship of the outdoors and working the soil. From their influences I turned out to be someone who relishes making something out of very little,

pulling rabbits out of hats, so to speak, and fixing things.

I really enjoy orchestrating small pieces of found plastic or metals, wire, paper, or natural materials whenever there is a call for them in the studio, garden or house. Or fixing a tool and maybe turning it into a different one. Or coming up with a supper of ingredients on hand that sometimes lamentably cannot be replicated. Often it's a spontaneous thing at the time and I



usually forget exactly how I made it.

Art for me is something I've always done and always wanted to do. More specifically I'm intent on living a creative life. My studio is the one place where I am completely free to think and make whatever I want. That's a nice thing when life demands so many compromises and has many rules. Aside from looking for a way to be creative most of the time, there is one propelling philosophy I try to follow which comes from this simple childhood song:

Row, row, row your boat Gently down the stream Merrily, merrily, merrily Life is but a dream

Thank you for reading this!

Nancy Lewis Kendall Avenue BA Hendrix College, Conway, Arkansas MFA Arizona State University, Tempe, Arizona

## Immersion Spa: Korean Spa culture in the Bay Area

by Markus Fromherz, BPA Business Liaison







fter a long vacancy, the former Blockbuster store on El Camino has finally found a new tenant: Immersion Spa. Immersion Spa is a Korean-style spa with American influences. Sisters June and Soo Kwon, who grew up in Korea but have been living in the Bay Area for over 20 years, recently opened this business - June after a long technology career in Silicon Valley and Soo after raising her children in this area. Immersion Spa reflects their passion: to provide a family-oriented well-being sauna and spa to relax and de-stress. These kinds of spas have become a part of Korean family and community culture, and their goal is to share this with the bay area. The spa offers steam treatments, body scrubbing, and massages. There are separate sides for men and women. The store also sells a variety of Aveda products. One can enjoy the amenities with a day pass to relax throughout the day, or with the purchase of individual treatments. Monthly and annual memberships and treatment packages are also available. The spa currently has a staff of five plus independent contractors, and targets working professionals as well as busy moms and dads. (It is not suitable for children under 15.)

The business is open every day from 9am to 10pm. They are running a promotion for first-time Barron Park residents with 20% off on services until the end of October. You can find more information at <a href="http://immersionspa.com/">http://immersionspa.com/</a>.

# BUSINESS BEAT

There have been some occupancy changes for businesses along El Camino between Page Mill and Adobe Creek since April. Vacancies overall went up slightly from 7% to 7.2%. The biggest contributor in rate is El Camino Way at 16.3%, unchanged this year, reflecting the vacant building that used to house Su Hong and several service businesses that all left soon after Su Hong moved to the site at 4254, the former Denny's five years ago.

The Korean Immersion Spa opened in the former Blockbuster site and VCA Animal Hospital moved from 4111 to the former bike shop at 3994 next to Stanford Driving School.

NiviO at 2865 next to AT&T closed recently leaving the site vacant.

Straits Restaurant at 3295 changed the

name to Indo Restaurant. The former Boston Market at 3375 is being remodeled as a Corner Bakery restaurant. Someone at 3666 apparently will be leaving as

there is a space for rent sign up. It may be Marine recruiting, the tailor, Nancy Bee Salon or Average to Elite Performance. My guess is the Marines, but we should know before long. The Volvo showroom and service area next to Walgreens that

used to be a Ford dealer has been closed off and papered over, and the sales moved to the former Fisker site next to the McLaren site at the corner. Presumably they are modifying or updating the building.

No indication if the former Chaleteco (Taco Bell) at 3850 will re-open. They applied for a liquor permit in June 2012 but so far the site remains closed. Three other former restaurant sites remain vacant—Compadres, Su Hong and Boston Market.

A Little Secret closed last month. They seemed to be closed more than open as long ago as May. This vacancy isn't included in the tabulated vacancy rate because the building is off El Camino and I don't have lot and building sizes for that site.

Here are the current vacancy rates along our section of El Camino and some past vacancy rates for comparison.

	Aug. 2013	April 2013	Nov. 2012	Mar. 2012	Aug. 2011
Barron Park S	<b>Side</b> 1.0%	2.8%	2.3%	1.9%	7.3%
Ventura Side	9.6%	10.6%	10.5%	10.1%	8.4%
El Camino Wa	<b>ay</b> 16.3%	16.3%	16.3%	22.8%	29.2%
Total	5.4%	6.7%	6.4%	6.5%	7.8%

The high vacancy rates on El Camino Way from Aug. 2011 to Mar. 2012 were when the stores at 4037–4045 were vacated waiting demolition for the senior housing project now underway.

## **BPA NEWSLETTER SURVEY RESULTS:**

#### To our BPA Readers:

hank you, all of you who took both our newsletter survey. Space doesn't permit printing all of the comments we received, but we'll give you as much here as possible:

**Survey Question:** How important is the BPA Newsletter to you?

**Your Answers:** Very important, 22.64%; moderately important, 35.85%; Slightly Important, 7.55%

**Q:** How do you prefer receiving your BPA Newsletter?

**A:** By mail, 67.92%; Electronically (online), 32.08%

Total respondents: 53

**Q:** What do you like most about the BPA Newsletter?

**A:** (We only have room for a few examples of your comments. The survey results will be posted online at a later date)

All of it! And love the pictures, too!

Demonstrates community involvement and dedication among Barron Park residents.

That it exists.

Historical essays by Doug Graham. Current events and issues. Good layout.

Keeping in touch with who my neighbors are and what they're doing; I also enjoy reading about BP history. And I like that it reminds people to donate to the donkeys.

Either by mail or electronically is ok with me. I so realize that by mail does get expensive and uses paper. I like being in touch with neighborhood issues. What I don't like though is the preachy article about the trailer park. There are a lot actual homeowners who've invested a lot in their homes in this neighborhood who would like to see that property improved. It is a gateway to our neighborhood and many of us would like to see it change.

Everything!

1. History sections. 2. Focus on individual neighbors and their efforts (Art, Gardening, other initiatives)

news, history, pictures

**Q:** What would you like to see in future BPA Newsletters?

Stuff on computers, smart phones

We like everything the way it is!

Remind subscribers where to get the latest information, i.e. the newest BPA website

Business updates, planned development projects in neighborhood

A calendar of upcoming local events might be nice.

Natural HIstory of BP—our plant life, soils, rock types etc. Any uniques. For example, where do the waters to our creeks come from, what other humans have impacted the water that arrives in our neighborhood. What are the critters that kids can see in the creeks? Life story of those critters. and so on

Just keep writing the same good news as you have been doing.

Redevelopment proposals so neighbors can respond proactively

Some articles in which someone would go through one of the prolonged (too long) but lively email exchanges on some issue and sort out and summarize the different viewpoints on the issue

**Q:** What suggestions do you have that would improve the BPA Newsletter?

I think it is great just the way it is.

The newsletter is very high quality and well done. I look forward to receiving. It must take a lot of work by all of those involved. Honestly, it doesn't have to be so nice. If half the effort was spent, it would still be very worthwhile.

Better art

No

I think some articles could be more tightly edited. I think online might allow for links for those wanting more detail.

Its fine.

Electronic delivery

More pictures? More articles, especially if the newsletter moves online. Even "less news-worthy" articles, culled from the postings that people makes on the email lists right now, but cleaned-up, edited, would make for great write-ups. For instance the Maybell-Clemo referendum controversy would be terrific to write about, but even smaller issues would be nice to read.

Really love it and am touched by the producers' dedications

Consider having shorter but more articles on a larger variety of topics.

**Q:** Would you like to be part of the BPA Newsletter volunteer staff? If so, check as many as you like:

Assistant Editor, 12.5%; Reporter, 37.5%; Copy Editor, 37.5%; Proofreader, 75%; Photographer, 25%—total respondents: Eight.

We will be contacting these folks shortly and will welcome your help.

Two responses came in the mail. Instead of adding them to the survey online, I thought I'd just report here:

Both said the newsletter is extremely important to them. One is a shut-in and "appreciates most." Wants anything of importance to our community.

The other likes reports of past and future activities in Barron Park. Would like to see "follow-ups on P.A. City Council."

Thank you all again for participating. It was important for us to see how many people would prefer to receive their newsletters online, since it will eventually save us printing and distribution costs. However, that will take some effort to set up. We will continue to produce paper newsletters for those who prefer them. We'll keep you posted.

-N. Hamilton, BPA Editor

#### BARRON PARK ASSOCIATION NEWSLETTER FALL 2013

www.BPApaloalto.org 724 Barron Avenue Palo Alto, California 94306 PRSRT STD U.S. POSTAGE PAID PALO ALTO, CA PERMIT NO. 143

#### **BARRON PARK'S LOCAL COPY SHOP**

DESKTOP PUBLISHING • LARGE FORMAT SELF SERVICE ON 100% RECYCLED PAPER LOCALLY OWNED AND OPERATED

Professional • Friendly • Reliable
Affordable • Convenient



650.856.2020 • copyfactory.com 3929 El Camino Real, Palo Alto

Between Los Robles and Ventura, next to Star One

**B&W** • COLOR COPIES • FULL BINDERY

Private swim lesson at your home.
Water babies to adults.
50 years experience.
Call Carol 650-493-5355

Dog sitting my house. Barron Park call Carol 650-799-9847

Dog boarding, no kennels or cages OvernightDog.com (Barron Park)

#### NEW HOMES FOR SALE

We are building a "Modern Masterpiece" on El Cerrito in Barron Park



GENERAL CONTRACTOR
TEL: 650.494.2041

WWW.JAMESWITT.COM

## "Side by Side"

European-style accordian music for schools, parties, weddings and cafes



Gary Breitbard gary at gybmusic dot com Jena Rauti gybmusic.com 650.493.0693 Palo Alto, CA 94306



### Jim Davis Automotive

http://www.merchantcircle.com/business/ Jim.Davis.Automotive.650-493-9633

Serving Barron Park for over 30 years!

3972 El Camino Real Palo Alto, CA 94306 650-493-9633

#### YOUR AD HERE-\$200

In the spring BPA Newsletter, which goes to almost 1600 BP households.

Your \$50 BPA business membership gives you one FREE ad like this one (one per year; ad size = 1 Col. by 21/4") in any other quarterly edition of our BPA Newsletter.

(Deadlines Mar. 1st, June 1st, Sept. 1st, Dec. 1st)

Send your ad electronically. No proofs given. We reserve the right to reject any ads we deem inappropriate.

Email: BPAonline.org/411/njh.html