

HOLLYWOOD PARK HERALD

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



Join Your Neighbors for the Annual Hollywood Park 4th of July Parade!

By Jannelle Rattigan

Come meet your neighbors and enjoy refreshments in front of Leonardo da Vinci School (4701 Joaquin Way) at 9:00 a.m. The parade leaves at 9:30 a.m.

Everyone is welcome to walk in the parade. Bring your kids, your friends, and your four-legged buddies. Decorate your bike, trike, unicycle, wagon, or stroller. Wear your favorite red, white & blue clothes or come dressed in Uncle Sam regalia. Proudly wave your flag. Bring noise makers, kazoos, drums, or other musical instruments to let your neighbors know we're having a great time in Hollywood Park!

Want to show your patriotism from the sidelines? Not a problem! Line the parade route from your favorite spot in your front yard and cheer your neighbors as they parade by.

If you have a vintage car that you'd like to showcase in the parade, we'd love to include it. Please contact the parade coordinators ASAP (see back page) so we can arrange your place in the parade lineup.

Volunteers are needed!
See the last page of this newsletter for information on how to help!

Next General Meeting
Wednesday, June 21st
Hollywood Park
Elementary School
6:00 pm - 8:00 pm

Hollywood Park Sign is Finally Here!

Please join HPNA, Councilmember Jay Schenirer, Supervisor Patrick Kennedy and artist, Casey Marshall, for the ribbon-cutting ceremony for our long-awaited neighborhood sign.

Friday, June 9 @ 5 PM, corner of Freeport Blvd. and Stacia Way

Letter from the HPNA President, Dylan Seidner

Happy early summer! After a rainy spring, the weather has warmed up as the days get longer. This is the best time to be outdoors and the time of year when we hold the most HPNA events. If you've never been to one, I'd like to invite you to stop by, even if only for a few minutes. If you make the effort to introduce yourself as a first time attendee, you're bound to receive a friendly welcome.

I would specifically like to invite you to attend one of our monthly board meetings. HPNA always

benefits from direct involvement and we serve the needs of the neighborhood better when we hear from residents in person. Our monthly meetings may lack the glamor of our quarterly events, but they serve as a great way to see how the board operates. You'll hear City of Sacramento updates, be able to provide your input, and help problem solve in boards discussions. If you find this newsletter informative or enjoy any of our events, I encourage you to purchase a HPNA membership or consider making a donation. We aim to keep mem-

bership dues affordable to ensure operating costs are covered and events remain fun and informative. We have no paid staff, HPNA is a 100% volunteer effort. Have fun outdoors this summer, and I look forward to your involvement.

Your neighbor,
Dylan

P.S. You can reach out to me anytime by e-mail at president@hollywoodpark95822.org

Neighborhood Improvement Committee: Upcoming Plant Exchange/Sale

By Irene Wilson



At our meeting in March we decided to have a "small plants" exchange/sale at the General Meeting on June 21. Gardeners, this is your chance to pot up some extra plants and bring them to share at the meeting.

We also want to thank the neighbors who had the mistletoe pruned out of their Modesto ash trees this winter.

It does help to keep the trees healthy and provide the much appreciated shade on our streets and sidewalks.

If you want to join our committee, contact Irene:
iwilson5@netzero.com or 455-1253

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Sacramento, CA 95822



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Sunday Worship Services:
10:30 a.m. English
1:00 p.m. Fijian

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Sacramento, California 95822

Tuesday - Saturday 11-7 PM
Sunday 12-6 PM
Appointments Available



Business Member Directory

Hollywood Park Neighborhood Association

STORES

Capitol City Glass & Mirror
4080 Attawa Ave. | (916) 451-2818

J. Crawford's Books
5301 Freeport Blvd. | (916) 731-8001

Eleakis & Elder Photography
4625 Freeport Blvd. | (916) 541-4892

Fountainhead Brewing Co.
4621 24th St. | (916) 228-4610

Grips Fast Golf
4819 Freeport Blvd. | (916) 457-5532

Hollywood Hardware
5303 Freeport Blvd. | (916) 455-6488

I B Custom
2140 Sutterville Rd. | (916) 456-0466

The Jointed Cue & Billiards
2375 Fruitridge Rd. | (916) 456-3243

Kings Auto Service
4643 Freeport Blvd. | (916) 456-7886

Kline Music
2200 Sutterville Rd. | (916) 456-8742

Land Park Ski & Sports
4207 Freeport Blvd. | (916) 451-2800

Panama Pottery
4421 24th St. | (916) 452-7181

Phono Select Records
2475 Fruitridge Rd. | (916) 849-3647

Pocket Club
5043 Freeport Blvd. | (916) 457-6416

Spencer's Frameworks
5101 Freeport Blvd. | (916) 456-0282

Sutterville Bicycle Company
2365 Sutterville Bypass Rd.

(916) 737-7537

Swiss Buda
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Two Rivers Cider Co.
4311 Attawa Ave. | (916) 456-1614

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4971 Freeport Blvd. | (916) 454-5082

SERVICES

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(916) 216-0223

Astro Security Monitoring
4799 24th St. | (916) 452-7876

EcoTech Pest Management
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Matt Bistis, Realtor
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Shakeology
pearleneutley@gmail.com

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Wade Tambara, D.M.D.
(916) 451-8421

Weisbeck Properties Inc.
(Tim Weisbeck)
(916) 452-5733

OTHER MEMBERS

Centennial Methodist Church
5401 Freeport Blvd. | (916) 452-4477

First Chinese Baptist Church
4470 Custis Ave.

General Meeting Agenda

Wednesday, June 21st
Hollywood Park Elementary School

6:00 pm

Social & Snack - Bring a snack to share with neighbors!

6:20 pm

Opening and Updates from HPNA Board Members

6:30 pm - 8:00 pm

Sacramento City Councilmember Jay Schenirer - District 5 News

Commercial Marijuana Cultivation - Presentation and Q&A with 24th St. project representatives

Sacramento Police Department Updates and Q&A (pending at time of publication)



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Dylan Seidner

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Secretary:
Hilary Moise

Treasurer:
Ross Levine

There are currently two vacant board positions.

Questions,
Comments, Requests?
Contact Us:
hpna95822@gmail.com

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HOLLYWOOD PARK DAYCARE

JillMarie Milholm
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The Florence Way Project: Discovering Hollywood Park History

The Dream House on Irvin Way

By Jason Holt



Frank and Stella are living in someone else's dream. Whether they're out doing yard work or on an evening stroll around the neighborhood, strangers often remind them. Heck, a few visitors have even knocked on their door to tell them their surroundings are not what they seem.

Not to worry, though. The couple isn't crazy, or hallucinating, and this isn't the plot of some Keanu Reeves sci-fi flick. Frank and Stella are quite normal and enjoy meeting their neighbors. You see, it's their house that came from an alternate universe in a Hollywood script.

The home, at the corner of Irvin and Helen way, is just that today—a home. But it was originally conceived and built as part of an innovative nationwide publicity campaign for the 1948 comedy “Mr. Blandings Builds His Dream House”, starring Cary Grant and Myrna Loy.

In the film, Advertising Executive George Blandings (Grant) yearns to escape with his family from the literal and spiritual confines

of a cramped Manhattan apartment to a dilapidated fixer-upper in the Connecticut countryside. When the existing home cannot be salvaged, Blandings and his wife Muriel (Loy), decide to build a new house and take a little too much control over the design process—resulting in hilarious chaos.

The story of the Blandings' pursuit of the “American Dream” came during an era of post-war prosperity in America, when millions of ex-GIs and their young families were leaving crowded cities for sparkling new suburbs like Hollywood Park. Americans weren't just looking for a change of scenery during this time, their taste in movies was changing as well. According to film historian James Harvey in a 2007 Toledo Blade article, the gloomy “film noir” style popular during the war had now given way to lighter fare; Reflecting national optimism and a desire to return to normalcy.

With a script to appease the prevailing trends and an A-list cast,

RKO Pictures President David O. Selznick and his Director of Publicity, Paul MacNamara, cooked up a unique way to promote their future blockbuster: According to Christopher Borrelli in the Blade article, their goal was to build exact replicas of the Blandings' dream house in the top 100 movie markets (in the end, 73 were actually built) across the country. Blueprints were drawn-up and sent to developers in each city. There was one major problem with those blueprints. They were plans for the movie set and only depicted what was shown on-screen. There was no stairwell to the second floor windows and closets were omitted, and some rooms were missing entirely. Local developers had to use creative license to fill in the blanks. In Sacramento, that job went to McMahon & Ford, one of a handful of developers capitalizing on the post-war housing boom—who were building shotgun tracts of houses in the new Hollywood Park development and elsewhere in the rapidly-expanding south

SACRAMENTO'S "Blandings Dream House"

THIRTY THOUSAND ONE HUNDRED AND FORTY-EIGHT PEOPLE HAVE NOW VISITED THIS OUTSTANDING 6-ROOM HOME LOCATED IN HOLLYWOOD PARK UNIT 2. FURNISHED BY BREUNER'S. LANDSCAPED, DESIGNED IN THE EARLY AMERICAN COLONIAL STYLE.

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OPEN SOON



Mr. and Mrs. Blandings, whom you know on the screen as Cary Grant and Myrna Loy*, will invite you soon to inspect the realization of all their home-building dreams ... and yours ...

**SACRAMENTO'S
BLANDING'S DREAM HOUSE**
in
HOLLYWOOD PARK
UNIT No. 2

area. In the advertisements for their homes, McMahon & Ford aggressively solicited ex-GIs with housing benefits.

They did not forget their target demographic when planning Sacramento's version of the Dream House. In a stroke of marketing genius, McMahon & Ford clearly recognized an opportunity to promote their own product in addition to the film. Instead of attempting to duplicate the two-story behemoth depicted in the movie, they worked with architects Barovetto and Thomas—later known for their work on the Sacramento Community Center, American River College, and the UC Davis Medical Center—to come up with a design heavily inspired by Blandings' colonial-style digs, yet built on the sensible scale of homes under construction en masse in the area. This interpretation sent a strong message to potential buyers: Live your own dream – right here in Hollywood Park! While the house would not be an exact replica of the original, it would still closely approximate the look and feel of its namesake. The exterior was to feature a high-pitched roof, prominent chimney, and black storm shutters. The interior would include hardwood beams and flooring, a replica of the Blandings' signature fireplace, and a smaller version of the wall clock seen in their living room, among other elements. Even today, with the current owner's modern furniture in place, the living and dining rooms are still incredibly familiar to those who have seen the film. By the time the 1800 square foot, 6 room Sacramento Dream House was complete, nineteen local firms had participated in its development and construction. Breuner's furnished the interi-

or with classic, provincial-style furniture, while the kitchen was fully-equipped with the latest appliances by General Electric. The flawlessly manicured yards were landscaped by Capital Nursery, and a brand new 1949 Ford sat in the driveway—courtesy of Ellsworth Harrold Company (known today as Harrold Ford).

When it was opened to the public at noon on July 31st, 1948, visitors flocked to the Dream House in droves. Over 6,500 passed through its doors during the first week alone, and by the time it closed a month later, over 30,000 people had come to see the home that Blandings built. A rumor has long persisted that Grant and Loy themselves made an appearance at one point, but no official account has been found to corroborate this claim.

About two weeks into the grand opening, MacBride Realty listed the home for sale at the hefty price of \$25,000—more than 3 times the average cost of most homes in Hollywood Park at the time. Though the identity of the first, deep-pocketed owner of the home is unclear, records seem to indicate that the Montgomery Ward department store chain purchased the home for use as corporate housing. According to the city directory, the first two consecutive occupants of the home were General Managers at the store at 9th & K street. Both moved out within a year or so. The home has only seen a handful of owners since then. One of the earliest was Dr. Virgil E. Comstock, who was a flight instructor and B-17 pilot during World War II. The longest tenured and most prominent owners were John A. "Smilin' Jack" and Alberta Stassi, who owned the home from 1963 until his death in 2006. Mr. Stassi was a decorated war hero, highly

CONTINUED ON NEXT PAGE

"Dream House" (cont'd)

successful insurance man, active in local and state politics, and one-time Chairman of the Miss Sacramento beauty pageant. The Stassi's were also tireless advocates for the mentally disabled. When Frank and Stella moved in in 2014, they found the home in excellent condition. While there are always minor repairs to be done on older homes, they have yet to encounter any serious issues with this one. In fact, Frank says, they have found it to be more reliable than the newer homes they have owned. The Dream House was very well built. Some of the owners have contributed their own improvements to the home over the years—adding almost 700 square feet to the original layout. Several years ago a real estate office was built onto the back, which is now split into two separate rooms. A wall was erected beyond that, as there was originally no fence on the property. For their part, Frank and Stella have restored the garage, widened the driveway, and added a gate. They plan to do further remodeling and restoration in the future. After all, it's not just Blandings' Dream House, it's their dream house too.

Jason welcomes your stories, tips, and questions about "The good ol' days" in our neighborhood.

Please email him at:
hphistoryguy@gmail.com



Hollywood Park Neighborhood Association

HPNA Summer Calendar

Friday, June 9 | 5:00 pm
Hollywood Park Sign Ribbon Cutting
Location: At the sign! (Freeport Blvd., Stacia Way and Shielah Way)

Monday, June 12 | 7:00 pm
HPNA Board Meeting
Location: Centennial United Methodist Church, 5401 Freeport Blvd.

Wednesday, June 21 | 6:00 pm
HPNA General Meeting
Location: Hollywood Park Elementary School

Saturday, June 24 | 9:00 am
Neighborhood Clean-up
Location: TBA

Tuesday, July 4 | 9:30 am
Annual Hollywood Park 4th of July Parade
Location: See map on last page

Monday, July 10 | 7:00 pm
Monthly Board Meeting
Location: Centennial United Methodist Church, 5401 Freeport Blvd.

Tuesday, August 1 | 6:00 pm-10:00 pm
National Night Out
Location: Map will be distributed

Friday, August 14 | 7:00 pm
Monthly Board Meeting
Location: Centennial United Methodist Church, 5401 Freeport Blvd.

advertisement

National Night Out

Tuesday, August 1: Hosts Wanted

National Night Out is a nationwide community-building event that encourages people to get out and meet their neighbors and safety officers. HPNA is looking for households that would like to host something in their front yard for people walking around that evening.

In the past neighbors have provided snacks and drinks and even live music – anything goes! HPNA will create a map of all the goings-on in the neighborhood on National Night Out.

For more information or to volunteer, please contact us at hpnag95822@gmail.com



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Notes from Principal of Hollywood Park Elementary School: Tenley Luke

Happy Spring, Neighbors! We are so excited to share the news of our new garden project with the HP community. Coming this Fall, Healthy Planet non-profit organization will help our school break ground on a beautiful new garden. They will subsidize 75% of the project and our school will fundraise the remainder. You can help out by donating to our lovely neighborhood school. All are welcome at our ribbon cutting event after the project is complete.

We still have room in Kindergarten!

Come register at our front office or the Enrollment Center if you are looking for a fabulous neighborhood school. Our campus is closed from June 16th until late August. School resumes on August 31st. 4thR will be in session during summer. Please check with their program if you need summer care. Our 24 hour hotline for site emergencies or to report suspicious activity is 643-7444. Please watch out for our little gem while we're gone! Much appreciation from Hollywood Park Elementary School...your neighborhood school. –Principal Luke

Sacramento County Board of Supervisors Approves Comprehensive Homelessness Reduction Initiatives

By Sacramento County Supervisor Patrick Kennedy



Homelessness is an issue plaguing virtually every community in Sacramento County; including right here in Hollywood Park. To address this comprehensively, the Sacramento County Board of Supervisors unanimously approved four initiatives to reduce homelessness with the intent to:

1. Improve the family homelessness sheltering system;

2. Support the strategic use of transitional housing;
3. Establish a low-barrier Full Service Rehousing Shelter; and;
4. Implement a new supportive Rehousing program that will employ intensive case management and Rehousing supports in conjunction with dedicated Public Housing Authority housing resources.

County Initiative #1 will redesign the Family Homelessness Response and Shelter System to require family shelters to prioritize unsheltered families, make entry easier for families, mandate acceptance of families for housing services, and exit most families to permanent housing within 45 days. The proposed system would simplify access to shelter entry and maximize bed utilization.

County Initiative #2 will preserve the already successful Mather Community Campus (MCC) Residential and Employment Program on the former Mather Air Force Base campus. The County will provide funding to continue transitional housing and employment training and placement programs at MCC for 183 single adults experiencing homelessness when federal funding is discontinued on September 30, 2017.

County Initiative #3, a Full Service Rehousing Shelter, will serve those with the highest barriers to traditional services and shelter. Under this plan, the County will fund a local provider to open a 24-hour, low-barrier Full Service Rehousing Shelter designed to shelter and rapidly re-house persons who are difficult to serve in traditional shelters or services. Stable exit will be the primary objective of comprehensive on-site case management, including mental health services and drug and alcohol dependency programs.

County Initiative #4, the Flexible Supportive Rehousing Program, will employ an approach to target "frequent utilizers" of county services, traditionally the highest cost recipients of services, and the most difficult to serve. The Program would provide a highly flexible solution, employing proactive engagement, "whatever it takes services", and ongoing housing subsidies to engage and stably re-house this target population. Without the stability of housing, these individuals will likely never receive the services they need and remain homeless indefinitely.

The report approved by the Board provided a road map to reducing homelessness, including milestones and time frames. Further discussions will take place during the Board's budget discussions in June.

I commend my Board colleagues, County staff, and numerous community based organizations for taking on this comprehensive approach to tackling the sad state of homelessness in Sacramento County, where lives are literally at stake. Moving forward I expect to see assurances that this large public investment is working. Bottom line is that we cannot keep doing business as usual.

Harvest Hollywood Park Winter 2016 Update

By Christina Maradik-Symkowitz

A huge THANK YOU to the over 130 volunteers, Centennial United Methodist Church, Harvest Hollywood Park, Land Park Community Association, the staff and volunteers at Soil Born Farms for the very successful Harvest Hollywood Park event - of the 5,800 pounds harvested, just about 5,000lbs of fresh citrus went to Sacramento Food Bank & Family Services with the remaining 800lbs being enjoyed by the community. Fantastic!!

If you missed the annual Harvest Hollywood Park event

and wish you didn't, don't worry, there will be another one in Winter 2018. Until then, you can volunteer your fruit tree for harvesting and Harvest Hollywood Park will harvest the tree, set aside some for you to keep, distribute the bounty to the rest of the neighborhood and donate anything left over to area food banks.

Volunteer opportunities are available for fruit pickers of all ages. So if you want to get your hands a little dirty and make new friends in the neighborhood please contact us:


harvesthollywoodpark@gmail.com or (916) 524-2754

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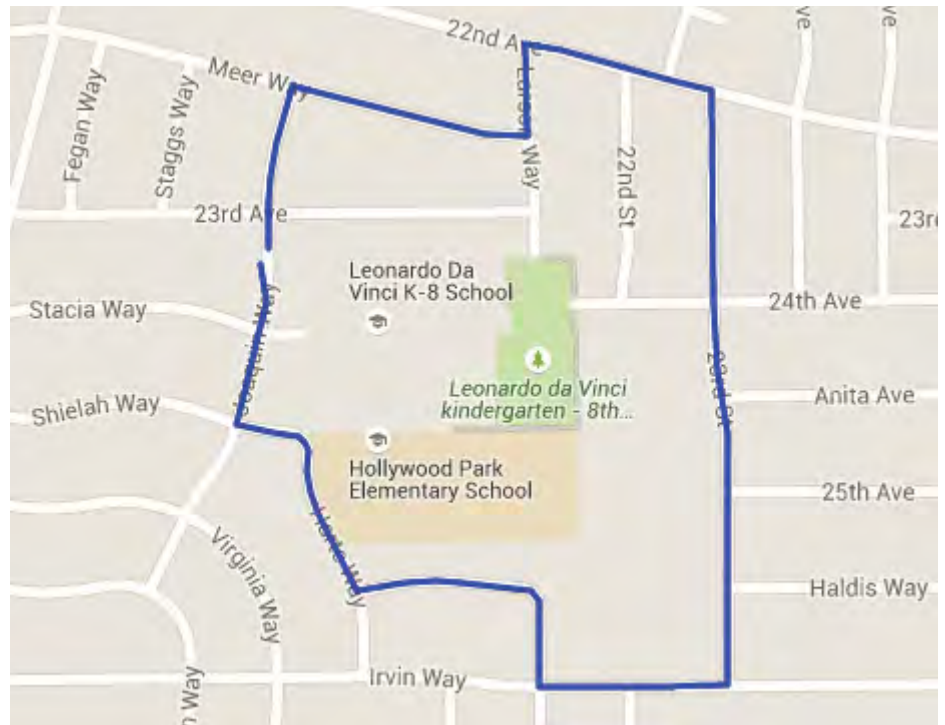
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Fax (916) 451-9608
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capitalcityg@comcast.net

Help Us Get the Neighborhood Ready for the Annual Fourth of July Parade!

The time to plan Hollywood Park's annual Fourth of July Parade is here! Volunteers are a must to make this the best parade yet. We will need neighbors to help with being parade marshals, bringing donations of homemade treats and other refreshments, and to help with setup and cleanup. Also, if you have a creative talent or ideas to increase the neighborhoods patriotic spirit, we'd love your help!



- Start at da Vinci School, south on Joaquin
- Left on Shielah Way to Harte Way,
- Left on Hollywood Way
- Left on Irvin, left on 23rd St.
- Left on 22nd Ave
- Left on Larson Way
- Right on Meer Way
- Left on Joaquin Way, and
- Back to da Vinci School



July 4, 2017 Parade Schedule

9:00 a.m.: Gather at LDV for refreshments and meeting/greeting your neighbors
9:30 a.m.: Parade leaves from LDV going South on Joaquin Way (map below)
Return to LDV for more meet and greets!

To volunteer or for more information contact:
July 4th Parade Coordinators
Patty Turner | (916) 451-6263 | 920sac@gmail.com
Jannelle Rattigan | (916) 455-1510 | jwrattigan@aol.com

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 \$15 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.