

HOLLYWOOD PARK HERALD

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

Summer 2025

Realtor Steph Baker Knows Hollywood Park *By Paul C. Nauman*

Steph Baker is a 23-year resident of South Land Park, but she admits to being envious of Hollywood Park for its sidewalks and close community. Steph's commitment to our community includes being a supporting business member of the HP Neighborhood Association. When asked why she is a supporting member of the Association, she said, "Democracy is improved when residents gather in shared interests, like their neighborhood. So, I always try to belong to as many central city neighborhood associations as possible in order to keep informed, support the key City advocacy services associations develop, and volunteer/donate when possible."



Steph Baker (second from the left), and friends, at a Faces fundraising event

Steph has helped HP neighbors buy and sell property since 2003, so she is the right person to ask about what makes HP special. She says, "It's the people that truly define this neighborhood! You'll find a genuine lack of pretension here, reflected in the residents and their proudly maintained, well-built homes, deep, narrow gardens, and sidewalk-lined streets that encourage neighborly interaction. Historically, the area was known for its affordability which created a fabulous group of neighbors."

As a realtor, Steph has a wealth of knowledge about what makes HP great, including the fact that "Sales prices continue to rise in Hollywood Park and it's a strong seller's market; multiple offers are common. Going back 3 years to May 1, 2022, 78 homes have sold - on average within 6 days- with a median sales price of \$685,000; an average of \$372/sqft. That's fast!" About her work, Steph says, "My clients' best interests are always my priority. I operate with integrity, providing strategic advice, powerful advocacy, and skilled negotiation to secure the client's best possible outcome. I have both experience a fantastic network of local vendors ready to help owners affordably get their properties buyer-ready – and I love making that happen!...I'm backed by a locally-owned, family-run, and woman-founded company. "Dunnigan" is deeply committed to serving the Sacramento region with top-tier professionalism, comprehensive training, and cutting-edge technology."

She has proudly called Sacramento home since 1990, after transferring from a New England College and becoming a Sac State alumna. She shares, "I'm a proud mom of a college-grad working professional and a rising junior high school basketball player. When I'm not driving around my baller, I find joy dancing, traveling, reading, and enjoying backyard get-togethers."

Hollywood Park Elementary Update

By Principal Tenley Luke (email: tenley-luke@scusd.edu)

Hi Neighbors! Happy May! School is coming to an end very soon. The year has flown by. Student's last day is Thursday, June 12, 2025. Teachers will be around for a few days after as they finishing packing.

As you are very familiar by now, our construction continues. Our Project Managers and contractors will be on site all summer. This is a very extensive project as you can see when walking by the school. Two or our classrooms were demolished near the street. The field is torn up and will be replaced with new irrigation and a running track with exercise stations. The students will be thrilled to come back in August to a new playground, complete with new structures and painted blacktop. Classrooms will have a fresh new look as well. All rooms will receive a Smart TV, new furniture, paint and flooring. The front of the school will have all new landscaping and will look very lovely for our neighborhood.


We will return Monday, August 11th to set up our brand-new school! We are thrilled about this project.

Please keep an on eye on school while we are gone for the summer. See you soon!

In This Issue:

Realtor Steph Baker Knows HP	1
Hollywood Park Elementary Update	1
Building Community	2
We Must Address the Homeless Crisis and Housing Crisis Simultaneously	3
President's Message	4
New Businesses at an Old Spot	4
Crawford's Corner - In Defense of Romance Novels	4

•••••
• **Thank You! The HPNA greatly** •
• **appreciates the generous \$1,000** •
• **contribution from County Super-** •
• **visor Patrick Kennedy's office.** •
•••••



Crawford's Books

New * Used * Trade

Mon-Sat 10am to 6pm
Sunday 11am to 3pm

5301 Freeport Blvd, #200
Sacramento, CA 95822
916.731.8001
www.CrawfordBooks.net



McLaren COACHING

capture your success

CAMI MCLAREN
certified performance coach

Tel: 916.747.3660
cami@mcclarencoaching.com
www.mcclarencoaching.com



FOUNTAINHEAD

BREWING COMPANY

4621 24th st., Sacramento, CA 95822

Shirley Hazlett Art Studio

4311 Attawa Ave - Sacramento



Special Event
Show and Sale
September 13 & 14
10am-6pm

www.shirleyhazlett.com
shirley.hazlett@shirleyhazlett.com

Journey, acrylic on silk, 2025



Paula Swayne
Owner/Broker
S.A.R. President 2014
C.A.R. Professional Standards Chair 2022
S.A.R. Professional Standards Chair 2023
DRE #01188158

Direct (916) 425-9715
Paula@PaulaSwayne.com
www.PaulaSwayne.com

Dunnigan Realtors, 4215 Freeport Boulevard, Sacramento, CA 95822



Building Community

By Claire Sallee

Building community is something that most everyone wants, but not everyone knows where to start. The most important thing to remember is that it only takes one person to start a group, and that can lead to a new community: a group of friends for yourself, your kids, your pets!

A structure to consider is framed with some simple questions: WHO do you want to invite? WHAT do you want to do? WHERE do you want to meet?

A great place to start is on your own street! We are lucky enough to live in a great neighborhood with great neighbors. Plan a block party (instructions on doing this are outlined in the Spring 2025 Hollywood Herald). It doesn't have to be fancy or overthought: just set a date and time and place (hint: your driveway is a good easy place!) and then knock on doors. If you have one person, make a plan to have another gathering the following month. Before you know it, you'll have a group of friends and neighbors that you can count on. Where I live, our neighbors have continued some wonderful traditions that we started during 2020, including a monthly get-together on a neighbor's front lawn—she just sends out a text a few days beforehand, and if you can go, you go—and also a really fun Halloween tradition where we all bring tables and chairs out to the sidewalks and chat with one another in between trick or treaters. We also project a Halloween movie on a neighbor's garage door!

For people with kids, the same approach applies when creating a playgroup. It can be lonely being a parent to younger children, and playgroups can be just as much for parents as they are for the kids. Ask parents who you see regularly at the park, or in your neighborhood. Or maybe you know some folks from your local place of worship. Or post on your social media page(s)!

With summer coming up, you can choose a nearby local park—maybe one with a wading pool, if you have very young children; or go to a pool if your kids are a bit older. Set the date and time, and invite folks to join you there.

A few considerations offered by a handy website (www.seattleschild.com/how-to-start-your-own-playgroup-tips-from-a-parent-who-did/) include:

- Where and when will the playgroup meet?
- Will it be the same place each time, or rotate?
- What will be the age range of the kids?
- Will regular participation be expected, or will the group operate more on a drop-in basis?
- Will you meet rain or shine if the playgroup is outside?
- What will snack time look like? Will the host provide snacks?
- Will there be a specific structure to the playgroup time?
- What will parent involvement look like?

Whether you're creating a group for yourself, your kids, your family, or anyone else, all it takes is one person to start—why not have that person be you?

We Must Address the Homeless Crisis and Housing Crisis Simultaneously


By Sac County District 2 Supervisor Kennedy

We Must Address the Homeless Crisis and Housing Crisis Simultaneously. Since joining the Board of Supervisors in 2015, I have made the building of a continuum of housing a priority, from low and very low income, to workforce and market rate. Since 2018, the unincorporated portion of District 2 has seen 828 affordable housing units constructed or under construction. California's housing crisis and homelessness are deeply interconnected, with the state's severe housing shortage being a primary driver of its high homelessness rates. As of January 2024, approximately 187,084 individuals were experiencing homelessness in California, equating to about 0.48% of the state's population, one of the highest per capita rates in the nation. It is no secret that Sacramento County is not immune to this crisis, with approximately 6,000 people unhoused at any given time in the seven cities and unincorporated area. Key factors contributing to the crisis include a severe housing shortage, high housing costs, and economic inequality, where high housing costs disproportionately affect lower-income people, with many spending over half their income on rent. As important as a continuum of housing is, we cannot simply build our way out of the crisis. We need to continue to grow efforts to travel down a parallel path of developing long-term housing and shelter beds and services. Simply put, those experiencing these challenges will not get better living in a tent, bushes, parks or fields. Recognizing this, Sacramento County is implementing several new initiatives, including:

- **Project Homekey:** Launched in 2020, this program repurposes hotels and motels into permanent supportive housing.
- **Homekey+:** Introduced in 2024, this initiative focuses on providing permanent supportive housing for veterans and individuals with mental health or substance use disorders.
- **CalAIM:** A program allowing Medi-Cal funds to be used for housing-related services, such as rental assistance and eviction prevention, aiming to address the health aspects of homelessness.


I have aggressively pushed for these services in unincorporated District 2, with 220 Project Homekey units constructed or in the process, and 366 Safe Stay (tiny home) beds, and I will continue to look for additional opportunities.

While Sacramento County has made strides in addressing homelessness through various initiatives, the underlying issue of housing affordability remains a significant barrier. Continued efforts are needed to increase the availability of a continuum of housing, including affordable housing, and ensure that solutions are equitable and sustainable. Thank you for the opportunity to serve.



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

Two Rivers Cider Company
4311 Attawa Ave.
Sacramento, CA 95822
916.456.1614



TWO RIVERS CIDER CO., SACRAMENTO, CA

www.tworiverscider.com
tworiverscider@gmail.com

grounded.

A different way to real estate.

Grounded Real Estate • 915 20th Street, Sacramento CA

NEW YEAR — NEW WEBSITE Sign up for market updates and easily search listings at SacramentoDigs.com



TRANSACTION
MANAGEMENT



PRE-LISTING
PREPARATION



MARKETING



FINANCIAL
NEGOTIATION

DOING MORE FOR CLIENTS

Steph Baker wears many hats to help her clients get the best terms for their property. Contact her for your customized listing plan and get moving!



Steph Baker
Sacramento Realtor®
CalDRE #01402254
(916) 775-3447

This is not intended as a solicitation if your property is represented by another agent or broker.

DUNNIGAN.
Realtors

President's Message *By Claire Sallee, HPNA President*

Hello Neighbors and welcome to summer! Your HPNA Board and community volunteers have been working hard to create some fun and informative events for the entire community, with more to come later this year!

It was nice seeing many of you at our March community meeting at St. Robert School, with a panel focusing on traffic safety. We had experts speak on the panel and answer your questions about improving safety for pedestrians and cyclists along Freeport Boulevard, with a proposed mini roundabout on Sutterville at Mead. Folks also asked about improvements to 24th Street, where vehicles are often seen exceeding the posted speed limits and making it scary for folks travelling along that roadway.

In April, the HPNA hosted Mayor Kevin McCarty and Councilmember Caity Maple at Two Rivers Cider for a Meet and Greet. We had more than 40 folks come out and ask questions. Although the barometer for stress felt high at some points (there was a lot of back and forth about State workers RTO and about the City budget cuts), people seemed to appreciate that our reps came out to meet us and hear our concerns. As always with City business, there is always more to come!

The HPNA and its wonderful volunteers have also been working very hard to get ready for our first annual **HP Summer Fest, at Two Rivers Cider**. This is a FREE event for residents of Hollywood Park and Carleton Tract to get to know your neighbors and have some leisure time as we welcome Summer! The event is on **June 21 from 11-3**; HPNA will be selling hotdogs until 1:00, a food truck will arrive after that, and Two Rivers will be selling drinks and snacks. There will be music, a kids' area, gardening vendors to answer your questions, some talented folks selling their goods, and a bike valet to make it nice and easy to come on over and enjoy the weather. Many of your HPNA Board members will be there as well: come by to meet us and tell us what you'd like to see your neighborhood association do for your community! **The HPNA wants to give BIG THANKS to Two Rivers Cider, Supervisor Patrick Kennedy, and Realtor Steph Baker for their support in making this event happen!**

As always, the Board meets on the first Thursday of every month from 6:30-8 p.m. (July we will meet on the 2nd Thursday.) We vary where and how we meet (in person, hybrid, and zoom) to make it easier for folks to join us; always check the HPNA Facebook page for meeting info!

Thanks for being part of this wonderful community; we'll see you around the neighborhood!

New Businesses at an Old Spot *By Greg Grunwald*

As the excitement over welcoming two new businesses to 4850 Freeport Blvd next year begins, it's important to take us back to a much quieter time on Freeport Blvd. The year was 1959, in the last decade Freeport Blvd had been expanded into a 4 lane road (according to my father who lived at 4905 Virginia Way from the late 40s to the early 60s) and a new Raley's Supermarket was opening at 4850 Freeport Blvd.

We currently live in a time where we bring our own bags or pay 10 cents for one. This was not even a concept in 1959 as groceries were placed in boxes and brought out to your car. My father was an original "Box Boy."

The building was originally constructed to house two large businesses but by the time I was born (1980) Raley's Supermarket covered about 90% of the building. On the side that now faces what is now a DollarTree (in the 80s it was a bank) there was a business called Hollywood Barbershop where you could get a haircut for \$5. My father would often drop us off and walk across the street to see his mother who still lived across the street. I remember playing Connect4 with the barbers while I waited for my brother to finish his haircut. When Raley's expanded their deli and bakery in the 90's they absorbed this space for business. As we all know, Raley's continued to grow and we now have an amazing state of the art grocery store and many stores and restaurants where Capital Nursery once stood. It's always important to remember how it started.

Crawford's Corner - In Defense of Romance Novels

By Sue Richards of Crawford's Books @ 5301 Freeport Blvd

Romance novels are not for everyone, although maybe they should be. At a time when the world can feel uncertain, books that focus on relationships and happy endings can be a source of comfort and hope. Romance is inherently an optimistic genre, with a focus on finding love and achieving happiness. They take you back to that first love feeling and allow you to connect with characters on an emotional level. Romance novels often feature strong female agency, with characters who are empowered to make choices and pursue their desires, both romantically and professionally. Men are often shown as supportive, respectful characters, willing to make sacrifices for love. Often termed trashy, brain candy, fluff, cheesy and cliché, romance novels are often viewed as lacking substance. I disagree! Romance novels offer a valuable and diverse range of reading experiences, from escapism and emotional connection to empowerment and representation. Ultimately, the best way to appreciate romance novels is to read them and enjoy them for what they are - a source of joy and fun!



Contact the HPNA Board

info@hollywoodpark95822.org

P.O. Box 22278 Sacramento, 95822