BROUGHT TO YOU BY THE CHERRYLAND COMMUNITY ASSOCIATION (CCA), 2018

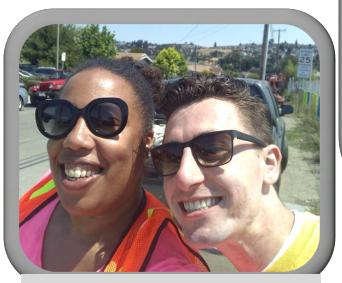
AUGUST 2018

The Cherryland News

COMMERCIAL CORRIDOR CLEAN-UP

Christofer Aven repping **BLIGHT BUSTERS !**

A good time was had by all (well, maybe *most*) at last Saturday's Commercial Corridor Clean-Up! It started out a little cool and foggy as we all met at Ashland Square for breakfast and a word of encouragement from Supervisor Miley. CCA Secretary and President Emeritus Ingrid Moller, Christofer Aven of our Blight Busters subcommittee, and Chas Pisano of Friends of San Lorenzo Creek were joined by Oro Lomo Board candidate Fred Simon and his son to clean up Lewelling Blvd.



Having fun at the CURB Clean-Up Event

I (your CCA Prez) headed for my usual clean-up spot, the Grove Way Bridge, where I had prepped the spot earlier in the week by weed-whacking and odor mitigation utilizing Fabuloso. Public Works staff came by later in a truck to collect my garbage bags... (continued on p. 8)

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GENERAL MEETING
TUESDAY AUG 14

MEEK ESTATE
CARRIAGE HOUSE
HAMPTON ROAD

6:30 — MEETING
7:00 — PRESENTATION:
Frank Mellon, EBMUD
Our Water Supply and Infrastructure

THE SHERIFF's
Community Policing Update

CODE ENFORCEMENT's
"Violation Voyeur" Data

KIDS ARE WELCOME,
BUT NO FORMAL CHILD CARE
WILL BE ON SITE

CHERRYLAND SAYS "NO" TO SOME CONTROVERSIAL ENTERPRISES

In July, the CCA Board was presented with multiple requests for opinions regarding existing and potential commercial enterprises in the community.

First was a modification to the Conditional Use Permit (CUP) for AK Market on Meekland Avenue. They requested an expansion of their operating hours, to 8am-midnight (from 10am–10pm), and the permitting of malt beverage sales in 40oz containers and hard alcohol sales in half-pint containers.

The CCA recommended the existing CUP for the market remain unmodified in order to preserve safety in the neighborhood, maintain the relative cleanliness of the immediate area, and to discourage alcoholism amongst our residents.

A proposed new 7-11 with a gas station at the corner of Mattox and Foothill was discouraged by the CCA Board in a July letter to County Planners.

Second was a proposal to build a 7-11 convenience store with a gas station at the corner of Mattox and Foothill where traffic comes off of 580-E into Hayward. Although that corner has sat vacant for many years, the Board felt a 7-11 was not appropriate there due to the potential for traffic congestion, blight and, of course, the introduction of a new alcohol...(continued on p. 8)

President's Message

Hi neighbors. Well, July was a roller-coaster of a month. The upbeat alongside the somber. Lots of birthdays in July: our newsletter editor Piper, two of my housemates, my adopted Mama Shirley, the United States of America.

The CCA once again hosted an Eden Area Chamber of Commerce mixer at the Meek Estate West Terrace; it once again was a lovely event.

On the somber side, we lost some dear friends, first our beloved long-time board member Derry Silva, which is still choking me up, followed by the sudden loss of gentle Paul Keener, frequent presenter at our general meetings, regarding making our corridor more walkable and bikeable, and, just found out about the passing earlier this week of the irrepressible Bob Campisi. Kind of got me turning my thoughts toward the things eternal and how my community processes death, and I could not help but think of the roadside memorials to the two victims murdered in Cherryland over the past year or so, first the one on Blossom near Meekland for resident Daniel Deltoro, shot a year ago while pushing his child in a stroller. But more surprisingly, that of Ajmal "AJ" Faroqi, who was killed in an attempted carjacking and was not even a resident, on Mission over in front of Creekside Shopping Center.

My community chose not only to memorialize one of our own, but also a stranger who briefly stopped in Cherryland while out celebrating his birthday on his way home to Brentwood. That speaks to me of our common value of sanctity of life in our district. Prayer candles, velas, were lit, in intercession for the souls that had departed and affirmation of the power of goodness over the power of evil; for those of us of the family of faith it is Jesus Christ the light, the hope in the midst of darkness.

For myself as well as for Derry (pictured here at Applebee's where I took her for dinner for her 80th birthday - an hour into the conversation, we looked up and noticed that the painting at our booth was that of the fountain at Meek Estate!) we have that hope, and we are fully persuaded that we will see each other again in heaven. If you do not have the assurance of where you will go when you depart this world, come talk to me and I will respectfully give you the reasons for that hope.

Because heaven wouldn't be the same without you.

WHERE TO CALL WHEN YOU NEED SOME HELP

For the following issues in the unincorporated areas of the County:

- Graffiti Removal
- Illegal Dumping
- Shopping Cart Removal
- Street Sweeping
- Potholes
- Missing Storm Drain or Manhole Covers
- Missing or Damaged Guardrails
- Street Striping
- Street Lights and Signs
- Traffic Signs and Lights
- Creek, Channel and Culverts
- Damaged or Broken Fences
- Damaged or Raised Curbs or Gutters
- Roadway Debris
- Fallen Trees or Tree Limbs

PUBLIC WORKS

Phone: **510-670-5500** (M-F, 8am-5pm)

Internet: https://mainstar.acgov.org/workrequest/request/request.aspx

Mobile Citizen App:
https://www.acgov.org/mobile-citizen

HELP PROMOTE CHERRYLAND

P R I D E

Become a BLIGHT BUSTER!

Be a **BLIGHT BUSTER** and work with Supervisor Nate Miley's **CURB**, *Communities United to Reduce Blight*. They came to Ashland Plaza on Saturday July 28 for a commercial corridor clean-up along Lewelling and Mission Boulevards. Read more about it on page 1. For more info on **CURB** or **BLIGHT BUSTERS,** email the **CCA** Board at cca.bod@gmail.com!

For the following issues in the unincorporated areas of the County:

- Inoperable/Abandoned Vehicles on Public Roads

SHERIFF'S DEPARTMENT

Phone: **510-667-7869**

- Stray or Dead Animals

ANIMAL CONTROL

Phone: **510-667-7763**

- Bulky Waste Pick Up (Schedule 2x per year for FREE!)

WASTE MANAGEMENT

Phone: **510-613-8710**

- Traffic Concerns

CA HIGHWAY PATROL

Phone: **510-581-9028**

- Overgrown Vegetation
- Vehicles Parked on Lawns
- Illegal Home Businesses
- Construction Trash & Debris
- Illegal Fence Heights

CODE ENFORCEMENT

Edward Labayong
Sr. Enforcement Investigator
Phone: **510-670-6556**

Linda Gudina
Zoning Investigator I
Phone: **510-670-6011**

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Acknowlegements, per Signature

TRAVEL FEES
$25 in Eden Area
$5/mile beyond Eden Area
$20 Minimum Fee

The Eden Area is Ashland, Castro Valley, Cherryland & San Lorenzo

WANT TO ADVERTISE HERE?

LOCAL BUSINESSES and ORGANIZATIONS THAT SERVE CHERRYLAND

1/4 PAGE AD.....$50
1/2 PAGE AD.....$90
FULL PAGE AD.....$125

BUSINESSES and ORGANIZATIONS OUTSIDE of CHERRYLAND

1/4 PAGE AD.....$75
1/2 PAGE AD.....$125
FULL PAGE AD.....$225

Artwork must be submitted to *News* staff no later than the 25th of the month for submission in the next month's issue.
Artwork designed by *News* staff starts at $25 per ad, not to exceed $100.

CONTACT PIPER McKNIGHT at 510-427-7185
or PIPERACTIVE@GMAIL.COM

Life is just a bowl of **Cherries**, so live and laugh at it all!

INGRID MOLLER

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ALAMEDA COUNTY LIBRARY at SAN LORENZO

CURRENT EVENTS CALENDAR LINK

CLICK ME!

About the CCA

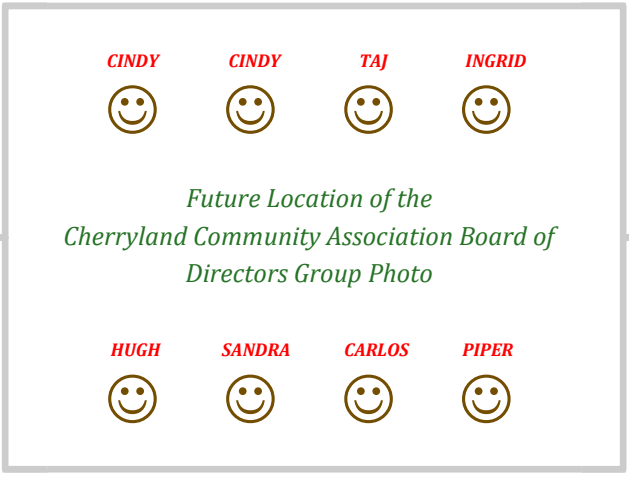
WHO WE ARE

President: **Cindy Towles** was born at Eden Hospital in Castro Valley and then got to indulge in some family history in 1996 by moving into the house her grandfather and great-grandfather built on Mission Boulevard in Cherryland nearly a century prior. She's very happy to have family heritage in Cherryland. Cindy has a big heart for this community and loves to get involved in any causes to promote it. She's currently takng a sabbatical from regular employment to focus on community work and she loves it. Life is good.

Vice-President: **Cindy Torres** has lived most her life in Cherryland. She gives plenty of her time to local good causes, like the Hayward Area Historical Society (HAHS) and the Eden Area/Castro Valley Chamber of Commerce. Cindy has always had a special affinity for the Meek Estate Park. It's a great place to hold the annual Cherryland Easter Egg-stravaganza, and pretty much her back yard as well. Lucky Cindy!

Treasurer: **Taj Olmedo** is a licensed Realtor and newer Cherryland resident, committed to improving local housing opportunities for her clients and neighbors. She serves as the CCA Treasurer, but puts her job as a mother of two before all things. Her devotion to parenting has given her a fresh perspective that embraces diversity and recognizes Cherryland's untapped potential. Taj is going to make it groovy for everybody.

Secretary: **Ingrid Moeller** has been a resident of Cherryland since 1980 and has run her own successful business here, selling real estate. Since she sold her first home here in 1983, she's sold hundreds of homes to satisfied local customers. She and her husband, Basil Sherlock, were founding members of the CCA and she's served as a Board Member for many years. Motivated by the spirit to always move forward, Ingrid's worldly disposition and appreciation for finer things brighten up our little corner on the globe.



Parliamentarian: **Hugh O'Donnell** has been a long-time Cherryland resident and served triple duty as our past President, tireless Newsletter Editor, and the Association's choice for liaison with the County. When he's not working for an aluminum company in Hayward during the day, he's usually playing the drums in his band, called "Hugh and the Hefners," late into the night. Hugh's a good guy to have around.

Members-at-Large: **Carlos Archuleta** and **Sandra Macias-Archuleta** are a busy young couple raising their two children in Cherryland. Working closely with the local *Padres Unidos* they're passionate and dedicated community activists. Sandra is **the** Sandra of "*Ask Sandra,*" the popular local TV program airing on Channel 28, KCMC. She and Carlos work together in and with their community here in Cherryland and make a difference every day. Their community knows them, loves them, and is happy to call them "NEIGHBORS!"

Member-at-Large/Newsletter Editor: **Piper McKnight** is back after a brief leave of absence from the CCA as a member At-Large again and resuming her duties as Newsletter Editor. A Cherryland resident for over 21 years, Piper uses her professional Planning background to guide her passion for civic involvement. You can count on her to stick up for this little patch of Eden anytime it's needed.

CONTACT US

CHERRYLAND COMMUNITY ASSOCIATION (CCA)

PO Box #292
San Lorenzo, CA • 94580

510 • 886 • 9571

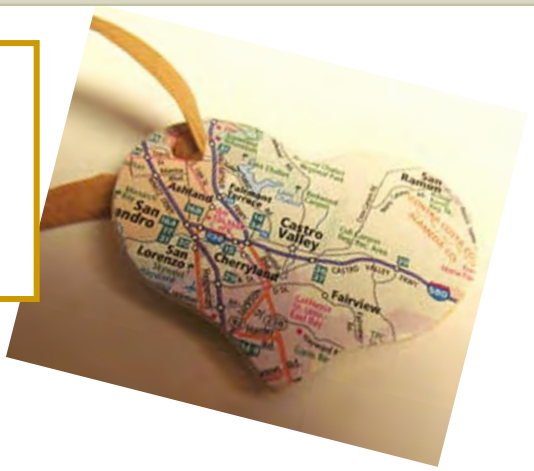
VISIT US:

- **ON OUR WEBSITE**
  www.cherryland-ca.org/
- **ON FACEBOOK**
  www.facebook.com/cherrylandca/

EMAIL US: cca.bod@gmail.com

WHERE WE ARE

Cherryland is an unincorporated district in western Alameda County, California; located between the incorporated cities of San Leandro, to the north, and Hayward, to the south; and the unincorporated communities of San Lorenzo, to the west, and Castro Valley, to the East. **Cherryland** is often paired with another neighboring unincorporated district, *Ashland*, to the north, just south of San Leandro.



WHAT WE DO

The **Cherryland Community Association (CCA)** is composed of volunteer **Cherryland** residents that hold monthly meetings to discuss issues within the community. The CCA reports these issues directly to and works in conjunction with the Alameda County public agencies as well as the County Supervisor that governs the area.

WHY WE DO IT

OUR MISSION STATEMENT

By joining local agencies, churches and government in our unincorporated area of Alameda County, the **Cherryland Community Association (CCA)** seeks to improve stability and safety at home, school and work, and to maintain the value and beauty of our homes and gardens.

*"We make a **Living** by what we **Get**, but we make a **Life** by what we **Give." - Winston Churchill***

JOIN US ~ WE'RE GOOD PEOPLE!

CCA MEMBERSHIP FORM

☐ RENEWAL ☐ NEW

NAME(S): _____

_____

ADDRESS: _____

_____

EMAIL: _____

PHONE: _____ NUMBER IN HOUSEHOLD: _____

MEMBERSHIP DUES ARE ONLY **$25** PER HOUSEHOLD ANNUALLY

Please send this form with your check payable to the **CCA** to:

P.O. Box #292, San Lorenzo, CA 94580

VOLUNTEER INTERESTS

- ☐ EVENT ASSISTANCE
- ☐ PROMOTIONS
- ☐ BOARD of DIRECTORS
- ☐ NEWSLETTER
- ☐ OTHER _____

_____

_____

_____

MAKING A DIFFERENCE IN OUR COMMUNITY

> STORY CONTINUED FROM PAGE 1 <

...vendor in the neighborhood. The community has fought long and hard to limit the number of alcohol outlets in Cherryland and the Board believes adding a 7-11 would be a step in the wrong direction regarding that objective.

Finally, the CCA hosted County Planner Sophie McGuiness at our general meeting on July 10th (in lieu of Assistant Planning Director Liz McElligott) so attendees could learn more about the new County Cannabis Land Use Ordinance, its implementation and potential impacts in Cherryland. Her presentation was very informative and it sparked a lively discussion.

When it was all over, CCA President, Cindy Towles, did an admirable job taking everyone's opinions into account before drafting a letter to the County stating Cherryland's position regarding future land uses for the cannabis industry in our community, and for the rest of the unincorporated county as well.

Unlike the decisions made by two of our immediate unincorporated neighbors, San Lorenzo and Castro Valley, the idea of zoning for cannabis-related industry was not altogether dismissed here. President Towles took a strong stance against zoning for any additional retail cannabis outlets but was able to recognize that our existing retail outlet has been a reasonably good neighbor since legalization for adult use has gone into effect (January 1, 2018).

For that reason, she conceded that as we would consider reviewing a proposal for our existing cannabis retailer, *Garden of Eden*, to become a cannabis microbusiness.

We're also open to the idea of establishing a commercial (or industrial) zone along Mission or Meekland that would allow for a testing lab or distribution center but not a bakery or product manufacturer (like of other types of edibles or of medicinal products such as roll-ons or salves).

She requested that all CUP applications for cannabis-related industry in the zone be reviewed by the CCA and that the businesses applying be conditionally required to hire employees from our community.

We in Cherryland want to encourage legal businesses and discourage illegal businesses. We want to keep our children and our streets safe and at the same time create jobs and generate tax revenue. Certain types of regulated cannabis industries could do all of those things for our community, but we need to be involved with the development and implementation of those businesses to achieve success with them.

This brave recommendation is not entirely a "yes" and not entirely a "no" to cannabis zoning in Cherryland. It shows that Cherryland wants to be in control as a leader, willing to negotiate with the business community. We aren't interested in specific types of cannabis-related businesses but are open to a few. If any businesses come with CUP proposals, we can review them with a fine-toothed comb and weed out anything undesirable. And yes, that pun was very much intended.

MANY MATTRESSES SAVED FROM SIDEWALKS

Piles of mattresses wait to be recycled at the sister event to the community clean-up on July 28th. The free program appeared to be a huge success and saved our streets from many dumped mattresses.

Back at Ashland Square... there was a great community response at the mattress collection event with 85 mattresses being taken back before 10am!

The final total was **310 Mattresses** taken back!

CURB EVENT CLEANS UP MISSION AND LEWELLING

> STORY CONTINUED FROM PAGE 1 <

Meanwhile, Supervisor Miley walked the Commercial Corridor to engage with local businesses and community

Miley states: "We all need to take responsibility for improving and beautifying our neighborhoods. Thank you to all local merchants and residents who joined our CURB Eden Area corridor cleanup and mattress take back event this morning! With Education, Eradication, and Enforcement of our standards, urban blight doesn't stand a chance."

Supervisor Nate Miley gives volunteers a pep talk before heading out to tackle the clean-up efforts at his CURB Clean-up Event addressing commercial blight in Ashland and Cherryland.

THE AREA IS CHERRYLAND

THE EXPERIENCE IS ALAIN PINEL

As a Cherryland resident I am passionate about our community. I truly believe Cherryland is a great place to live! I am connected in the community and compassionate about our great residents. I would love the opportunity to share my real estate knowledge with you and help you buy and sell your next home!

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@ CHERRYLAND PARK
198 GROVE WAY

PASSAGES...

Cherryland Lost Two Great Neighbors in July

There's never an easy thing to say goodbye to those who make positive impacts in our lives, so this July has been difficult for us in Cherryland.

On Thursday, July 19th, good neighbor and dear friend to the CCA, Derry Silva lost her battles with multiple illnesses. Over her long life, she was an activist for many causes but she championed our community with neighborly compassion. She donated her time and home to the CCA for meetings and was always present with her charming and motherly demeanor. A neighbor that everyone loved, she will be sorely missed. She leaves behind four children, many grandchildren and even a few great-grandchildren.

Services to celebrate her life will be in early August. Everyone on the CCA Board wishes her Godspeed for her trip to the other side.

On Saturday, July 21st, Senior Transportation Planner for Alameda County's Public Works Agency, Paul Keener, died suddenly of a heart attack while at the farmer's market in Castro Valley.

Paul was a good friend to Cherryland and often attended our general Association meetings to give us updates on various projects of interest that he was involved in. For example, he was a part of the *Safe Routes to School* project for Ashland and Cherryland and also was co-chair for the *Livable Streets Bucket* of the *Ashland Cherryland Healthy Communities Collaborative.*

Paul was an active man and very well-liked by his peers. He also was an ordained minister. Paul leaves behind a wife and three daughters. Cherryland mourns the loss of such a special man. We wish you a safe journey as well Paul.

OOPS, I DID IT AGAIN!

I'm embarrassed to admit it, but I allowed an error to go out in the July issue of *the News* last month, and it was a **HUGE** one. In my cover story, I identified the hero Boy Scout as Vincent Nunez when, in fact, his name is **Victor Nunez.** I deeply regret this error and want everyone to know that I reprinted a corrected issue for Victor and his family so they could have a *real* newsletter with him on the front page where he was correctly identified. For everyone who was annoyed and/or offended by my mistake, I'm sorry.

COME MEET THE SHERIFF'S DEPUTIES

TUESDAY
August 7th
4:30 - 8pm
•
St. John's Catholic Church
•
264 E. Lewelling @Ashland

NATIONAL NIGHT OUT 35TH ANNIVERSARY 2018
POLICE · COMMUNITY PARTNERSHIPS

FREE
Pasta Dinner Beverages and Dessert
•
Fingerprinting and DNA Kits for Kids
•
Info On Crime Prevention

movie night at the meek
PRESENTS...
friday
august 10
6:00–10:00pm
movie: 8pm
FOOD VENDORS!
FUN ACTIVITIES!
DON'T FORGET TO BRING A BLANKET OR A SHORT CHAIR!
Disney · PIXAR
COCO
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HAYWARD AREA RECREATION AND PARK DISTRICT