

Historical Timeline

1947, Mr. John E. Thompson: Improved lighting, white lines painted on hillside roads, stop signs at strategic points, rezoning 5,000 sq. ft. to 7,500 sq. ft. and establishing lots of 10,000 and 15,000 sq. ft., a “push” to build a fire station at the corner of Mission Ridge Road and Stanwood Drive, completed in 1950.

1953, Mrs. Lois Sidenberg: Improvement of Mission Ridge Road, efforts started to dedicate Arbolado and Franceschi Roads to the city, rezoning into one acre lots of parcels located on upper Las Alturas Road, the El Cielito area, both sides of Conejo Road and the north side of Stanwood Drive.

1954, Mr. H. Clarke Gaines: Arbolado Road was widened at Alameda Padre Serra and re-marked, making access to Arbolado Road from the west possible. The University of California moved to the Mesa Campus and City Schools used the old classrooms during the time San Marcos High School was built.

1958-1959, Mr. Frank Console: The “big problem of the year” was rezoning the Riviera and a land-use study was instigated by the Riviera Association. A move to make undergrounding of utilities mandatory was started. Twenty Eucalyptus trees were purchased and planted at Jefferson School.

1959-1961, Mr. A. Wallace Finger: Mr. Finger, the son-in-law of one of the original organizers of the Riviera Association, Mr. Michel Levy, was instrumental in getting the City Council to pass an ordinance prohibiting oil drilling on the beaches of Santa Barbara. The “no burning” proposal in the city was inaugurated by the association. A radio tower, proposed for El Encanto property, was strongly opposed and subsequently the tower was located elsewhere.

1961-1963, Dr. L.C. Newton Wayland: During this term the association was instrumental in keeping bus service as far as Moreno Road and APS. The request of Mr. Ryals to be allowed access to the upper part of his property in the 1700 block of Mission Ridge Road through Franceschi Park was strongly objected to by the association. The City Council ultimately denied his request. The land in question was finally purchased and was added to Franceschi Park. Dr. Wayland advanced the money for the purchase. It was paid back by many members of the Riviera Association and by a group of interested townspeople through the effort of Dr. Pearl Chase. The Riviera Association members donated money to refurbish the old Franceschi mansion.

1965, Mr. H. Claire Willis: Unfortunately the records for this year and part of 1966 have been lost.

1966, Mr. Henry Levy: The Brooks Foundation moved into the old College Campus and work continued on the ban on burning ordinance which finally was accomplished in June 1967.

1967-1968, Mr. Henry Brelsford: The oil blow out occurred during this period. The Riviera Association contributed \$ 100 to GOO (Get Oil Out) and continued this practice for many years. The association worked on the master plan development for Franceschi Park. The height limitation was a major issue and eventually height limitation ordinance was passed.

1969, Mr. Carsten Sween: The matter of high rise on El Mirasol property was in the news. The Riviera Association took no action on this matter.

1970, Mr. Dick Carlson: Due to decline in membership, a great effort was made to interest people in belonging to the organization. Mrs. Daniel V. D'Alfonso was the first woman to be elected to the board. Mrs. D'Alfonso worked diligently with Mrs. Yost, secretary, and as a result of their efforts, 116 new members joined. The secretary's salary was increased from \$15 to \$30 per month. The first opposition to overnight camping in Skofield Park was during this time. The Riviera Association approved Phelps Field in Rattlesnake Canyon as a good site for the Tennis Club. The first work towards utilities going "underground" was started.

1971-1972, Colonel L. W. Jefferson: Regular police patrol in the area started and Casa Riviera, west of the old State College, was built. Franceschi Park was further developed. Jefferson School was declared unsafe and eventually closed during the integration movement - but not without a major effort by the association to retain it. \$600 was contributed to the legal fees kitty for this battle. The beginning awareness of hillside building and slope problems were manifested by a committee being formed to see what could be done to protect the area from excessive hillside building. The "Hillside slope Ordinance" was the outcome. A real challenge faced by this president was the "bleating goat" on Paterna Road. Using good old battle tactic, the Colonel was able to outmaneuver the critter and succeeded in having it remove from the area. It is not always easy being the president of such an organization!!

1973-1974, Mr. Richard Crockett: Brooks Institute sold the old State College campus and it became known as the Riviera Research and Communication Center. The attempt to have Jefferson School re-opened became a red-hot issue which took a great deal of time. When all efforts failed, the Riviera Association sought to have the acreage re-zoned A-1, one acre, so that multiple apartment units could not be built in the area. This move was successful. The fight to have utility poles underground continued. An 85,000 population limit was set for the city during this period.

1975-1978, Dr. John R. Waldmann: Jefferson School was bought by Brooks Institute, a move approved and encouraged by the association. The Trolley Stop at APS and Lasuen Road was restored with the help of a local youth group and the financial backing of the organization. Membership increased to 436 member households. Many hours were spent sitting in Planning Commission and City Council meetings waiting to testify on behalf of the association. Dr. Waldmann's greatest contribution was the establishment of good relations with City Hall. It has become a known fact when the Riviera Association appears in City Hall, they have something of importance to share and

City Hall listens. It was a philosophy of this president that you catch more bees with honey than with vinegar.