HOLLYWOOD PARK HERALD

Published by the Hollywood Park Neighborhood Association for Hollywood Park & Carleton Tract residents, Sacramento, CA

Summer 2023

A Brief History of Hollywood Park By Jason Holt Article reprinted from a 2016 Sac 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

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.

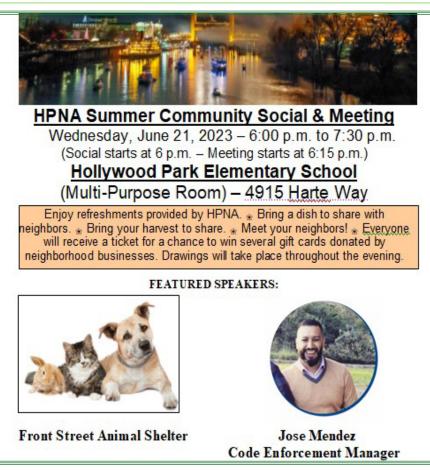
After the end of World War II, a massive demand for housing was created by thousands of returning soldiers armed with G.I. benefits and eager to start a family. Rushing to meet this demand was Sierra Builders, owned by John Fernandez, who constructed 128 new homes in the late 1940s. Fernandez called his development "Hollywood Park View." (continued on Page 4)



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into parcels by at least the early 1900s.

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Meet Yo<u>ur HPN</u>A Board











Lynn Humphries

Debbie Keller

Chris Noey

Julie Johnson

Kat Weir-Ebster

Special Shoutout -- 24th Street Cleanup

A handful of us on the board had the pleasure to volunteer with the 24th Street Cleanup effort organized by Michael Hutnick. We wanted to applaud Michael's huge effort and cheer on all of our neighbors who rallied together en masse to beautiful our beloved neighborhood.

Join the HPNA Board!

We would be thrilled to welcome more Hollywood Park neighbors as board members who will bring their own ideas and energy to the HPNA Board. Being on the HPNA Board is a great way to serve your community, be involved and develop friendships with a fantastic group of neighbors. No experience necessary! Please contact Lynn Humphries at lynhumphries@aol.com if you are interested.



The Hollywood Park Neighborhood Association (HPNA) has been working to improve our neighborhood since 2001. We are active in monitoring local and county government projects, enjoy hosting annual neighborhood events and sharing neighborhood news.

HPNA Board of Directors

President - Lynn Humphries LynHumphries@aol.com Treasurer - Debbie Keller ddtkeller@comcast.net Director - Kat Weir katharine.weir@hotmail.com Director - Chris Noey chrishollywoodpark@gmail.com Secretary - Julie Johnson juliean.jhnsn@gmail.com Contact the Board of Directors

Email: *info@hollywoodpark95822.org* Mailing address: P.O. Box 22278 Sacramento, CA 95822 *Hollywood Park Herald Editor*: Chris Noey

Upcoming Neighborhood Events

Events are tentative and dates are subject to change. For more details visit the HPNA website at *www.hollywoodpark95822.org*.

June

8: HPNA Board Meeting 21: Community Meeting

July

4: 4th of July Parade (cohosting with Caity Maple) 13: HPNA Board Meeting

August

10: HPNA Board Meeting26: Ice Cream Social & Movie Night

September

14: HPNA Board Meeting20: Community Meeting

October

7: Mega Yard Sale* 12: HPNA Board Meeting 26-29: Halloween Decorating Contest Judging

November

9: HPNA Board Meeting

December

6: Holiday Social 14: HPNA Board Meeting 16-21: Decorating Contest 21: Caroling

January

11: HPNA Board Meeting

February

8: HPNA Board Meeting

March

14: HPNA Board Meeting20: Community Meeting

April

11: HPNA Board Meeting

May

9: HPNA Board Meeting

Board Member Feature



Julie has always enjoyed figuring out how things work and being outside in nature. She came to the Sacramento area from Southern California to attend UC Davis, where she worked as a student bus mechanic for Unitrans and studied geology and studio art.

After UC Davis she spent four years in Reno attending grad school and doing some seriously awesome hiking, eventually making her way back to Sacramento to be close to family. It was here she met her now husband, Darren, and started a career in groundwater protection and cleanup with the State Water Resources Control Board. Many bike rides, tasty restaurants, and hikes later, they settled in Hollywood Park in 2019 with their two cats. They felt immediately welcomed by friendly neighbors, fun neighborhood traditions, and the many delicious dining and grocery store options.

When not geeking out over groundwater cleanup policy, Julie enjoys updating their family home with Darren, gardening with varying success, spending time with friends and family, and of course, getting outdoors.



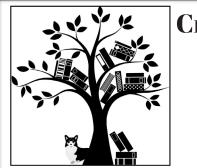
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Centennial United Methodist Church 5401 Freeport Blvd. Sacramento, CA 95822



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centennialumc@centennialumc.com 916.452.4447

NEIGHBORHOOD NEWS

(continued from Page 1) 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 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

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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.

Sac County Office of Education

By Bina Lefkovitz Trustee Area 1, Sac County Board of Ed

SCOE has long been a state leader in training early care providers on how to deliver high quality care for toddlers and young children. In partnership with schools and childcare providers, SCOE created an "early learning roadmap" that guides our work. In addition to supporting high quality care the roadmap addresses the need for a diverse and well-trained workforce; and ensuring a full set of supports for children to develop successfully. To that end, SCOE hosts Help Me Grow, a program to catch developmental delays early and get interventions to children within the first 5 years of life. Given new investments in expansion of Transitional Kindergarten (TK), SCOE is providing support to districts on how to create fun, engaging, developmentally appropriate TK programs and working with Child Care providers to maximize early learning offerings for children across age ranges. SCOE is training new teachers for TK. I am proud to be a member of the new "Countywide Child Care Coalition" dedicated to increasing access to more affordable and high quality childcare and early learning programs across K12 and private/nonprofit care providers.

The CommuniTree Corner By Irene Wilson

Do you have a bike? Do you love trees? A fun morning awaits you on the Hollywood Park Bike Ride and Tree Tour sponsored by the Sacramento Tree Foundation. The event is on Saturday, June 3rd, 11:30am-1:00pm at Two Rivers Cider, 4311 Attawa Ave. #300, Sacramento. Grab your bike and join your neighbors for a ride led by a STF expert who will identify mature and young shade trees and share useful information about growing them. We will also view some water wise gardens. Remember to bring water, hats and sun protection. The ride is free but registration is recommended. To make a reservation and find out more information, go to sactree.com events then scroll down to "Sacramento Tree Foundation Events". You can also email Sandy at snamoff@gmail.com.

This rainy winter gave our newly planted trees an excellent start, but remember we need to care for them all summer long. Create a summer watering plan with drip irrigation or a soaker hose at the edge of the tree canopy. Water young trees twice a week to a depth of 12 inches. You can also drill a small 1/8 inch hole near the bottom of a five gallon bucket. Place the bucket near the tree and fill it with water 2-3 times a week, moving it to a new spot each time you water. Remember to give your mature trees a good soaking once a month. Layer mulch like a donut around your young trees, four inches away from the trunk, layering it 5-6 inches deep and 3-4 feet in diameter. This conserves moisture and protects the young roots. Learn more tree tips at Sactree.com.

Planting Day 2023 will be on Saturday, October 28th. If you are interested in a free front yard shade tree which we will plant, contact SacTree Foundation at 916-924-8733 before September 1st, 2023. If you have questions about the Hollywood Park CommuniTree activities, please contact Irene Wilson, 916-455-1253, eyerene625@gmail.com. *Note: Planting of trees as part of STF/CommuniTree events in our neighborhood is not sponsored by HPNA*.



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Executive Airport Security Issue

By Sacramento County District 2 Supervisor Patrick Kennedy

Like many people in Hollywood Park, I grew up in the shadow, or flight path, of Executive Airport. For many of us this County operated and City owned facility holds a special place in our hearts. Who else remembers the old Red Baron restaurant with its aircraft fuselage salad bar?

Recently there was a security issue at the airport that received a lot of attention. Following this incident, I met with airport staff to ensure we are taking all precautions necessary to keep the airport and surrounding neighborhoods safe. As a result, the Sacramento County Department of Airports has taken the following actions.

- Staff met with our security service, Allied Security, and have modified patrol protocols to provide a greater presence for airport tenants and their assets. Security patrols are on duty from 1600-0800 daily. To provide for a wider area of security coverage, security guards now focus their patrols on the Freeport Blvd. area of the airport, from the south hangers to the north hangers. Additionally, security officers will conduct unscheduled patrols with staggered breaks to tactically establish unpredictable security patterns.
- To further deter unauthorized access to the airport, staff is working with law enforcement agencies to issue trespass violations with accountable tracking traced back to law enforcement officials; these actions will establish a basis for arrest for repeat offenders. Likewise, these actions will also allow for county resources to initiate rehabilitative services for those in need.
- We have taken active measures to correct inoperative lighting, and we will continue to review all areas of airport lighting to improve the airport's overall visibility. Additionally, our airport

maintenance teams are analyzing initiatives that would allow the airport to move towards upgrading all ramp/ hanger lights to an LED installation.

• To improve visibility around the perimeter line and as an active programmatic measure to reduce concealment, we have started the process of removing and trimming vegetation. Reduced vegetation will allow for improved visibility of the fence line as well as reveal problematic areas of unauthorized entry.

To keep security as a continuing focus at Executive Airport, airport staff are continuing to work collaboratively with law enforcement personnel, including members of the District Attorney's Office, regarding additional potential actions. We plan to have Executive Airport staff coordinate on airport tenant meetings as well as

HPNA BUSINESS MEMBERS

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You will not only save money and time, the money you spend at local businesses is twice as likely to stay in the neighborhood while supporting local merchants, jobs for people in the area, equity for development and better local government services.

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Steph Baker, Dunnigan Realtors

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Matt Bistis, Lyon Real Estate 2801 J Street | (916) 798-0822 mcbistis@golyon.com

Trey Bonetti, Cook Realty 4305 Freeport Blvd. | (916) 768-9360 *trey@cookrealty.net*

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

Hollywood Park Daycare Jill Marie Milholm (916) 455-7804 | (916) 698-7460 (cell)

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

Land Bark Pet Supplies 3200 Riverside Blvd. | (916) 448-8020

Kristi Matal, Singer and Songwriter (916) 213-9802 | www.kristimatal.com

Panama Pottery 4421 24th Street Dave Davis, Artist | (916) 271-0845

Park Vista Christian Church 4470 Custis Ave. | (916) 452-4056

HPNA encourages residents to shop locally. When you shop at any of our business members listed below, let them know you appreciate their membership in the HPNA. Visit our web page *at www.hollywoodpark95822.org* to join as a business member.

St. Robert School

2251 Irvin Way | (916) 452-2111 x105 ajackson@strobertschool.org

Sutterville Bicycle Company 2365 Sutterville Bypass Rd. | (916) 737-7537

Paula Swayne, Dunnigan Realtors 4215 Freeport Blvd. | (916) 425-9715 paula@paulaswayne.com

Two Rivers Cider 4311 Attawa Avenue | (916) 456-1614 https://www.tworiverscider.com/

Jessica Waterbury-Cravens, Lyon Real Estate (916) 202-4340 jessica@jessicawaterbury.com

Weisbeck Properties Inc., Tim Weisbeck Tim Weisbeck | (916) 765-2456

YogaSix Land Park 4700 Freeport Blvd, #130 916-908-7110 | landpark@yogasix.com

neighborhood watch programs. Our goal is to ensure the safest environment possible while also maintaining a collaborative dialogue among all airport tenants and stakeholders.

District 5 Summer Activities

By Sacramento City Councilmember Caity Maple

Summer is finally here! Our team has spent all our time out in our community getting engaged and putting our boots on the ground, we are excited to keep that up as the season changes. Here are some of the ways to engage this summer:

D5 Community Cabinet Applications are open: The District 5 Team is recruiting residents for our "Community Cabinet" that will help advise Councilmember Maple on City Council items and policy decisions! We are looking for representatives from District 5 neighborhoods, small businesses, and community-based organizations.

We believe you need to give everyone a seat at the table in order to build a movement that works for all! Applications close on Wednesday, May 10! Apply at www.sacd5.com/cabinet May is Bike Month: May is Bike Month is returning to the Sacramento region this spring. May is Bike Month is a month-long campaign to encourage more people to ride their bikes for daily trips around town, recreation, or exercise. Sign up and join competitions, win prizes, and attend fun events throughout May. Sign up at https://loom.ly/epm0C5s to register. Find out more information at mayisbikemonth.com, or by emailing Rob@sacbike.org. We hope to see you on your bike in May!

Al Fresco Grants: The City of Sacramento is offering up to \$20,000 in reimbursable outdoor dining grants through its "Al Fresco" outdoor dining program. To be eligible for Al Fresco grants, restaurants must be independently owned and operate in the City of Sacramento. Learn more: http://www.cityofsacramento.org/Public-Works/Parking-Services/Al-Fresco-Dining

As always, please don't hesitate to reach out to our office if there's anything we can do for you, or if you have any questions, issues, or ideas. Contact the team by calling (916) 808-7005 or by emailing district5@cityofsacramento.org.

Thank you, Councilmember Caity Maple

Asian Cooking Classes

Park Vista Christian Church will be offering cooking classes in June and July. The church is located at 4470 Custis Avenue and the classes, which will take place between 1:00pm - 2:30pm will feature the following themes: June 17 "*Intro of Asian Spices & Sauces*", July 1 "*Asian Noodle Salad Recipe Demonstration*", July 8 "*Asian Grocery Shopping Tour*." Class size is limited; phone 916-452-4056 to reserve your seat. Give us your name, phone #, date of class or title by the Wednesday before class begins. First come, first seated.

National Night Out

Centennial United Methodist Church is looking ahead to holding NATIONAL NIGHT OUT on Tuesday, Aug. 1, 2023. This event aims to bring residents out to meet each other, meet public officials and to promote police - community partnerships. This is an outdoor, evening event, from 6 - 8 pm, featuring music, activities, and refreshments. Mark your calendars and plan to attend.

State Fair is Around the Corner

What better way to enjoy the Sacramento heat than getting out to the State Fair for funky food, an impressive concert line-up and of



course, the carnival rides! This years concerts include, amongst others, Boyz II Men. LeAnn Rimes, Third Eye Blind, Gin Blossoms and Trace Adkins.

Neighborhood Reminders!

We would like to remind all of our neighbors of the following:

- All residential customers can make two (2) appointments per year for the free pickup of acceptable bulky items, including yard waste. Free Household Junk Pickup occurs from February through October. In addition to the two Household Junk appointments, all residential customers can schedule two (2) appointments for appliance and e-waste collection in a calendar year. The appliance and e-waste program operates year-round. Call 311 to schedule either service.
- The City can help you find ways to save water with a free **Water Wise House Call**. A City Water Conservation Specialist will walk with you through your home and property to help find ways to save water, help you set your sprinkler timer, and

bring free water-saving tools like WaterSense high-efficiency showerheads, automatic shut-off nozzles for hoses, and aerators for sinks. They can even pre-qualify you for available rebates. To schedule your free Water Wise House Call, call 311.

Summer classes begin at Los Rios colleges, including Sacramento City College, on June 5th. Find enrollment information at https://losrios.edu/.

Spring Social & Community Mtng

We appreciate all of the community support for our spring meeting/social in March! It was great to have so many faces from around our neighborhood including a fantastic group of crafters. Special thanks for those that donated goods and/or gift cards: Starbucks on Freeport, Buckhorn BBQ + Grill, Cat Xia, Kristi Char, Tim Weisbeck, Shirley Cabrera and Libby Porter. We also thank J Crawford's Books, Jessica Waterbury-Cravens with Lyon Real Estate, Steph Baker, Realtor with Dunnigan Real Estate and YogaSix for advertising with us and setting up shop at our meeting. Lastly, huge thanks to Lieutenant Galliano of Sacramento Police Department, Councilmember Caity Maple and Patrick Kennedy for coming to share updates and engage with the community. See you at our next meeting in June!



Sacramento City Express

Want to learn more about what is going on at City Hall and the City's departments? The Sacramento City Express is the official City's news site that has articles to inform the public about the latest developments regarding the City's departments, programs, projects and more. Visit https://Sacramentocityexpress.com to learn more.

4th of July Parade

We are excited to be co-hosting Hollywood Park's 4th of July Parade with our City Councilmember Caity Maple! Stay tuned for more details as the date draws near.