



PARK BEAT

The Pulse of Greater Boulevard Park

Boulevard Park Neighborhood Association ■ Box 163179, Sacramento 95816 ■ July 2021



116 Years of Property Sales in Boulevard Park



The first advertisements for the newly named subdivision of Boulevard Park appeared in the *Sacramento Bee* in the second week of July 1905, about ten days before the lots were put up for sale. The developers, Wright & Kimbrough, promised that Boulevard Park would be an exclusively residential district, “free from stores, saloons, factories, woodyards, or other such enterprises.” Public interest was high, and in less than two months 55 lots were sold. Some of the new owners erected houses within a year, such as the Stevens house at 414 21st (the first house built in Boulevard Park), the Miller house at 730 21st (demolished in 1961), the Smith house at 724 21st, and the Didion house at 2019 D. All three homes were built between 1905 and 1906. However, some purchasers were more interested in speculation than construction. As a result, many lots remained vacant for years, despite the rebate offered by Wright & Kimbrough. In a notice printed in the *Sacramento Bee* in August 1905, the company promised that anyone building a house on a lot in Boulevard Park before July 1, 1906, would get a rebate based on the cost of the house. For example, if the house cost more than \$2000, its owner would get a rebate of 10% of the price of the lot. Even that offer did not prevent the existence of empty lots well into the 1920s, such as lot 52, in the 2000 block of E Street. It and the neighboring lot, 51, were purchased by Charles M. and Emma F. Duggan on July 17, the first day of property sales, but remained vacant for decades. Lot 51 did not get a house until 1938.

Lot 52 was still undeveloped when a plumber named Harry F. Allen bought it from the second owner, Charlotte Wilsey, in April 1922. Six months later he applied for a building permit. However, it was not until 1927, one year before his death, that the brick duplex was constructed. Harry, his wife Mary, and their younger son Clifford were listed at 2010 E in the 1928 city directory. The neighboring unit, 2012 E, was first reported in the 1929 directory. The duplex’s Spanish Colonial style suggests that it might have been built by contractor Paul R. Opdyke, whose brother Alva was married to Alberta Allen, Harry Allen’s older daughter. Two years later Opdyke was responsible for another Spanish-style “duplex dwelling” at 613-615 21st Street (1929; for photos of both structures, see [page 5](#)).



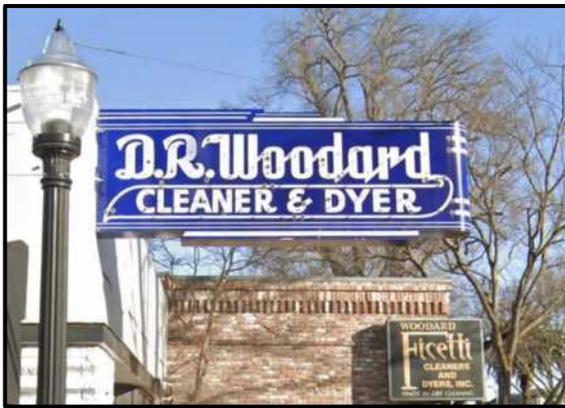
Shasta Linen Supply Wins Historic Award



As announced in the June issue of *Park Beat*, one of the oldest businesses in the Boulevard Park neighborhood, Shasta Linen Supply, was a recipient of this year’s “Burnett Award.” Gordon A. MacAulay, the son of a laundry owner from Chicago, took over a 20-year-old laundry at the corner of 19th and E Streets in 1948 and renamed it Shasta Laundry & Dry Cleaners. His granddaughter, Noel Hammer Richardson, is now the President of Shasta Linen Supply, as the business came to be known in the 1950s. She and her uncle, Gordon T. MacAulay, were both present at the awards ceremony on June 10. The other 2021 Burnett honorees were: *The Sacramento Observer*, Taylors Market, Iceland Ice Skating Rink, and HUB International (for more information about the event, go to: <http://sachistorymuseum.org/events/the-burnett-awards/>). For a video of a 2012 KCRA news story about Shasta Linen Supply, go to: <https://www.youtube.com/watch?v=svls6YcJvy0>

A Brief Report from the BPNA Board

After over a year of virtual meetings, the Board members were able to ditch the Zoom format and meet in person on June 3rd. The evening began with a guest presentation by former Board member and current Boulevard Park representative on the District 4 Homelessness Task Force, Travis Silcox. She informed the Board about recent efforts to mitigate homelessness in District 4 and elsewhere in Sacramento. Unfortunately, the new Department of Community Response, which was created to handle most emergency calls involving local homeless (in cases where a police officer response is not required), is not yet fully up and running. Travis also told Board members that July 20 is the date the entire City Council will vote on a master plan for sheltering Sacramento's large homeless population, now numbered at 11,000. The preliminary identification of an adequate number of sites by Council members, essential to making this master plan work, has not gone well in some of the districts. There has not been much progress in the County either.



The Board's preservation chair, Jon Marshack, then briefed the other members on several current issues, among them the plans for repurposing the old Woodard/Ficetti Cleaners building at 2201 J Street. The most promising proposal offers a brew pub in the front of the structure and three smaller businesses in the back area. Board members agreed to send a letter to City Planning urging that the historic neon sign (*shown in the photo above*) be archived at the Center for Sacramento History.

Jon also summarized the topics covered at the Preservation Roundtable hosted by Preservation Sacramento on May 22. These included a potential historic district listing for the Richmond Grove (between 12th, 19th, "S" and "W" Streets), the Eichler Historic District in South Land Park, and Preservation Sacramento's annual historic home tour (to be held virtually in the Fall). A video recording of the Roundtable can be viewed on Youtube (https://www.youtube.com/watch?v=WOCBqNA_KbA).

Discussion then turned to the controversial five story, 50-unit apartment building proposed for 20th and F Streets (see the May issue of *Park Beat*) and the proposed "City of Sacramento 2021-2029 Housing Element." Part of the General Plan, this proposal would allow multiple-unit residential buildings in single-family City neighborhoods. In discussion, Board members agreed that Midtown has benefited from a successful mix of single- and multi-family residences, which encourages diversity.

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Boulevard Park Neighborhood Association's purpose: The BPNA was created to support, promote, and improve the quality of life for the residents of the greater Boulevard Park neighborhood. By achieving this goal we strive to improve the quality of life for others who work and live in and around Boulevard Park, and therefore in Sacramento as a whole.

Committees

Membership:	Ellen Hunt
Preservation, Planning, and Land Use:	Jon Marshack
District 4 Homelessness Task Force:	Travis Silcox silcox5@gmail.com

Park Beat Production Team

Newsletter Editor:	Catherine Turrill Lupi
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July 2021:

Places to Go, Things To Do (Really & Virtually)

NOTE: As of June 18, a limited number of live public events were listed on the City's Sac 365 website (<https://www.sacramento365.com/>). Check individual organization websites for announcements and updates. Below are a few events, programs, and dates to remember.

Every Wednesday: "Wednesdays at Winn," a certified farmers' market in Winn Park (28th and P Streets, **3:00 - 7:30 p.m.**; website: <http://exploremidtown.org/wednesdays-at-winn/>).

Every Saturday: Midtown Farmers' Market (**8 a.m. to 1 p.m.**, 20th Street between J and L; also, K Street between 19th and 21st). Bike valet service is provided. Website: <http://exploremidtown.org/midtown-farmers-market/>

Every Saturday: Join other volunteers in tackling a variety of beautification tasks at Sutter's Landing Park, **9-11 a.m.** For more details, follow FOSL on Instagram [@friendsofsutterslandingpark](https://www.instagram.com/friendsofsutterslandingpark)

Saturdays and Tuesdays: Clay lab at Verge Center for the Arts, 625 S St. (10 a.m. to 1 p.m. on Sat., 5-8 p.m. on Tues.; fee charged; all tools and supplies provided). See article on [page 4](#).

Thu., July 1: BPNA Board Meeting, now conducted in person (6:30-8 p.m.). Open to BPNA members and other interested residents (completion of COVID vaccinations required). Contact Dave Herbert for information or to suggest agenda items.

Sun., July 4: Independence Day

Places to Go, Things to Do (cont.)

July 5-9: "Life Long Ago": camp hosted by the Sacramento History Museum, for ages 6-9 (9 a.m. to 4 p.m. each day; fee charged). <http://sachistorymuseum.org/events/field-trips/2021-history-camp/>

Sat., July 10: Movie at the Fort: The Midtown Association presents an outdoor screening of *A Beautiful Day in the Neighborhood* at Sutter's Fort (26th and L Sts.; 8:45 p.m.). Free; reservations required. <https://www.eventbrite.com/e/movies-at-the-fort-tickets-154481374951>

Sun., July 11: Sacramento Antique Faire, now being held at Sleep Train Arena, 1 Sports Parkway (6:30 a.m. to 3 p.m.). Website: <https://www.sacantiquefaire.com/>

July 12-16: "California Time Traveler Camp," hosted by the California Museum. Summer learning experience for ages 6-11 (limited to 15 participants; \$275 fee charged). Website: <https://www.californiamuseum.org/ca-time-traveler-camp>

July 16: Deadline for entering the Youth Art Expo & Contest (<https://sacramentocityexpress.com/>). Prizes will be awarded! To apply go to: <https://new.maptionnaire.com/q/4bab327akl9p>

July 17: 116th anniversary of the first day of property sales in Boulevard Park (Monday, July 17, 1905: see article on [page 1](#))

July 17 & 18: Iris Society Rhizome Sale, hosted by Shepard Garden & Arts Center, 3330 McKinley Blvd. (10 a.m. to 4 p.m. each day)

July 20: City Council Meeting: Agenda items include a vote on a master plan for sheltering unhoused individuals in Sacramento (<https://www.cityofsacramento.org/Clerk/Meetings-and-Agendas>)

July 26-30: "Raise the City": STEM history camp hosted by the Sacramento History Museum, for ages 6-9 (9 a.m. to 4 p.m. each day; fee charged). Website: see the calendar entry for July 5-9.

Sat., July 31: DOCO Makers Market (11 a.m.-4 p.m.): local artisans, crafters and makers, plus live musical entertainment, all at the pop-up in West Plaza, near Macy's.

... And looking ahead to early August:

Thu., Aug. 5: BPNA Board Meeting, now conducted in person (6:30-8 p.m.). Open to BPNA members and other interested residents (completion of COVID vaccinations required). Contact Dave Herbert for information or to suggest agenda items.

Some Volunteer Opportunities This Summer

Are you seeking some "feel good" activities this summer?

Friends of Sutter's Landing Park welcome participants in their weekly "beautification work-days" outdoors at the park (Saturdays, 9-11 a.m.). As needed, other volunteer opportunities also may be announced. For more details, follow FOSL on Instagram [@friendsofsutterslandingpark](https://www.instagram.com/friendsofsutterslandingpark)

The Midtown Association is looking for folks to help with a range of events and tasks, including the outdoor Farmers' Markets and occasional neighborhood clean-ups. For more information, go to: <http://exploremidtown.org/get-involved/> (scroll down to the volunteer sign up form).

Sacramento Trees: The Willow

Willows (genus *salix*) include about 400 species of deciduous trees and shrubs having leaves in a great variety of green colors. The flowers appear in a slim, cylindrical, spike-shaped cluster. Willow trees are cultivated extensively around the world for hedges and landscaping. They take root readily from cuttings or where broken branches lie on the ground. The wood is tough, and the roots are remarkable in their toughness and tenacity to live. Willows host many aphid species, attracting ants which collect aphid honeydew.



Willow leaves and bark are mentioned in ancient texts as a remedy for aches and fever. Native Americans relied on it for temporary pain relief. Willows have abundant bark sap heavily charged with salicylic acid, the source of an active extract called salicin. In 1897 a synthetically altered version of salicin, which caused less digestive upset, was developed and named aspirin by the Bayer AG company in Germany. That gave rise to the hugely important class of drugs known as nonsteroidal anti-inflammatory drugs (NSAIDs). Willow wood is used for making boxes, brooms, some furniture, flutes, whistles, toys, rope, and other products. Thin willow rods can be woven into wicker because the wood is pliable and can be bent around sharp corners without breaking.

Locally, willow trees are found along the American River Parkway where water tends to be plentiful. They are not normally planted along city streets because their roots spread widely and are very aggressive in their search for moisture. This can be problematic, particularly in older neighborhoods with leaky sewer lines. The photo above shows willow leaves (on the left) and was taken on the American River bike trail.

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Come Create with Clay



This summer, **Verge Center for the Arts**, at 625 S Street, is hosting clay labs for people of all ages and all levels of experience on Saturdays (10 a.m.-1 p.m.) and Tuesdays (5-8 p.m.). Children younger than 14 must be accompanied by an adult; the price per person ranges from \$15 (for members) to \$25 (for non-members). Discounts are offered for purchases of multiple passes. All supplies and tools are provided, and participants may use up to 10 pounds of clay per session. However, because this is not a class, participants with limited experience are encouraged to learn the basics first via Youtube videos or other resources, such as the Ceramic Arts Network (<https://ceramicartsnetwork.org/>). Of course, Verge Center staff will be on hand to answer your questions and even offer basic tutorials, as needed. More information can be found on Verge's website (<https://www.vergeart.com/classes/clay-lab/>).

What Style Is My House?

Spanish Colonial Revival

by Jon Marshack

This tenth article of the series explores the **Spanish Colonial Revival** style, popularized through buildings constructed for the San Diego Panama Pacific Exposition of 1915. This style continued to be popular in California and the Southwest through 1940, reflecting regional interest in the Spanish and Mexican heritage. Examples within the Boulevard Park Historic District date from 1922 to about 1930. Several related styles include Spanish Eclectic, Mission Revival, Monterey, and Mediterranean Revival.



613-615 21st St. (1929; P. R. Opdyke, architect and contractor)



2010-2012 E Street (1927)



1617 I Street (1922; Leonard Starks, architect)

Spanish Colonial Revival houses feature low-pitched red clay tile roofs, usually with little or no eave overhang. Wall surfaces are typically of smooth stucco, with one or more prominent arches placed above the wood plank door or principal window, or beneath the porch roof. Other features can include red tile vents on gabled ends, deep inset casement windows, twisted spiral columns, ornamental plaques, and window grills. The Monterey style displays a broad, dominant second-story balcony, usually cantilevered, and covered by the principal roof of the home. Spanish Colonial Revival houses may introduce Moorish influences. Spanish Colonial Revival interiors feature dark wood beams exposed across ceilings, arched passageway openings between rooms, fireplace surrounds of ceramic tiles, and arched wall recesses for display of candlesticks, keepsakes, or religious icons.



Every ten years, after the Census is completed, California counties undertake a review of electoral district boundaries to make sure that all districts have about the same number of residents and comply with the federal Voting Rights Act of 1965. As explained on the County website, redistricting rules and goals are shaped by federal laws, state criteria for counties, and other principles, such as respecting voters' choices, minimizing shifts of voters from 2022 to 2024 elections, and addressing future population growth (for more information and to register for updates, go to: <https://www.sacounty.net/Redistricting/Pages/default.aspx>). Public input in the process is valued. Members of the Board of Supervisors rely on community members and community-based organizations (like BPNA) to offer feedback on what is important to them, which communities and neighborhoods should stay together, and where lines between districts should be drawn. The Redistricting website listed above will host mapping tools for the public to use when submitting comments or making suggestions about map boundaries. Public hearings and community workshops were launched in May and will continue until September, as reported in the May 19 issue of Sacramento County's e-newsletter (<https://www.sacounty.net/news/latest-news/Pages/Redistricting-Begins-in-Sacramento-County.aspx>). The County's goal is to finish preparing and reviewing the draft map in October-November, then complete the adoption of a final set of district boundaries in November-December (no later than December 15).



Waterfront Attractions in Old Sacramento

Now that summer is officially here, and *especially* now that COVID restrictions are lifting, a spin on Sacramento's Waterfront Wheel or the Front Street Carousel is starting to sound like fun. The 65-foot Ferris wheel offers great views of the city from its open-air carts (each holding up to four riders) as they rise upwards. The old-style carousel can be enjoyed by folks of all ages. The fee is the same for both rides (\$6 per rider), as are the open hours (from **12 noon to 9 p.m.** on Mondays through Thursdays, from **12 noon to 10 p.m.** on Fridays through Sundays).

For more information or to check for changes in the business hours of the Ferris wheel or carousel, go to: <https://www.oldsacramento.com/attraction/waterfront-attractions>

Kill the One Way Street *By Enzo Arona*

Have you ever been frustrated by one-way streets? This design is a relatively recent invention, made to propel suburban commuters through our cities. Multiple lanes and timed lights encourage traffic to speed and create a dangerous environment. Surely this level of car access provides enough business to keep shops afloat? Think again.

Jeff Speck, a city planner who has studied the effects of one-way streets, has shared important findings in his 2013 book, *Walkable City*. As he explains, one-way streets hurt businesses because they complicate access to the stores for the commuters who use these routes, they intimidate out-of-town customers, and they even frustrate locals. They also have damaged the fabric and premise of downtown itself. Because they sped-up commuting times, they encouraged people to live outside the city. As a result, Speck argues, "thoroughfares that once held cars, pedestrians, businesses, and street trees became toxic to all but the first. Freed of other uses, they effectively turned into automotive sewers" (Speck, p. 178).

Returning our one-way streets to their original bidirectional function has been done before: take G and H Streets in the Boulevard Park neighborhood, for example. Nonetheless, despite the expressed wishes of residents and business owners, Sacramento has been slow to apply this approach elsewhere. The fragmented and limited nature of the current plan prevents it from truly transforming our city.

Our business community is weathering the effects of the pandemic, and we desperately need to enhance the livability of our city. Let's design a Sacramento to be **lived in**, not sped through. It's time to convert our one-way streets to two-way streets as part of the solution.

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