

Residents of Norco
Urging Protection of
Rural and
Animal Keeping
Lifestyles



Dedicated to Civic Accountability

President's Message

CONTENTS

Presidents Message	1
Meeting Schedule	1
Community Events & Information	2
La Sierra Measure L	3
Membership Application	4
Board Information	4

Time to slow down slightly, in September.....catch our breath after the hectic pace of the August Mounted Posse Rodeo, the FAIR, and Labor Day Parade!! Life in HORSETOWN, USA. Whoa!!

I would like to THANK THE VOLUNTEERS : Kriss Brooks, Geoff Kahan, Jackie Leopard, Cheryl Gifford, Donna Haworth, Doris Higgins, Pam Bowen, Kerry & Pat Walsh, Karen Shackelford , Beverly Kilpatrick, Karen & Bob Leonard , Ed Dixon, Denise & Ron Sutherland, Monica Overstreet-Olson , Lisa Butler, Norvah Williams, Joanne & John Aikins, Pat & Glenn Hedges , Stephanie Stone, Susan Remington, John & Kathy Rigler,our newest.members, Ann Rubenstein & Jonathan Zerine.....and last but certainly not least....Kathy & Don Kramer.....for their time and extra efforts in setting up & manning the RURAL booth at the Fair !!

NEXT MEETINGS

SEPTEMBER 25, 2014

NOVEMBER: NO MEETING HAPPY THANKSGIVING!

DECEMBER: 21ST SUNDAY ANNUAL CHRISTMAS POTLUCK & SILLY GIFT EXCHANGE!

JANUARY 22, 2015

FEBRUARY 26, 2015

Kramers are wonderful promoters of RURAL, HORSETOWN, USA....and this year . . . even Hall of Fame.

They spoke to many Fair goers about the protection of our life style, the Veteran's Memorial, Norco's 50th Birthday Celebration, the upcoming Riverside election and the impact of Measure L on the La Sierra Hills, Open Space.....and how the increased traffic through Norco, would be horrific , if 1,950 homes are built on those hills. Our Newsletter Editor, Dana Adams, has included information on the history of the La Sierra Hills, and how those residents have fought to protect that area in past June and August issues. The web-site information linked to the community group Residents for Responsible Representation is very informative.

I personally feel that RURAL should team up with the other Horse groups, non-profit organizations, and any other entity in town to help defeat Measure L in the November election. How to help you ask??? I'm Thinking!

See you at the September 25th meeting.
Pat O. 951-734-5081



Bright Lights for Safe Nights!

Safety First! Trail riding at night can be fun but can also be dangerous if you and your horse are not properly illuminated for those who may not see you! Help protect your life and that of your equine by following simple safety tips while riding at night:

- Choose a trail that matches your ability and confidence level.
- Wear light colored clothing, reflective vest and blinking safety lights on yourself, your horse, the bridle and saddle.
- Ride with a buddy and file a "flight plan" with someone before you leave.
- Do not ride on roadways. Stay on the trail and cross the street only at pedestrian/equestrian crossings.
- Carry a cell phone in the event of an emergency. Remember if you dial 911, it goes to CHP, so know your location.

Ride defensively and happy trails!

Summer is at a close. Night rides will get dark faster. Be safe! Thanks NHA for this information!

The George A. Ingalls Memorial making great progress!!



Fun times at the Sock Hop!!

From Press Enterprise online: RIVERSIDE: La Sierra land measure headed for ballot

An issue that would preserve open space and lift development restrictions has qualified to go before voters.

BY ALICIA ROBINSON / STAFF WRITER *Published: June 21, 2014 Updated: June 22, 2014 5:58 p.m.*

A measure that would preserve some open space and lift development restrictions in Riverside's La Sierra area will go before city voters this fall.

Now that the Riverside County registrar of voters has qualified the measure, the final step is a City Council vote to place the measure on the Nov. 4 ballot. That is expected to happen Tuesday.

After that, residents can expect vigorous campaigning for and against the measure. Supporters have spent nearly \$275,000 in just the first three months of this year, and opponents are seeking volunteers to knock on voters' doors.

The initiative would affect two undeveloped areas on the city's west end, the La Sierra hills and the La Sierra lands. The areas comprise 1,300 acres that are protected by two voter-approved growth-control measures, Proposition R and Measure C.

The November measure would preserve the 650-acre hills area as open space and increase the number of homes allowed on the 650-acre La Sierra lands area. Officials have said about 562 homes now could be built on the entire 1,300 acres, and the measure would permit up to 1,950 homes on 400 acres of the lands.

Proponents describe the proposal as smart, planned growth paired with preservation of a beloved recreation area. Critics say it would allow excessive development that would ruin the area's rural character and harm an adjacent wildlife area.

"We live in a large, large city but we have the atmosphere and the feeling that we're practically a small town," said Caryl Fisher, who has lived in La Sierra for 40 years.

She expressed a common complaint, that the petitions for the ballot measure were deceptive when they mentioned "saving the hills" because the measure actually would increase the amount of allowed development.

Terry Manley, the developer behind the ballot issue, said he doesn't see what's deceptive about a measure that spells out what it would do right away.

"If you read nothing but the 75-word ballot label, it is crystal clear that this initiative proposes to make approximately 900 acres into permanent open space and it restricts development on the remaining 400 acres," he said.

Manley said proponents will be working through the summer to spread their message, "which we believe is clear, we believe it is transparent and we believe it is in the best interests of the city of Riverside."

They can expect to face an organized grass-roots opposition, with former councilwoman and La Sierra resident Laura Densmore helping to lead it.

"The public isn't stupid," Densmore said. "They just need to have the facts in front of them, and I think that's our job."

Contact the writer: 951-368-9461 or arobinson@pe.com

For more Measure L information on both sides:

For Measure L:

<http://www.voteyesonmeasurel.com/index.php>

<https://www.facebook.com/VoteYesOnMeasureL>

Against Measure L:

<http://protectriverside.com/>

<https://www.facebook.com/groups/protectriverside/>

- Please visit our website: **RURAL-Norco.com**
- Lots of information on meetings, happenings and previous versions of the RURAL Newsletter.
- Also, if you would like to receive the newsletter by email send me and email at Editor@RURAL-Norco.com
- Thanks - Dana
- Newsletter Editor / Website Administrator

RURAL EXECUTIVE
STAFF 2014 - 2015

PRESIDENT:
PAT OVERSTREET
951-734-5081

VICE PRESIDENT:
KATHY KRAMER
951-741-5559

SECRETARY:
DORIS HIGGINS
951-898-3698

TREASURER:
DENISE LYNN SUTHERLAND
951-545-4312

NEWSLETTER EDITOR:
DANA ADAMS
951-660-3226

RURAL Membership Application

Please cut out and return
with \$25.00 check for an
Annual Family Membership
Mail to:

Name: _____

Address: _____

Phone: _____

E-mail: _____



**Birthday
Special!**

**1,000 Business Cards
\$50⁰⁰**



951-735-6100

sales@afsprinting.com

www.afsprinting.com

Full Color • 2" x 3.5" • 14pt Cardstock
UV or Aqueous Coating • Single Sided (\$10 for 2nd side)
Setup not included • Offer Expires 12-28-14

GENE PUCELLI
REALTOR®

GENE PUCELLI

KELLER WILLIAMS REALTY

BROKER ASSOCIATE-OWNERSHIP GROUP

DIRECT 909-499-7262

EFAQ 951-572-3501

EMAIL GPUCELLI@AOL.COM

WWW.GENEPUCCELLISELLS.COM



KELLER WILLIAMS
REALTY

St. Augustine Garaged RV and Self Storage



RV Storage



Large Storage Units



Seasonal Storage



Call Us Today at (951) 736-8044

You store, Your lock, Your key, No deposits!

WE ACCEPT DELIVERIES, OFFER CONVENIENT ONLINE RESERVATIONS, AND HAVE COMPLETE PACKING AND MOVING SUPPLIES AVAILABLE! THERE ARE 471 UNITS WITH DIFFERENT DIMENSIONS, FROM 4' x 5' TO 14' x 45' AVAILABLE.

OUR OFFICE HOURS ARE:

MONDAY - SATURDAY: 9 A.M. - 6 P.M. SUNDAY: 9 A.M. - 5 P.M.

OUR CONVENIENT ACCESS HOURS ARE FROM 6 AM - 7 PM.

(951) 736-8044 | fax: (951) 736-3697
2597 Hamner Ave. Norco, CA 92860



SEPTEMBER 25. 2014

RURAL GENERAL MEETINGS ARE HELD
SIXTH STREET DELI AT 7:00PM.
COME EARLY AND ENJOY DINNER WITH US.



2834 HAMNER AVENUE #510
NORCO, CA 92860