



Victoria Avenue Forever



Victoria AveNews

April, 2015

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Victoria Avenue –Agriculture Forever – Diana Hyatt, CORE Member and Buyer, Riverside Food Co-op

When I was 12, we moved to a house on Victoria Avenue. I remember riding my bike past the groves to Harrison Elementary, then later to Arlington High. Sometimes I would be surprised by an owl resting in the median, or once even a roadrunner. In winter I'd fall asleep to the drone of the wind machines keeping away the frost. In a few months, the sweet scent of orange blossoms filled the air. I loved to walk my dog along McAllister, or find a little quiet in the endless rows of trees. In our front lawn was the biggest eucalyptus on the street. Eventually it died and its huge stump was left in the middle of the field behind our house. It became a favorite gathering spot for the nearby kids, a hulk for us to climb and sit upon, looking out at the alfalfa fields around us.

I loved the rural feeling of the area. A neighbor raised goats and another had horses. We had fruit trees and a vegetable garden and I developed a taste for fresh produce, even while processed food was becoming the norm. My favorite place to shop was Doi's, a farm stand that became almost legendary in Riverside.

Later, development started to encroach. Groves were bulldozed. Where trees had stood, walls were erected along Victoria Avenue. Sales signs for subdivisions were everywhere. We used to pull them out whenever we saw them. Luckily, my mother was on the Planning Commission and residents started worrying about the rampant, destructive growth. Soon after, Prop. R was born, and the Victoria Greenbelt was preserved from further destruction.

I went off to college, but eventually came back to Riverside. One of the things I missed most was Victoria Avenue and its groves. My grandparents had been farmers and I loved the connection to the land I felt there, and the memory of simple, fresh produce. But in many ways, Riverside was losing touch with its agricultural roots. Many of the groves were being allowed to die off.

It's exciting that Riverside now has a renewed interest in agriculture. We are about to hold our second GrowRiverside conference, and the City is seriously viewing agriculture as a viable economic force for our community. We have one of

the oldest certified farmer's markets in the state. More farm stands are also starting to appear along Victoria Avenue.

A few years ago, a small group of Riversideers got together to discuss how we could make local produce more accessible to the community. Although some supermarkets are beginning to embrace organic produce, few sell anything local (unless within state boundaries is your definition of local!). We felt a community-owned food cooperative would be a way to have more direct control over what we wanted to feed ourselves and our families.

A food cooperative (co-op) is a grocery store owned by the people who shop there. The big idea is for people to band together to get —[continued on page 4](#)

Inside this issue:

President's Corner	2
Public Works Storm Drain Project	2
Who was Matthew Gage? VAF Board	3
VAF Business memberships	5
Current Events & Activities	6
Contributions to VAF	7



President’s Corner—Darleen DeMason

The succession of blooming trees and roses on Victoria Avenue is in full swing. Our planting workdays are concluded. Our tree planting events in January and February were successful ([see page 6](#)). These activities were funded by CalFire/California ReLeaf and Prop 84. The funding allowed us to do 2 tree planting demonstrations, replace 75 dead trees on Victoria Avenue, expand our outreach to the community (by setting up tables in front of Stater Bros Market at Mary Street on January 17-18th), distribute over 400 brochures, and to forge a stronger relationship between the citizens and the City’s Department of Public Works and the City’s contractor, Brickman, who maintains Victoria Avenue. For the first time in many years, City and contractor personnel were present at our workdays to help with our efforts. This produced a positive atmosphere for the citizens who came out to volunteer. Many volunteers commented about how grateful they were for the support that the City and the Brickman provided for the events. We are so grateful for the community support we have in Riverside.

We have a final workday scheduled for May, which is in collaboration with Keep Riverside Clean and Beautiful for the *Great American Clean-up*. This year we were contacted by Anthony Zlaket from the National Honor Society at Poly High School who want to help. This message came on our new Facebook page, which now has over 200 “likes.” So,

please join us on May 9th, at 9AM in the Dr. Lewis Garden at Jane Street for this annual event. Also, “like” on Facebook so you can follow all our workday activities.

The lead article in this issue was submitted by the Riverside Food Co-op ([page 1](#)). We have many common members because their interests coincide with ours with respect to promoting the Victoria Avenue greenbelt, using volunteers, strengthening community, and promoting education.

Other important activities for the remainder of the year involve membership approval of Amended and Revised By-Laws for *Victoria Avenue Forever*. I want to thank Board member, William Bailey who led the bylaw committee of Frank Heyming, Lori Yates, and Lynn Yost. We also thank Sean Varner and Rabia Chaudhry of Varner&Brandt who donated legal expertise and time to this activity. The membership meeting takes place on April 25th ([see page 6](#)).

Finally, we are initiating a new business membership category for *Victoria Avenue Forever* ([see page 5](#)). A business membership form is included with this newsletter. Please support *Victoria Avenue Forever* and encourage your friends in the business community to join you in our quest to ensure that Victoria Avenue “will always be there.”

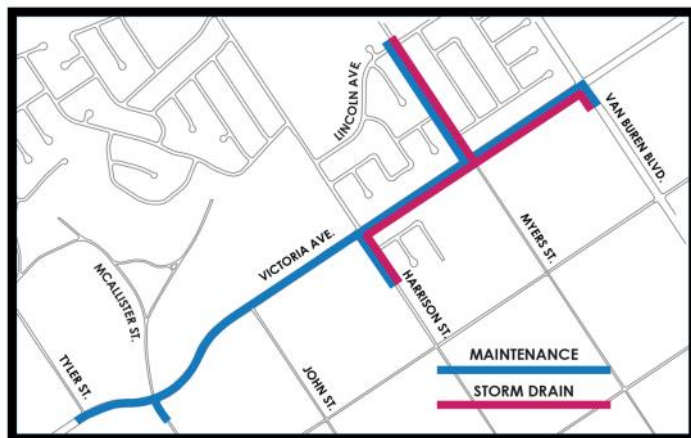
Victoria Avenue Storm Drain Installation and Resurfacing Project

By Riverside Public Works Staff

The Southwest Riverside Master Drainage Plan identifies a storm drain system that conveys storm water runoff into the Arlington Channel located just south of Indiana Avenue near Myers Street. The runoff area generated encompasses the general limits of Indiana Avenue to the north, Dufferin Avenue to the South, Harrison Street to the west, and Van Buren Boulevard to the east. Phase 1 of this master system was completed in the late 1990s and included the construction of storm drain improvements within Myers Street from the Arlington Channel to Lincoln Avenue.

In summer 2015, Phase 2 of this master system will begin and includes the construction of approximately 5,170 linear feet of storm drain pipe, ranging in diameters from 12 to 90 inches, within Victoria Avenue from Harrison Street to Van Buren Boulevard and within Myers Street from Lincoln Avenue to Victoria Avenue. New drainage inlet structures will also be installed on Harrison Street, Myers Street, and Van Buren Boulevard immediately south of Victoria Avenue and will connect to the new system. Construction is expected to last approximately eight months.

Additionally, as part of the City’s Pavement Rehabilitation and Preservation Program, the Project will resurface and reconstruct damaged curbs, gutters, sidewalks, and driveways on: a) Victoria Avenue from Tyler Street to Van Buren Boulevard; b) Myers Street from — [continued on page 5](#)



Map of storm drain and pavement resurfacing work

Riverside Historic Figure—Matthew Gage by Frank Heyming

Who exactly was Matthew Gage? No, he was not a relation of former councilman Art Gage, although Art's wife was related to Eliza Tibbets. Matthew Gage is the namesake of the Gage Canal which put Arlington Heights and Victoria Avenue on the map.

Back in the day prior to 1900 Riverside had just been founded as a "model colony." It attracted people for various reasons, one of which was the fine climate. There was a group of people living in Kingston, Canada, who found out about this sunny new community. Kingston (King's Town) was named after the British king. Not all the folks around the time of the American revolution were pro revolution. There were a considerable number of pro-British citizens, who because of the hostile climate in the colonies, elected to move across Lake Ontario into Canada. These folks founded Kingston.

The first folks from Kingston to move to Riverside were brothers John and Joseph Jarvis. They were followed by the brothers William and George Chaffey, Alfred Woodhill, and the brothers Matthew and Robert Gage. There was even a part of Riverside that was known as the "Canadian Quarter" located approximately where Adams Street and California Street intersect today. These transplanted Canadians got involved in many different businesses, grocers, orchard growers and Matthew Gage was a jeweler. Matthew was well acquainted with the Chaffey brothers who lived in the "Canadian Quarter." The Chaffey's bought a thousand acres of land located in an area called Etiwanda from Captain J.S. Garcia, a retired Portuguese seaman. They divided the land into ten acre parcels and figured out how to bring water from the local mountains to the uppermost corner of each parcel. The project sold out and they made a fortune. They later did the same thing in Ontario and used Euclid Avenue as the centerpiece of their development.

Matthew Gage watched the Chaffey's successful land ventures with interest. At that time he heard about a government proposal called the "Desert Land Act of 1877." This scheme allowed someone to stake a claim to government land provided they could bring water to it within 3 years. Matthew staked a claim to a square mile of land known as Section 30. Today the boundaries of this land are University Avenue, Iowa Avenue, Martin Luther King Ave. and Chicago Avenue (most of the land is in the UCR Citrus Research/Agricultural Experiment Station).

In his attempt to bring water to the parcel he looked at the streams that flowed from the Box Springs Mountains, but they were unreliable and seasonal. So, after much research he discovered there were artesian wells in the Colton/Grand Terrace area that produced abundant water. He devised a plan to bring Santa Ana River Water to his parcel in Riverside via a canal. I will not go into the difficulties he had obtaining financing, but an interesting note is that the engineer on the project was Christopher Columbus Miller, the father of Mission Inn founder Frank Miller.

The canal was built and achieved its purpose. Matthew Gage eventually sold his remaining interest in Parcel 30 to the University of California. They used the land and additional land they purchased, to establish a —*continued on page 5*



2013-2014 Officers

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Newsletter

Darleen DeMason, Editor

*Victoria Avenews is published
4 times per year
By Victoria Avenue Forever*

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

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continued from page 1—Riverside Food Coop

lower, bulk prices on groceries from farmers and wholesalers. Working together and pooling our resources to increase our purchasing power, we can accomplish more. Food co-ops also serve as community spaces for events, workshops and classes.

As a community-owned, private business, a food co-op competes alongside other grocery stores in the local marketplace and does not rely on government funds to stay open. Food co-ops have existed for hundreds of years. While conventional supermarkets mainly exist to make a profit, co-ops do things differently. They are people working together to make their communities stronger and healthier. They are rooted in the principles of community, voluntary, open membership, economic participation and cooperation. The Riverside Food Co-op has a commitment to:

- Offer affordable, healthy, locally produced food
- Increase civic engagement through the co-op business model
- Strengthen community
- Create & protect local jobs: supporting local farmers and food producers
- Stimulate the region's economy: by retaining money in the community
- Be a green project: local, organic food means less petroleum use

While it can take several years to launch a full-service co-op grocery store, our members wanted to start enjoying fresh produce now. So our Crop Box was born. For \$27 a month, members can enjoy a big box of seasonal produce bought directly from area farms. So far this year our boxes have included Red Russian Kale, Pinkerton avocados, Meyer lemons, spinach, green leaf lettuce, blood oranges, tangerines, beets, carrots, pea shoots, green garlic and kumquats among other things. Some of this was grown in the Riverside Greenbelt, and the money the co-op spends goes directly to the people who grew the food, and into the Riverside area economy.

Our current goal is to raise our membership to 200 by the end of the year – 250 would be even better. When you become a member of the co-op, you also become an owner, and can run for the Board of Directors and work on whatever area interests you, such as programming, marketing, member recruitment or finance. Or maybe you love to cook and want to do cooking demos or contribute recipes to our Crop Box zine, or host a house party and invite your friends to a talk by one of the co-op's CORE team members. A fully vested membership is a one-time \$300, which can be paid off monthly, yearly or all at once. You can sign up at riverside-foodcoop.com/join/. You can also visit us on [Facebook at facebook.com/RiversideFoodCoopInc](https://www.facebook.com/RiversideFoodCoopInc).

We invite you to enjoy one of our events. Recently, we co-hosted a planting party at Fox Farms (a co-op member). We enjoyed a beautiful day talking to friends, eating, and planting tomatoes and raspberries for a grateful farmer, who sent us home with starter plants for our own yards. We hope to see you at one of our get-togethers. If you have any questions, feel free to email us at riversidefoodcoop@gmail.com.



Food Coop Display at GrowRiverside, March 2014



A typical monthly Crop Box



Sue Struther's kitchen on Crop Box pick-up day.

continued from pg 2—Storm Drain Project

Lincoln Avenue to Victoria Avenue; and c) Cherbourg Drive, portions of Harrison Street, McAllister Street, and Irving Street.

The Project is estimated to cost nearly \$5,000,000. Fortunately, the Riverside County Flood Control and Water Conservation District will cover the design (\$221,338) and construction (\$2,694,662) costs related to the Project's storm drain improvements. These include the new storm drain lines and ancillary structures, the restoration of the

existing street improvements directly resulting from the installation of the new storm drains, and the relocation of the utilities that are in direct conflict with the proposed storm drain improvements. Other costs will be covered by the City.

For questions regarding this project, please feel free to contact the City of Riverside Public Works Department at (951) 826-5341. The City thanks you in advance for your patience and understanding while we make necessary infrastructure improvements to our City.

continued from page 3—Matthew Gage

Citrus Experiment Station. The water that the canal produced was more than enough to serve the lands to the north of the Tequesquite Arroyo, the path of which travels through the Canyon Crest golf course, Victoria Golf course and Riverside City College. The investors saw the possibilities for developing the large tract of land to the South of the arroyo known as Arlington Heights (both sides of Victoria Avenue from the Victoria golf course all the way to almost Tyler Avenue). A flume supported by a wooden trestle was built across the Tequesquite Arroyo, near where the present day Victoria Bridge is located. At the same time as water was brought to this land, a wooden bridge was built over the arroyo and our beloved Victoria Avenue was laid out in its present state as a marketing tool for the land parcel sales. The bridge was subsequently replaced by the present Victoria Bridge and the land parcels were successfully sold. The citrus industry that developed made Riverside one of the most affluent cities in the United States at the time.

So, who was Mathew Gage? He was an entrepreneur, an opportunist and a visionary. We can be thankful that the events he set in motion resulted in the development of Victoria Avenue, and thankful that it remains today one of the showpieces of our community.

Reference: Joan H. Hall. *Pursuing Eden Matthew Gage: His Challenges, Conquests and Calamities*. Highgrove Press.



Gage Canal Boosting Station, Built 1913. Mary St.

VAF invites corporate members—by Darleen DeMason

As passionate supporters of Victoria Avenue, it has occurred to us that many businesses aren't aware of the hard work, dedication and money needed to maintain, enhance and preserve this national Historic Site. They assume it "will always be there" as a major public asset that benefits their businesses as it does individual citizens in Riverside.

Thus, the seed was planted to initiate a campaign to enlist companies doing business in our beautiful city to partner with us as members of *Victoria Avenue Forever* by making a tax deductible donation annually. As public funds become scarcer, it is even more important than ever to build up a support base.

Do you own a business, or work for a business that would be interested in supporting Victoria Avenue? Membership will entitle your business to a colorful membership certificate (shown on the back page of this newsletter), a subscription to our quarterly newsletter, *Victoria AveNews*, and opportunities to participate in plantings and other events. But most importantly, it will give your business a feeling that you have helped make Victoria Avenue the glorious boulevard that it is today.

Membership donation levels range from \$75-\$250. Please support *Victoria Avenue Forever* and encourage your friends in the business community to join you in our quest to ensure that Victoria Avenue "will always be there."

A membership form is included in this newsletter.

Recent Events and Activities

Our first tree planting event took place on **January 24th**. Both tree planting events were funded by a grant from Cal Fire/California ReLeaf and Prop 84. We had 37 volunteers show up, two City of Riverside employees and two Brickman (contractor) employees and we planted 27 Flowering Peach trees, 5 Chaste trees, 4 Flowering Pears, 2 Crape Myrtles, 1 Redbud and 1 Chitalpa. These trees were planted in blocks on the NE end of Victoria Avenue. The volunteers ranged in age from 5 to 75 and came from various organizations (neighbors, VAF members, one City Councilman and his family, 7 students from UC Riverside in the Global Medical Brigade or Shadow MD programs, 3 students from Hillcrest High School, 1 student from Gage Middle School and 4 students from Washington Elementary School). It was a sunny but windy day and the trees were watered in by Brickman.



Councilman MacArthur and his family planting a flowering peach tree in January.



Frank Heyming and Donald Dodd with a group of students.

Meeting of the VAF Membership for By Law Approval—April 25th

Your Board of Directors has been updating policies and procedures for the Corporation. An updating of the By-Laws, which were adopted over 20 years ago, was spearheaded by Board Member, Bill Bailey. The Board approved the Amended By-Laws at its January meeting and the membership has the duty of approving them as well. A Special Meeting of the Membership has been called for **April 25, 2015 at 10AM at 6380 Merlin Dr.**, Riverside 92506 (Merlin is off of Horace near Victoria Avenue). A copy of the new By-Laws is available for your review at the home of President DeMason or by e-mail upon request (demason@ucr.edu). Additionally, a copy of the new By-Laws is available for review at the Office of Public Works reception counter on the 4th floor of City Hall. Please RSVP or sign the Proxy Vote so your vote can be counted to achieve a quorum. Please send in your **RSVP by April 18th. Refreshments will be served.**

On **February 21st**, 37 volunteers showed up, two City employees and at least one Brickman employee supported the operations. On this workday 15 Flowering Peaches, 2 Redbuds, 2 Saucer Magnolias, 1 Chinese Fringe tree and 1 Catalpa were planted. The plantings took place on the SW end of Victoria Avenue. These trees were watered in with a water truck and labor from Brickman. The volunteers included neighbors, VAF members, 4 high school students (Arlington, St. Francis and unknown), 2 students from Gage Middle School, 3 students from Washington Elementary School, 4 students from UC Riverside, 2 members of the Kiwanis Club of Riverside, and one City Councilman. The weather was perfect and it rained the next day.



Councilman Soubrious and two student volunteers planting a flowering peach in February.

Contributions

January – March 2015

Thank you to all who contributed to *Victoria Avenue Forever*. Your gifts will be used to help protect and care for Riversides' living legacy – Victoria Avenue. We want to make sure to acknowledge every one!

General Contributions and for trees/upkeep

John & Betty Addick, Ed & Judy Adkison, Barbara Anderson, Richard & Lorraine Anderson, Rosalie Anderson, William & Rosemary Bailey, Dave & Peggy Barnhart, Phil & Selina Bremenstuh, Vicki Broach, Bob Bullock, Art & Joanne Crowley, Nancy Davidian, Jim & Barbara DeLorenzo, Darleen DeMason, John Kirk Ferguson, Richard & Rosie Francisco, Cecille Graffii, Marion Hamerlund, Frank & Lucy Heyming, Katherine Hyett, Ray & Marilyn Harris, Dr Robert Jabs, Bill Johnson, Sue Johnson, Thomas & Charlotte Johnson, Stephen & Marla Jones, Tom & Sue Jones, Larry & Marlene Kirby, Gordon Williams, Robert & Sue Krieger, Chris & Jolynn MacArther, Ron & Joan Magnuson, Beverly Maloof, Suzy Marzalek, Susan McClintock, Dick & JoAnn Messer, Patricia Miller, David & Barbara Moore, James Montgomery, Robert & Norma Nelson, Bill O'Neill, Walter & Betty Parks, Valentin & Susan Pechan, Ken & Debby Phillips, Malcolm & Charis Pond, Dennis & Janet Ponsor, Michael & Georgie Raftery, Doris Rhine, James & Barbara Robinson, Margaret Robinson, Gerald Saks, Susan Simonin, Rodger & Julie Slininger, Hal Snyder, Anne Stalder, Sue Struthers, Dwight Tate, Gloria Thomas, Adam Timura, George & Mary Weimer, Hedy Zikratch

Donations to the Endowment Fund

Dave & Peggy Barnhart, John & Susan Cash, Elizabeth Corison, Deborah Gelsomino, John & Janet Gless, Linda Mullen, C & Suzanne Rowlands, Giles Waines

Donations to the Dammer's Butterfly Garden

Priscilla Doshier, Gene & Nadine Fahlbusch, Shawna Kleiman, Phil & Margaret Laney, John & Carol Matulich; Ken & Debby Phillips

Snyder Garden

Cecille Graffi, Thomas & Charlotte Johnson, Marion McCarthy

Memorial Contributions

William & Rosemary Bailey	In memory of Mike Ashley
William & Rosemary Bailey	In memory of Judge Woody Rich
Lane & Susan Cash	In honor of Eloise Williams
Tom & Barbara Mazzetti,	In memory of Lynne Preston
Elizabeth Neblett	In memory of Sydney Fast
Janet Nicks	In memory of Lynne & Ron Preston
Basil & Barbara Pafe	In memory of Gregory MacDonald
Rosemarie Richardson	In honor of Sydney Fast
Anthony Serra	In memory of Kathleen Moore-Serra

Commemorative Tree Donations

The Bridge Group	In memory of Robert Kollar
Frank & Lucy Heyming	In memory of Judy Bottenberg
Frank & Lucy Heyming	In memory of Carl Richard Schick
Sue Johnson	In memory of Gregory MacDonald
Thomas & Charlotte Johnson	In memory of Isabelle Rueff
Beverly Maloof	In memory of Patricia Winterton
Joan Miller	In memory of John Miller
Walter & Betty Parks	In memory of Gregory MacDonald
Jacques Yeager	In memory of Helen Hays Yeager

In memory of Lynne Preston: Barbara Boucke, Joan Brown, Andrea Fiske, Harriet Hermann, Christina Holloway, Sharon Johnson, Gerry Nathan, Gayle Pelton, and Joyce Taylor.

Sorority Sisters honor Lynne Preston— by William Bailey

A group of *Delta Gamma* Sorority Pledge Sisters (listed above) of Lynne Swain Preston at UC Berkeley have made Commemorative Tree contributions to *Victoria Avenue Forever* in honor of Lynne at their reunion at the UCB Faculty Club on March 18th, 2015. The sisters had numerous reunion get-togethers while Lynne was alive.

Ron and Lynne were married at Calvary Presbyterian Church in Riverside after graduation from Stanford and Cal respectively in 1960. The bridesmaids for Lynne included Barbara Boucke, Joanie Beaumont and Mo Moore, who are some of the donors. I was contacted by Ms. Boucke about their donations. I attended the Preston-Swain wedding as a groomsman for Ron and remember Barbara Boucke, Joni Beaumont Brown, Harriet Hoffner Hermann, Marianne Solari Hudack and Gerry Solari Nathan who were also at the wedding.

Thank you ladies for your kind thoughts!



Lynne Preston's Delta Gamma Sorority Pledge Sisters



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Dedicated to the preservation of Victoria Avenue, Riverside, California with tax-deductible financial contributions from: Membership, Memorial Donations and Tree Commemorations.

RETURN SERVICE REQUESTED

Dates to Remember:
April 25, 2015 –Membership meeting
May 9, 2015—Great American Clean-up Meet 9AM at Jane St.

Price Increases for 2015
Individual membership—\$25
Household membership—\$40

Business membership certificate design



NEW PHONE NUMBER—951-286-1036