

HOLLYWOOD PARK HERALD

FALL 2016

A quarterly neighborhood newsletter published and distributed by your Hollywood Park Neighborhood Association.

MOVIE NIGHT

&

ice cream social



Saturday, Sept. 10th | 6:00 pm | Hollywood Park Elementary



Join your neighbors for our end of summer social and outdoor movie! As always, the film (and popcorn!) is being provided courtesy of our fabulous City Councilmember Jay Schenirer. This year's feature film will be Disney's *The Jungle Book*. Our signature hot dog meal deals (both meat and soy) will begin at 6PM with free ice cream for dessert. Bring a side dish or a salad and the hot dogs are on us (limit 2)!

This year we'll also have information tables from neighbors and others for everyone to check out. We'll have 'Succulent Propagation Basics with Pearl Skelton,' Harvest Hollywood Park, an expert gardener in the neighborhood to answer any gardening questions and the Sacramento Public Library. These folks will be at the event from 6-730PM, so there is plenty of time to enjoy your meal, chat with your neighbors and learn something new.

Don't forget to bring a blanket or chairs because after the ice cream and hot dogs, at sundown, the film will be projected onto a huge portable movie screen.

If you would like to volunteer for a shift helping out, plan to bring a side dish or salad, or are interested sharing your gardening know how, please contact Christina Maradik-Symkowick at 916.524.2754 or maradik@gmail.com.

When: Saturday, September 10, 6pm-10pm

Where: Hollywood Park Elementary School, 4915 Harte Way

September 21 HPNA General Meeting: Neighborhood Historian, Jason Holt

Come out to the HPNA general meeting at Hollywood Park Elementary School for a special presentation from neighborhood historian Jason Holt, whose fabulous article on the history of Hollywood Park has been re-printed here on page 4 from the 2016 SacMod Mid-Century Modern Home Tour Guidebook. For Hollywood Park long-timers, please bring your own stories and photos to share with all of the recent transplants. Let's keep the history alive! As always, we will begin with our social hour at 6PM to get to know your neighbors. If you would like to contribute a sweet or savory treat, please email HPNA95822@gmail.com or call John Maradik-Symkowick at 267-4597 to let us know.



General Meeting
September 21st

6pm Neighbor Meet & Greet
6:30pm Meeting

Hollywood Park Elementary

4915 Harte Way

Join us for updates on the neighborhood and a presentation on Hollywood Park's history!

Hollywood Park Neighborhood Association Board Updates

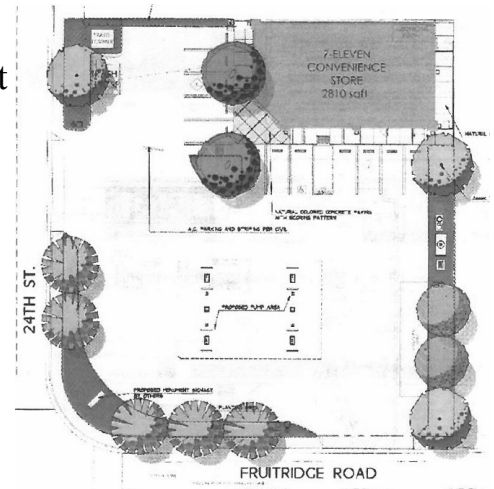
By John Maradik-Symkowick, Board President

Neighborhood Sign

The neighborhood sign project is moving along, albeit more slowly than initially planned. The HPNA continues to work with artist Casey Marshall, City Councilmember Jay Schenirer's office, and the city's planning office to gain the necessary permits to begin installation before the end of 2016.

24th Street and Fruitridge Road 7-Eleven

At its August board meeting, the HPNA board voted to support the proposed 24 hour 7-Eleven gas station at the northeast corner of 24th Street and Fruitridge Road. The new store will be a welcome replacement to the current blighted former tire store that has sat vacant at that corner for several years. The HPNA is additionally recommending changes to make the project more pedestrian and bike friendly.



Layout of proposed 7-11

Proposed Capitol Nursery Raley's

At its September 12th meeting, the HPNA board will discuss the contents of a new comment letter on the draft Environmental Impact Report for the proposed Land Park Commercial Center, the future home of a new Raley's supermarket. Previously, the HPNA board submitted a letter and testimony to the City of Sacramento's Planning Commission requesting that the buildings along Freeport Blvd. and Wentworth Way be re-oriented to face the street to more effectively engage the neighborhood and that the current Raley's sign be moved to the new location. All neighbors are invited to attend the meeting or to email comments to the board at HPNA95822@gmail.com.

Proposed 2017 Newsletter and Membership Fee Changes

In an effort to sustain HPNA activities under increasing financial constraints, at its August meeting, the HPNA board voted to reduce the newsletter from four issues per year to two and to increase the membership fees by a to-be-determined amount. If revenue is available, additional newsletters would be delivered. The changes would be effective for 2017. Potential member fee levels are scheduled to be discussed at the September 12th board meeting.

Board Member Elections to be Held in December

If you're interested in running for the HPNA board, please email HPNA95822@gmail.com. If you would like to place a candidate statement in the December newsletter please submit no more than 100 words by November 5th.

We Need *You!*

The HPNA is powered by members and donations. Please join, renew, or donate today!
See the back page for more information.

The Annual Hollywood Park Mega Yard Sale!

*Saturday
October 1
8:00am*

Sign up to participate and
get your house on the map!

Send an e-mail with your address to:
HPNA95822@gmail.com

Neighborhood Improvement Committee Update

We thank everyone for taking good care of their trees this year, especially the young ones. When we cut back on watering our lawns last year due to the drought, some people didn't realize their trees still needed to be watered. Remember to water at the drip line, not at the trunk. The drip line is the outer most edge of the tree canopy.

Autumn is the best time of year to plant shade trees and you can get them free from SMUD. The easiest way to get them is to contact Sacramento Tree Foundation: sactree.com or (916)924-8733. Many of our neighbors are choosing to eliminate their lawns and plant water wise landscape plants, which hopefully include some shade trees. Once established, there are many beautiful shade trees that can enhance your new landscape, keep your home cooler and increase the value of your home.

The Neighborhood Improvement Committee welcomes new members anytime and we invite everyone to join us for breakfast meetings on Saturday mornings at the Aviator Restaurant. Our next meeting will be in September or October.

If you are interested, please call or email:

Pat Pederson, 456-6311, patsemail@comcast.net or Irene Wilson, 455-1253, iwilson5@netzero.com

HPNA Board

Officers

President:

John Maradik-Symkowitz

Vice President:

Dylan Seidner

Secretary:

Chantel Elder

Treasurer:

Ross Levine

Directors

Karla Fung

Hilary Moise

Eric Negendank

Sarah Singleton

Victor Vasquez

Questions, Comments, Requests?

Contact Us:

hpna95822@gmail.com

A Brief History of Hollywood Park

By Hollywood Park's very own Jason Holt
Article reprinted from the June 18th Sacramento
Mid-Century Modern Home Tour guide.

Sacramento's Hollywood Park neighborhood is framed on the north by Sutterville Road, on the south by Fruitridge Road, on the east by 24th Street, and the west by Freeport Boulevard. Plot maps of the area reveal that developers, clearly recognizing its profit potential as the city of Sacramento rapidly expanded southward, had already gobbled up most of the land and divided it into parcels by at least the early 1900s.

Large-scale construction on the land did not begin until the late 1930s. One of the major builders in this initial phase was Parsons and Jacobs, who advertised that they had searched the west for the most popular designs and reproduced them in Hollywood Park. No two homes, they claimed, were the same. A wide variety of home styles can indeed be seen along the streets developed by the contractor, from traditional and simple to modern and whimsical.

After the end of World War II, a massive demand for housing was created by thousands of returning soldiers armed with G.I. benefits and eager to start a family. Rushing to meet this demand was Sierra Builders, owned by John Fernandez, who constructed 128 new homes in the late 1940s. Fernandez called his development "Hollywood Park View."

Unlike the earlier homes designed by Parsons and Jacobs, Hollywood Park View was not built with variety in mind. Instead, most of this ranch-style tract housing was nearly identical and intended to be constructed in an efficient, cost-effective manner. Fernandez aggressively targeted veterans in his marketing campaigns. The advertising for his homes touted affordability and features considered luxuries at the time, such as dishwashers and wall-type furnaces.

Families moved to Hollywood Park in droves in the early 1950s, some before their driveway had even been poured. With the exception of a few wealthy residents, such as beauty school owner James Federico, most of the population was decidedly middle class. The homes on Shielah Way, for example, were occupied by a teacher, two restaurant owners, a dentist, a sales manager at Kraft Foods, and a telephone operator, among others. Meanwhile, on Stacia Way, actor Sam Elliott spent his early years in a home owned by his physical training instructor mother and a father who worked for the Department of the Interior.

Hollywood Park was the epitome of an all-American post-war neighborhood. Lemonade stands were commonplace. Kids played outside until dark, when their mothers called them home from the porch. Men discussed current events and told war stories over the

Continued...



Homes Open Sunday
(AND THROUGH THE WEEK)
LIVE IN BEAUTIFUL
Hollywood Park

5-Room Homes From \$4,888	6-Room Homes From \$5,750
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NO CITY TAXES!
10% Down — F. H. A. Terms

HOLLYWOOD PARK is a community of lovely homes, no two alike, with ample lawn space, every modern convenience and all advantages for real living.

You'll like **HOLLYWOOD PARK** the minute you drive into its wide streets lined with beautiful lawns, shrubs and flowers. It is located only $\frac{3}{4}$ of a mile beyond Junior College on Freeport Blvd.

BUY DIRECT FROM
PARSONS & JACOBS
OWNERS AND BUILDERS,
Office on Tract Phone Comstock 1138



Matt Bistis, CRS, SRES
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Sacramento CA 95816
MBistis@GoLyon.com



(916) 798-0822 Cell
(916) 239-2860 Fax

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www.GoLyon.com

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Sacramento, CA 95822
916.456.1614



www.tworiverscider.com
tworiverscider@gmail.com



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BRE #01471219



Cell: (916) 833-6266
Bus: (916) 451-6702 x269
Fax: (916) 451-2754



4305 Freeport Blvd.
Sacramento, CA 95822
acarrillo@cookrealty.net
Website: www.anthonycarrillo.ismyreagent.com

A Brief History of Hollywood Park



(continued from previous page)

hedge. Doors were left unlocked at night without fear of theft or vandalism.

Many streets had their own traditions, events, and social activities. On Haldis Way, for example, barbeques and cocktail parties were commonplace, and some of the parents belonged to a local square dancing club. On Shielah Way, about a dozen families participated in the annual Easter egg hunt. Throughout Hollywood Park, most homes were decorated for Christmas, and neighbors gathered to celebrate the 4th of July together.

Local businesses were an integral part of the fabric and culture of the neighborhood. Ott's Ice Cream, which was located at the corner of Freeport and Irvin, gave free ice cream cones to students who earned at least three A's on their report card. Hollywood Park resident E.P. Lawrence's Variety Store, located nearby, held yo-yo contests and hula hoop competitions for neighborhood children.

In 1959 Lawrence opened the 18,000 square foot Lawrence's Department Store, further north on Freeport, in the brand new Hollywood Plaza Shopping Center. Lawrence's sold high-end clothing, housewares, toys, and other goods, and became the shopping destination for local residents and those from the surrounding suburbs.

By the late 1960s, new construction in the area was complete and development had moved southwest to South Land Park, Greenhaven, and the Pocket. Over the next two and a half decades, Hollywood Park saw a bit of decline as some moved to the new suburbs and many original residents who remained were now too old to maintain their properties.

Throughout the late '90s and early 2000s, Hollywood Park experienced a renaissance of sorts as many homes were remodeled or restored, and young families were once again attracted to the area not only by the affordability and location, but the tradition of community as well. This new generation has started several of their own traditions, including a popular 4th of July parade, and an annual community garage sale that attracts hundreds.



In 2010, Hollywood Park was voted "Best Neighborhood" by the Sacramento News and Review. Home values in the area are swiftly recovering from the recent recession, and new listings have been known to sell after just a few days on the market. Hollywood Park is as popular as ever – because as much as the region around it has grown and evolved, Hollywood Park has always stayed the same. Just the way the people like it.



Neighborhood Calendar

Movie Night & Ice Cream Social

Saturday, September 10

6:00pm - Hot Dogs & Ice Cream Social

Dusk - Disney's *The Jungle Book*

Hollywood Park Elementary School

Join us for food, friends, and fun at our annual Ice Cream Social and Movie Night! See article on the front page for more details!

HPNA General Meeting

Wednesday, September 21

6:00pm - Neighbor Meet & Greet

6:30pm - Meeting

Hollywood Park Elementary School
Come out and Meet your Neighbors and discuss all things Hollywood Park! We will have a presentation on the history of Hollywood Park. Please join us!

Neighborhood Cleanup

Saturday, September 24

9:30am

Location TBD

Join us in spending some time cleaning up our neighborhood! Check the website (hollywoodpark95822.org) for the location! All equipment will be provided!

Regular Events

HPNA Board Meetings

Second Monday of every month

7:00pm

Centennial United Methodist Church,
Fireside Room

5401 Freeport Blvd

Want your event listed here? Contact us at
hpna95822@gmail.com!

Have an idea for a newsletter article?
E-mail us at hpna95822@gmail.com!
Deadline for the next issue is 11/5

Hollywood Park Elementary

School Update

Welcome Back to School Hollywood Park! I hope our friends and neighbors had a relaxing fun-filled summer. School begins September 1st at 9:00 AM. Our new school hours are 9:00-3:12 Monday, Tuesday, Wednesday, and Friday. We have an early release day on Thursdays and students will be out at 2:12. We are excited to be working with CSUS again this year as our Social Emotional Learning partnership continues. With class size reduction, our primary grades are now capped at 24:1. This is all good news for our little ones! Our teachers will be GATE certified by the end of this year. This is also exciting news because we will be able to differentiate instruction for all of our learners.

Follow us on our "Hollywood Park PTO FACEBOOK" page for up to date events or check out our website at hollywoodpark.scusd.edu!

Looking forward to the new school year!

Principal Luke

Hollywood Park...your neighborhood school!

Thank You to All Our 4th of July Parade Volunteers!

A special thanks goes out to Jannelle Ratigan and Patty Turner who took over coordinating Hollywood Park's annual 4th of July parade. Jannelle and Patty put on a smashingly successful parade and have even agreed to do it again next year! Thanks also goes out to Debbie Stanfill, Sue Clark, Sachi Louie, Jo Matranga, Bev Richardson, Tim Weisbeck, Fred Teron, Karla Fung, John Reiger, Debra Reiger, Dennis Wright, Wally Clark, Bill Dishman, Mike Tatro and family, Bob Taylor, Scott Jackson, Paul Morin, Kathy Spitzer, Nancy Wilcox, Julie DiLoreto, Kevin DiLoreto, Kay Howard, Pat Pederson, Cindi Jones, Jack Chew, Greg Brown, Laurie Dishman, Raley's, Ellynrose Sheehan, Eric Negendank, Victor Vasquez, and Sherie Bagshaw. And thanks to anyone we missed and all who came and participated!

W
P
I

Bus. (916) 452-5733
Cell (916) 765-2456

Weisbeck Properties, Inc.
Realtor of the year 2013



Tim A. Weisbeck
Broker/ President

ID: 00702078
Email: wpi79@comcast.net



5303 FREEPORT BLVD. • SACRAMENTO, CA 95822
COUPON — 20% OFF - with this ad --- COUPON

HOLLYWOOD PARK DAYCARE

JillMarie Milholm
(916) 698-7460

Lic# SAC62518



Businesss Committee Volunteers Needed!

Are you a business owner, marketer, promoter or just looking to network with other commercial businesses around Hollywood Park? HPNA needs your help! We're seeking a volunteer with an outgoing personality for the Business Committee to:

- Seek out new business members, keep tabs on new or changing businesses, and maintain HPNA's business member records
- Write short articles and spotlights of business members for the HPNA newsletter, website, and social media
- Improve our business member webpage and integrate members into HPNA events and social media
- Sell advertising space for the HPNA newsletter
- Attend monthly board meetings and general membership meetings to provide updates

The goal of the Business Committee is to bring together the merchants and residents of Hollywood Park to encourage local shopping and encourage merchant participation in neighborhood matters.

If you think you can help further this goal, please email hpna95822@gmail.com

Mon-Sat
10-6

USED RARE NEW

J. CRAWFORD'S BOOKS

5301 Freeport Blvd, ste 200
916-731-8001
jcrawfordbooks.com
jcrawfordbks@comcast.net
www.facebook.com/JCrawfordsBooks

HPNA BUSINESS MEMBERS DIRECTORY

Stores

- Capitol City Glass & Mirror, 4080 Attawa, 451-2818
- J. Crawford's Books, 5301 Freeport, 731-8001
- Eleakis & Elder Photography, 4625 Freeport Blvd., 541-4892
- Grips Fast Golf, 4819 Freeport, 457-5532
- Hollywood Hardware, 5303 Freeport, 455-6488
- I B Custom, 2140 Sutterville, 456-0466
- The Jointed Cue & Billiards, 2375 Fruitridge, 456-3243
- Kings Auto Service, 4643 Freeport, 456-7886
- Kline Music, 2200 Sutterville, 456-8742
- Land Park Ski & Sports, 4207 Freeport, 451-2800
- Panama Pottery, 4421 24th Street, 452-7181
- Phono Select Records, 4370 unit O 24th Street, 849-3647
- Pocket Club, 5043 Freeport Blvd, 457-6416
- Spencer's Frameworks, 5101 Freeport, 456-0282
- Sutterville Bicycle Company, 2365 Sutterville Bypass Rd., 737-7537
- Swiss Buda, 2342 Fruitridge Rd., 421-6947
- Two Rivers Cider Co., 4311 Attawa Ave., 456-1614
- Yoshimura Auto Service, 4971 Freeport, 454-5082

Services

- Angel Pet Care, 216-0223
- Anthony Carrillo, Realtor, 451-6702 x269
- EcoTech Pest Management, 706-2242
- Hollywood Park Daycare, 698-7460
- Life on Holiday (Shaklee), 456-6770
- Matt Bistis, Realtor, 798-0822
- Shakeology, pearleneutley@gmail.com
- Weisbeck Properties Inc., (Tim Weisbeck) 452-5733

Other Members

- Centennial Methodist Church, 5401 Freeport Blvd., 452-4477

Panama Pottery Retail Sales

Panama Pottery Sacramento
4421 24th Street
Sacramento, CA 95822

Phone 916-452-7181
info@panamapotterysacramento.com



Centennial United Methodist Church



Join Us For Our Annual
Tongan Luau
Saturday, September 24, 5:00 p.m.
\$10.00 Per Person

5401 Freeport Boulevard, Sacramento
www.centennialumc.com 916-452-4477

Melvin Ah Yun
421-6947

2342 Fruitridge Rd.
Sacramento
Ca 95822



Cocktails

Food

Neighbors Celebrated “National Night Out” in August

By Karla Fung

This year’s National Night Out in Hollywood Park was a huge hit. We had multiple stops throughout the neighborhood including a Safety Stop at Hollywood Park Elementary with Sutterville Bicycle Company. The Safety Stop featured a Fix a Flat Tire Workshop and home safety materials like LED light bulbs and “slow down” signs for neighbors to display. There was a lot of action on 22nd Avenue this year featuring a Hootenanny, “Nachos with Neighbors” and even beehive construction. Larson Way’s famous root beer floats were flowing making it a popular stop. There numerous first time hosts this year too which made it extra special. Many many many thanks to everyone who hosted and for the neighbors who came out. Let’s do it again next year!

Thanks to everyone who hosted neighbors for National Night Out! Here are just some of our amazing neighbors who hosted this year:

Jo Matranga / Bev Richardson / Salvator Way
Chantel Elder / Greg Wellman / Hooke Way
Erin & Danny Reynoso / 22nd Ave
Matthew & Meredith Holkeboer / 22nd Ave
Kathy Spitzer / Jon & Erin Sevier / Larson Way
Diane Cody / Staggs Way
Greg and Ann Elmasian / 23rd Street
JoAnne & Felipe Craig-Ferraz / Shielah Way
Kelly Twibbell Sanchez / Meer Way
Claire Bromund / 22nd Ave
Principal Luke & Hollywood Park Elementary
Jeff Dzurinko & Sutterville Bicycle Company



Photo Credits: Erin Reynoso, Danny Reynoso, Greg Brown, Chantel Elder

Hollywood Park Neighborhood Association Membership Form

Join us in making good things happen in our community.

Fill out the form below and bring it to a meeting, drop in the mail or visit hollywoodpark95822.org to join online.

Make checks payable to HPNA and mail to PO Box 22278, Sacramento CA 95822

Dues are \$10 per household per calendar year (January to December).

Please feel free to donate an additional amount on top of your membership fee--we can always use the help!

Name(s) _____ Phone _____

Address _____ Email _____

Membership is open to any person or family residing or owning a house or business within the boundaries of Hollywood Park Neighborhood Association. Members are entitled to vote at HPNA meetings to elect our board members, become HPNA officers and serve on HPNA committees.

HPNA is a 501c4 nonprofit association.