



Land Park Community Association

P.O. Box 188285 ■ Sacramento, CA 95818 ■ www.landpark.org

Sunflower Farmers Market Coming to Land Park

Mark Abrahams

In nine months the Land Park neighborhood will have a new full-service market that is slated for the vacant space on Del Rio Road near the Sacramento Zoo. Sunflower Farmers Market, a Colorado-based chain, has recently signed a long-term lease with property owner Dr. Herbert Yee. Yee anticipates spending \$2.5 – 3 million on the building and landscape renovations, and he expects to receive the initial designs from Sunflower's architects very soon. An additional loading dock will be added to the rear of the building. Disappointed in Trader Joe's decision last year to forgo the Land Park location, Dr. Yee is very upbeat regarding Sunflower's migration to the 30,000 square-foot store.

Sunflower, with 33 locations in six Western states, uses the slogan "Serious Food...Silly Prices" and specializes in locally grown and organic products. Intrigued by its description as a smaller, lower-cost version of Whole Foods Market, I paid a visit to the recently opened Roseville store. I was impressed by the variety of fare, including bulk grains, spices and nuts; a large produce section with very competitive prices; a wide range of beer and wine selections; a full-service deli complete with sandwiches and "gourmet" meals to go; and fresh meat and fish with a butcher behind the counter. The floor manager was very personable and spoke proudly of the company's high level of customer service and liberal return policy. The other employees I met seemed to share the manager's enthusiasm. Of the many customers I talked to, only one gave reviews less than stellar — though interestingly, her cart was full. The Land Park market will be approximately 5000 square feet smaller than the spacious Roseville store, which is bright and clean, with generous aisles and themed signage.

continued on back cover



Northwest Land Park

Jon Jensen

The City's Planning Commission has scheduled consideration of a major residential development known as Northwest Land Park for hearing July 14. The development, which also contains a small mixed use component at its northwest corner, encompasses 31.7 acres bounded by Broadway on the north, 5th Street to the east, McClatchy Way to the south, and I-5 on the west. Spread out over four phases and many years, the project currently proposes to replace several acres of raw land and existing industrial and commercial uses with 825 new residential units, a pentagon shaped 4.3-acre park and some open space. Recently, the developer has also agreed to the retention of an existing building within the park for future community use, as well as the adaptation of existing produce buildings including the Market Club restaurant for use as a produce/booth oriented market. The proposed target market demographics include "empty nesters" and first time homebuyers. The phasing timeframe depends upon many factors including the return of a more favorable economic climate and the phasing out of the Setzer family business concerns.

The LPCA has participated in many community meetings regarding this development and we greatly appreciate the developer's willingness to engage our community to such a high degree. The feedback of the many residents who have participated has been both positive and constructively critical. (Our full Board position is available online at our website: http://www.landpark.org/userfiles/465.LPCA_nwlp.pdf). We marvel at the developer's optimism regarding the business potential of what is now an under utilized area. We look forward to the assets that will accrue to our neighborhood, including the outdoor market place, the community center, and of course, the addition of many new neighbors. The LPCA applauds the general direction of the overall project and remains genuinely supportive of the development.



In line with the Greater Broadway Partnership and other neighborhood stakeholders, we would also like to see the development incorporate as much additional mixed-use as possible and ensure in every possible way that the hardscape encourages community interaction. In addition, we are focusing on other specific elements of the development.

Traffic Concerns

Increased traffic is always a major concern when evaluating a project of this size and scope. Organizations such as ours would be remiss if we did not measure the impact additional traffic will place on existing traffic patterns. A development with 825 new residences, a park and other possible amenities will increase traffic at some level. Vallejo Way, especially during the morning and evening commute time, is already burdened at the Riverside intersection. The street width on Vallejo just west of Riverside chokes down considerably as vehicles from both the east and west attempt to compete with parked cars, bicycles, and pedestrians. The residents on Vallejo Way have already had the City institute traffic calming measures. The City, working with the developer, must ensure that all available measures to mitigate adverse traffic impacts and to enhance the calming measures that are already in place.

PUD Guidelines Should Be Binding for all Phases of the Development

This project will require approval of a Planned Unit Development designation (PUD). A PUD allows greater flexibility in the design and development standards than would be possible through application of zoning regulations. In its draft proposal, the guidelines concerning design were not delineated as binding requirements. A binding PUD is important because of the long-term, phased nature of the development. Depending on economic viability and other factors, it is not certain that the same development team will be around for future phases. A binding PUD will protect the approved project and intent for the life of the development. The developer has recently committed to a binding PUD and we await its inclusion in the final documents.

continued on page 2



Northwest continued from cover

Meandering Park

The original design included a meandering, non-traditional park near the center of the development. This initial concept excited almost all who saw it, especially given the “empty nester”/ first-time homebuyer demographics. Sadly, this design feature was removed from the plan at the request of the City and replaced with a pentagon-shaped park. The city’s Parks and Recreation staff contends that the meandering park would be difficult to maintain and therefore required the design change. We are disappointed by this lack of vision and the missed opportunity to set the Northwest Land Park project apart from other city parks and neighborhoods. Many critics of the plan point to its lack of “pizzazz”. The recently included market and community building provide some panache. A meandering park would add even more.

LPCA supports the project because its success is important. Project failure would be worse than the existing raw land and diverse industrial uses. Look downtown and you can find many examples of highly touted but later soured projects. That is a result that must be avoided in our neighborhood.

You may have other thoughts indicating support, interest or concern. We continue to be interested in hearing from you. Email us at landuse@landpark.org. You can also find out more about the project by visiting the City’s website at www.cityofsacramento.org/dsd/planning/environmental-review/eirs/index.cfm.

LPCA New and Improved Website

Scott Rose

For the past year, the LPCA has been working with the Creative Agency at Sacramento City College to create an improved website for the association. The Creative Agency is a student-run advertising agency that provides students at the college real-world experience handling client projects.

The new website, which launched in June, includes more information about the neighborhood, the people who live here and the activities

of the association. Perhaps most importantly, it allows us, the LPCA, to update and modify the website without having to rely on outside vendors to update the information.

In addition to the website, the students created the template for this issue of the newsletter, a new e-newsletter that we’ll be using to improve communication, and the new LPCA logo.

It has been a wonderful collaboration and the LPCA is grateful for the tremendous work.

Movies in the Park

Kate Dadey

Mark your calendars for LPCA Movie nights! Saturday, August 13 is Date Night featuring the movie *O Brother, Where Art Thou?* Bring your favorite date for some popcorn and a great film. We’ll be starting the movie at 8:15. Then on Saturday, September 17, come to Family Night to watch *Up*. In addition to the fun film starting at 7:15, we expect to have our Land Park firefighters on hand at about 6:00 with trucks and photo ops!

Neighbors were asked earlier to choose between *Hard Day’s Night*, *The Sting*, *Close Encounters of the Third Kind*, *O Brother, Where Art Thou?* and *As Good as it Gets* for the Date Night movie. For the Family Night movie later this season, neighbors were asked to choose between *Princess Bride*, *Home Alone*, *Young Frankenstein*, *Wizard of Oz* and *Up*.

Grateful to be serving Land Park for over 30 Years



Sue Olson – Coldwell Banker
Land Park Specialist

Sue has been selling real estate for over 30 years, in older neighborhoods of Sacramento. From her childhood to raising her 4 children, Sue calls Land Park home.

Sue Olson
sue@sueolson.net
www.sueolson.net
(916) 601-8834
DRE #00784986



Jim Jeffers
REALTOR®

Land Park Specialist
“27 years of excellence”

Direct 916 448-6225

Cell 916 730-0494



www.taylorsmarket.com



Established 1962

2900 Freeport Blvd
Sacramento, Ca 95818
916-443-6881

www.taylorsmarket.com
Mon - Sat 9-7 Sun 9-6



2924 Freeport Blvd
916-443-5154
Serving Dinner Wed - Sat 5-9:30
Sunday Brunch 9 to 1
Onsite and Offsite Catering

www.taylorskitchen.com

Taste of Land Park Rescheduled

Mark Abrahams

Our annual fundraiser, Taste of Land Park, has been postponed until next spring in order to take advantage of a very exciting opportunity. We are pleased to announce that the Land Park Home Tour, now associated with the LPCA, has been scheduled for September 25, 2011. Taste of Land Park will be held on June 10, 2012.

The Land Park Home Tour is a rich tradition in our neighborhood, and we're working with its organizers to ensure mutual success well into the future. Since its inception, the Home Tour has made its mission the support of neighborhood school arts programs. The September date allows us to conduct a home tour with less competition from the horde of spring tours throughout Sacramento. Moreover, moving Taste to June of next year frees vintners and restaurateurs from their busy harvest and event season. The LPCA plans to continue with a fall Tour and a spring Taste for future years which spells a big win for the neighborhood.

The LPCA will now present two major neighborhood functions along with our "Movies in the Park" (see story on page 2). For more information, visit www.landpark.org or www.landparkhometour.com. At each site you can find opportunities to volunteer.

There are many issues facing our neighborhood. Where will the next bridge over the Sacramento River be placed? Will our neighborhood be split into two separate council districts? What do you think about cell towers in residential neighborhoods? Should tree-like towers be tolerated in plain sight or be well hidden? How can we help to make the Northwest Land Park development a successful and essential part of our community? Which band should play at the "Taste of Land Park", and for that matter, what movie should we watch at the "Pics in the Park"? If the Sacramento Zoo façade gets a facelift, what should it look like?

These decisions require neighborhood input. Please help us consider these and other important issues by joining the board for the LPCA. Be part of the conversation. If you are interested, please contact Robert Florida at robertflorida@comcast.net.

Do you Own a Business in the Land Park Area?

The LPCA needs your Membership! It is important that the LPCA represent the diversity of the community, and the businesses of Land Park are a vital part of any neighborhood. Without input and involvement of our local businesses, we can't achieve full representation of the many issues discussed and considered by the LPCA. There are many benefits to becoming a LPCA business member. Learn what is important to the community, advertise in the quarterly Newsletter, attend monthly meetings,

be heard on issues that face Land Park and improve your business by getting to know the community you serve.

You are a valuable member of our great Land Park. Please consider joining us and becoming part of the movement to better our neighborhoods. For more information, visit our website (www.landpark.org) or email the Chair of the Membership Committee Karen McBride at KMcBride@rcac.org.

Your Land Park Realtors®

With you every step of the way.



Paula Swayne

(916) 425-9715

www.PaulaSwayne.com



Kellie Swayne

(916) 206-1458

www.KellieSwayne.com

DUNNIGAN
Realtors



BEST NEIGHBORHOOD RESTAURANT IN LAND PARK

SERVING BREAKFAST, LUNCH & DINNER ON THE WEEKENDS

Join Us For The Second Annual
RIVERSIDE CRUZ
TOUR DE LAND PARK
SATURDAY, JULY 23RD

2633 Riverside Blvd | Sacramento, CA 95818 | 916-448-9988
riversideclubhouse.com

Next Membership Meeting Wednesday, July 20, 2011

6:30 pm at the Eskaton Monroe Lodge
(3225 Freeport Blvd.)

At our next membership meeting, we will have community forums on two very important and topical issues:

Sacramento Levee Parkway

The idea of a continuous parkway along the Sacramento River suitable for pedestrians and bicyclists has been under consideration for many years. The proposed parkway would run uninterrupted from the airport in the north to the City's boundary near Freeport on the south. This plan, approved by the city council as part of the City's Bike Plan in 1997, requires the acquisition of easements from several property owners along the river. The proponents, whose members include former Mayor Anne Rudin and Greenhaven neighborhood activist Dan Gorfain, are revitalized and redoubling their efforts due to changes on the Sacramento City Council.

Though the group acknowledges that the feasibility of acquiring easements might be problematic in this economic environment, they want to be prepared when conditions do improve. The group points to several successes over the past several years, including parkway easement and facilities at Le Rivage, upcoming parkway signage from Discovery Park to the Pocket, and paving and striping on certain areas of the parkway.

Council Redistricting – Land Park split at Sutterville Road?

Every 10 years following the U.S. Census, the City of Sacramento is required to redraw the district boundaries to balance the population among the eight council districts. This year, the Council approved a participatory process that includes outreach, education and other tools, including the creation of the Sacramento Redistricting Citizens Advisory Committee.

Is it possible that the Land Park council district could be split at Sutterville Road and grow northward instead of to the south? The discussion will revolve around the redistricting process, consequences, both intended and unintended for our neighborhood, and what our position should be in preparation for the September 6 City Council action. Former Sacramento City Fire Chief and current Chair of the Citizen's Redistricting Commission Julius Cherry will be on hand to present the item and answer questions. Please make every attempt to attend this important meeting.

Steam Train To The Zoo (and Hood) Included in Old Sac Historic Park Environmental Impact Report (EIR)

Steve Belzer

The State Parks Department has been drafting a General Plan for the future development of the Old Sacramento State Historic Park. (Details at http://www.parks.ca.gov/?page_id=26346) Most recently Parks staff and the planning consultant held a public workshop to introduce the preferred alternative for the proposed General Plan. This alternative will be the basis for the EIR. Three alternatives were considered, all of which included some version of the Steam Excursion Train to the zoo, and two involved excursions to Hood. The preferred alternative being considered has a train to the zoo during the Summer months.

LPCA representatives, several residents of Land Park and South Land Park who would be affected by the excursion train, and the Principal of Holy Spirit School have attended the workshops hosted by the California State Parks and have submitted many comments.

The State's proposal takes into account some of the concerns we expressed. It would:

- Sell the tickets for the train ride to the zoo and zoo admission **only in Old Sacramento** to avoid loading passengers at the zoo, except for a return trip for ticketed patrons.
- Operate so as to require that the crossing arms on Sutterville Road **not** be down, blocking traffic while the train idles at the zoo.
- Not operate regularly between Sutterville Road and Hood. Rather, there would be passenger loading at Meadowview Road for the trip South to Hood. Equipment would be moved on occasion between Sutterville Road and Meadowview Road for maintenance.

The concerns that will be addressed in the EIR include noise, vibration, privacy, traffic, air pollution and other issues. LPCA will continue to monitor the development of the plan.

PARKSIDE  PHARMACY

COMPOUNDING & WELLNESS CENTER

Specialty Compounding ♦ Competitive pricing ♦ Compliance packaging ♦ Skin Spa



Your Compounding Experts

*Hot Flashes? Night Sweats?
Mood swings?*

FREE
3-month supply of
compounded hormones for
participants in BHRT study

*find out if you meet criteria for participation
Contact John at Parkside Pharmacy to learn more.*

Beauty Boutique + Delivery + Cards & Gifts + Full Service Pharmacy

*Transfer your prescriptions
and receive*
FREE REJUVENATING FACIAL
(\$55.00 value!)

4404 Del Rio Rd.
Sacramento, CA 95822
Phone 916.452.2200
myparksidepharmacy.com



President's Message:

Mark Abrahams

Last March I took over the reigns of the LPCA, an organization I had never been a part of until a highly publicized change of board personnel and organizational bylaws piqued my curiosity. My interest in joining came not so much because of any issues I had with the outgoing group, but because important principles such as "more democratic", "open", and "outreach" were being used to describe the expected method of board operation. In the two and a half years that I've been a board member, I have not been disappointed with the level of commitment expended achieving those stated principles.


The charge I've made to my friends on the board is to examine how we will keep our organization relevant. How can we be certain that the positions we consider reflect the opinions of the neighborhood? When do we chime in on a controversial issue and when should we remain sidelined? Though obviously not a simple task, we must take every opportunity to offer the community an outlet to express their opinions on the

issues. This isn't easy to accomplish. Except for those rare meetings with a well-advertised, controversial topic, the board meetings (held the 3rd Wednesday of each month at 5:30 at Eskaton) are sparsely attended. The charge to my friends not on the board is to attend a meeting or two. Let us know what you are thinking. If you can't make it to a meeting, send a note. We read every email sent to the website.

The board has worked strenuously to formulate positions on many subjects. Over the past year, we have publicized our position on cell phone towers, bridge crossings, zoo expansion, Curtis Park Village, and the Northwest Land Park development. Many assume that the positions we take are always anti-growth, anti-developer, and slanted by a NIMBY bias. I don't think that's true. Yes, wary of traffic concerns, we have worked hard to limit further expansion of the zoo, but we are working with zoo management on related items including a new front façade, traffic flow, and the steam engine from Old Sac.

Though we have opposed many of the single pole, fake tree-like cell towers, the LPCA has been proactive in promoting other options such as antenna placement on the tops of buildings, water tanks, and other structures, including one hidden in a church steeple. We recently supported a tree tower in the Oddfellows Cemetery (where visibility will be limited mostly to the cemetery inhabitants) over one located across the street on Riverside Blvd., which would have been visible to everyone. We support additional "neighborhood" bridge crossings over the Sacramento River, but not the large, bulky, four-lane commuter spans that would be very friendly to cars, but unfriendly to neighborhoods, bicyclists, pedestrians and our retail establishments. Finally, we have worked very closely with the group developing the Setzer property and are optimistic that the project, when completed, will be a community asset for Land Park residents and all of Sacramento.

Our relevancy depends upon your participation. Visit the homes participating in the Land Park Home Tour September 25. Come to the flicks in the park this summer. Mingle with your neighbors at next June's Taste of Land Park. Visit our new website, which debuted in June. Let us know how we can make our neighborhood even better.



VIC'S ICE CREAM
3199 RIVERSIDE BLVD
448-0892



ERNESTO'S
MEXICAN FOOD

Open
for Breakfast
Saturday & Sunday
9 a.m. - 2 p.m.

1901 16th St. | (916)441-5850
www.ErnestosMexicanFood.com



Christa Clark, MD
Board Certified Plastic Surgeon

916.983.9895

www.TheNaturalResult.com

Here's what's going on in the neighborhood this summer...

LPCA, www.landpark.org

- Movie Night in the Park, Saturday, August 13, 8:15 pm featuring *O Brother, Where Art Thou?*
- Regularly scheduled board meeting Wednesday, July 20, 6:30 pm, Eskaton Monroe Lodge and Wednesday, August 17 (same time and place).
- Land Park Home Tour, September 25

The Sacramento Zoo, www.saczoo.org

- Twilight Thursdays at the Sacramento Zoo are June 16 through July 28. Each Thursday from 5:30 - 8:00 pm come see the live music and a car show; featuring local bands and car-clubs. Dinner and drink specials will also be available for purchase at the Zoo's Kampala Café.
- Family Overnight Safaris at the Sacramento Zoo are: Friday, July 1, 5:30 pm to 9 am; Friday, July 8 - 5:30 pm to 9 am; Saturday, July 16 - 5:30 pm to 9 am; Saturday, July 30 - 5:30 pm to 9 am; Saturday, August 6 - 5:30 pm to 9 am; Friday, August 12 - 5:30 pm to 9 am
- Ice Cream Safari, Saturday, July 23 - 4 pm to 8 pm

Fairytale Town, www.fairytaletown.org

- Fairytale Town Family Camp Out Saturday, July 23 and Friday, August 19

Fairytale Town, www.fairytaletown.org

- Twilight Concert: Sacramento Taiko Dan, Wednesday, July 13, 6 pm - 8 pm
- Children's Concert Series performances are held each Sunday in July beginning at 2 pm. This popular series features matinee performances by favorite local children's artists.
- Twilight Concert: Freilachmakers Klezmer String Band, Wednesday, August 24, 6 pm - 8 pm

Summer Concert Series in McClatchy Park (shows start at 4:30 and end by sundown)

- July 9 - Zuhg, Longshot Sound System
- August 16 - Nagual, Mad Planet
- September 3 - Musical Chairs, Mondo Decco, The Afterlife

Councilmember Rob Fong www.cityofsacramento.org

- District 4 Movie Nights Friday, September 23 at Reichmuth Park and Friday, September 30 at Southside Park. Both events begin at 7:30 pm.

Sunflower continued from front cover

Residents have long anticipated a new major tenant in the retail center that also includes **Parkside Pharmacy, La Bou** coffee shop and the **Macau Café**. Two shopping center tenants have recently relocated to make room for the property's welcomed renovations. From my perspective, Sunflower Farmers Market is an ideal fit for the neighborhood and the Del Rio location - dare I say, better in many ways than Trader Joe's might have been, though you won't find the variety of fresh flowers that TJ's displays. Although our other neighborhood markets probably can expect some competitive impact from the new store in town, both **Taylor's** and **Raley's** have business models that differ considerably from Sunflower. Thanks to Dr. Yee for holding out for a proven franchise. The new store will complement our existing market choices and the neighborhood will profit from the attention paid to the landscape and building upgrades.

