

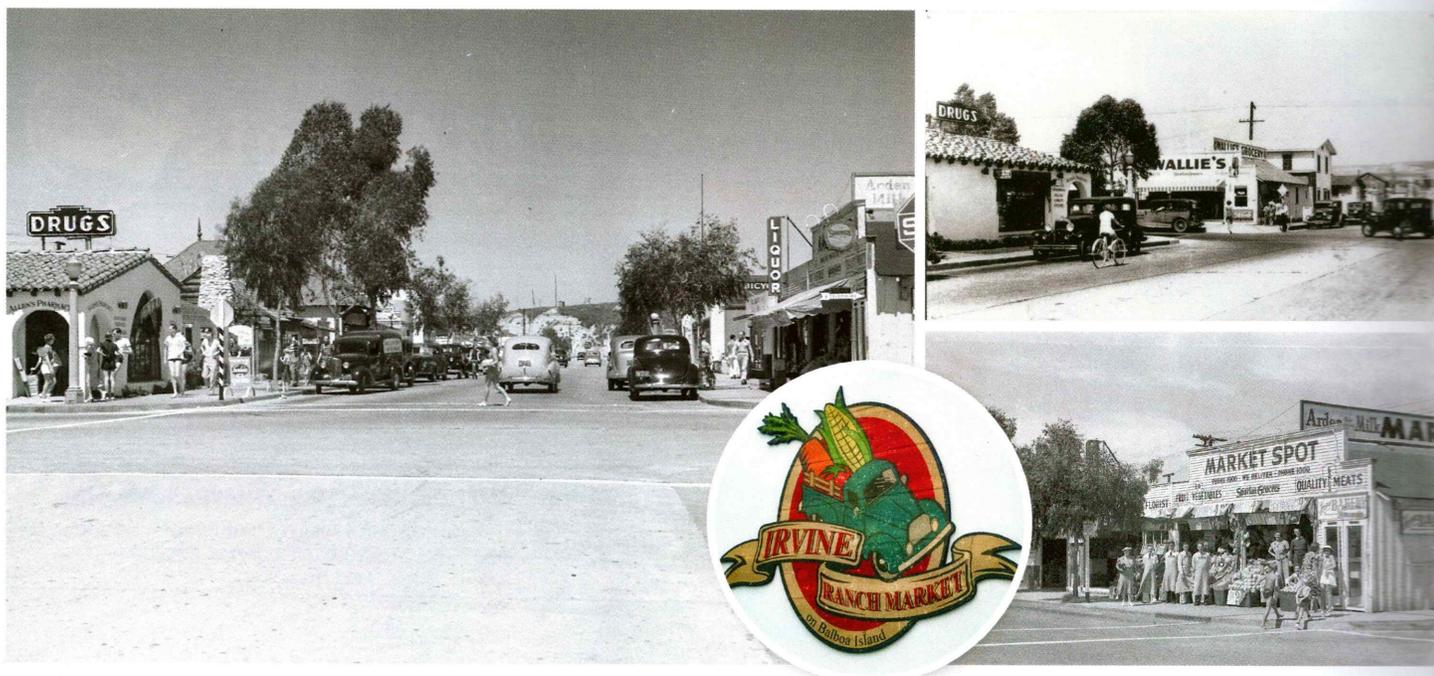
BALBOA ISLAND LIVING

A PRIVATE SOCIAL PUBLICATION EXCLUSIVELY FOR THE RESIDENTS OF BALBOA ISLAND • March 2020



meet the
Earls!

YOUR STORIES • YOUR FAMILIES • YOUR COMMUNITY



Marine Avenue – The Heart of our Community

What is Old is New Again!



history

By Shirley Pepys - President of Balboa Island Museum - Resident Contributor

“Our Main Streets tell us who we are and who we were, and how the past has shaped us. We do not go to bland suburbs or enclosed shopping malls to learn about our past, explore our culture, or discover our identity. Our Main Streets are the places of shared memory where people still come together to live, work and play.” www.preservation.org

Marine Avenue, Balboa Island – our very own Americana Main Street. Long before Fashion Island offered some of the best shopping and dining experiences in all of Orange County, Marine Avenue was the place to go to shop, eat or just hang out. Back in the day, even vacationers and visitors looked forward to strolling up and down the avenue. You could say that Marine Avenue was, and still is, the heart of our community.

Throughout America, Main Streets are reemerging as important elements in their cities. The shops, restaurants and specialty stores on Marine Avenue give people a sense of our historic atmosphere, as well as our continuing

growth. People feel like they belong, and this strong connection to the past and the future cannot be found in a sprawling shopping mall!

The past: Consider the iconic Hershey’s Market – in 1929, Wallie’s Market – on the corner of Marine and Park Avenues. Various changes occurred over the years, and from 1938 to 1978 the Hershey family ran the market, which eventually was called Hershey’s Market. Tony and Mina Hershey, followed by their daughter Ruth, provided friendly services to residents and visitors for many years. Their kindness started the Christmas tradition of setting up and decorating a large Christmas tree on the lot across from the market, where the fire station now stands. Tony thrilled in portraying Santa each year, while Mina and Ruth handed out small stockings that they had lovingly filled with fruits and nuts. This holiday tradition, along with the legacy of the Hershey family, continues today.

The future: How fitting that the corner of Marine and Park is now the

home of the Irvine Ranch Market. Owners Robin Kramer and David Wong look forward to providing Balboa Island and the surrounding communities with the same friendly service that was demonstrated by the Hersheys. Things may look different, but the essential Balboa Island shopping experience and welcoming atmosphere will remain. Welcome to neighborhood, Irvine Ranch Market!

Our Main Street is so special, a combination of the old and the new. The next time you feel like you need a break from the pressures or hassles of life – or just because – take a stroll down Marine Avenue. Meet the people, listen to their stories and feel their sense of local pride. It’s infectious, and your life will be enriched!

Don’t forget to visit the Balboa Island Museum Newport Beach – join the fun and discover more about Marine Avenue and the exciting history of our unique and charming community.