The Petrovich Family and Naming the Park in Crocker Village

The following is an accounting of the Petrovich Family’s contributions to the Sacramento Region. After the Parks Dept recommended approval and confirmed that Alexander John Petrovich met the City’s policy for naming parks, political bias by Jay Schenirer has caused that name to be rejected months after the fact. It has now become necessary to outline the accomplishments of Paul Petrovich as opposed to his father Alexander John Petrovich, a WWII hero. Please accept this as a factual outline necessitated out of political retribution as opposed to Paul giving himself unnecessary accolades not previously required.

Sacramento Roots

Calling Sacramento home for over forty-years, the Petrovich Family has engaged in the Commercial Real Estate Development business in the Sacramento Region only. Maintaining a humbling display of the “American Dream”, Paul Petrovich started his business career during the Jimmy Carter 19% interest rate economy which resulted in an unforgiving business environment in Sacramento for this 21-year-old. Living out of his 1965 four car without air conditioning and the shirt on his back, Paul, scraped out $1,100 total in his first 14 months in the business.

He is the youngest and only son with four older sisters and was born to a lower blue-collar family in Los Angeles, California, and was the only child who would ever attend college. Using his God given athletic ability, he was able to find his Northern-Californian roots at UC Davis as their starting pitcher. Paul never moved further away from downtown Sacramento by more than 12 miles and eventually met his wife Cheryl.

Growing up in Placerville, Cheryl quickly became her own advocate and elected to pursue a higher education at Sacramento State University. Her family’s roots in Sacramento date back to 1935 in Sacramento where her grandparents immigrated from Missouri. Her grandfather worked at the Union Pacific Railyard and her grandmother, who was orphaned at age two and was half Cherokee Indian, educated herself and taught at McClatchy High School for many decades.

Cheryl’s mother attended McClatchy High School and also became a teacher and taught throughout the region. Cheryl’s grandparents and mother lived and grew up on 14th Avenue near 39th Street in Oak Park across the street from St. Paul Missionary Baptist Church from 1935 until 2005 when Cheryl’s grandmother Mabel passed at the age of 94. Paul and Cheryl met 34 years ago and in 1991 welcomed their first of three children into the world, while concurrently staying committed to their origins of poverty, demonstrated by an unwavering determination to ameliorating underserved communities, donations of historical memorials, charitable contributions, and environmental mitigation efforts to the greater Sacramento region including efforts to emolliate the poverty of Oak Park where Cheryl’s family set down their roots.

Philanthropy (partial list- all in present day value)

- Paul and Cheryl donated (in current dollars) over $2 million as “Angel Investors” towards breast cancer research which led to technology that decreased DNA code analysis for tumors from 365 days to 14 days.
• $750,000 donation to the Woodland Recreation Foundation, which supplements city youth recreation programs. These proceeds will go specifically to baseball, soccer and swimming programs mainly for Hispanic youth.
• $125,000 to local high school sports programs
• $100,000 to Lutheran Social Services/Katanya Maina Foundation to pay for Katanya’s cancer treatment and housing within a Petrovich Development housing project as she died of stage four cancer.
• $22,000+ in donations to Sacramento Children’s Home
• $12,500 to Sacramento Hemisphere’s Art Academy to fund underprivileged children’s art programs
• Largest private financial supporter of the Black Chamber of Commerce on an annual basis
• Largest private contributor to the financial literacy program educating under-privileged adults through the Creative Exchange
• Contributions up to $20,000 individually and over $500,000 collectively to the following:
  ✓ Faith & Homeless Families
  ✓ The American River Parkway Foundation
  ✓ UC Davis Baseball Foundation
  ✓ Youth Empowerment Society
  ✓ Woodland Youth Soccer League
  ✓ Oak Park Little League
  ✓ Boys and Girls Club
  ✓ Girl Scouts
  ✓ Boy Scouts
  ✓ Chris Marshall Memorial Fund
  ✓ Tim Place Memorial Fund
  ✓ Unity Foundation
  ✓ Woodland Fire Department Foundation
  ✓ Working Families
  ✓ Special Olympics
  ✓ Yolo County 4H
  ✓ World Relief
  ✓ Friends of Meadowview
  ✓ Meadowview Jazz Festival
  ✓ Sacramento Shriner’s Hospital
  ✓ SFD Chief Officers Association
  ✓ Sacramento Life Center
  ✓ Carl Cherry Foundation
  ✓ Youth Arts Collective
  ✓ Big Sur Land Trust
  ✓ Loaves, Fishes & Computers
  ✓ Rancho Cielo Youth Campus
  ✓ Community Partnership for Youth
  ✓ Martin Luther King School PTSA
  ✓ American Association of University Women
  ✓ Girl’s Health in Girl’s Hands
✓ MEarth
✓ Orchestra in the Schools
✓ Salvation Army
✓ Ventana Wildlife Society
✓ 2nd Chance Family & Youth

- Financial advisor and major contributor to the Newman Center – Sacramento State University. The Newman Center’s goal is to guide Catholic teens transitioning to adulthood in a University environment by providing fellowship and a safe place to socialize with their peers.
  - Paid 100% to expand the Newman Center facility.
  - Numerous fund raising and philanthropic events emanate from this organization which includes the Sacramento Food Bank and women’s shelters.

Parks, Open Space and Memorials:

- Designed, personally funded, constructed and maintains four Veterans Memorial Pocket Parks throughout the region to honor Sacramento Veterans and Alexander Petrovich totaling over $1 million in costs in the following cities:
  - Sacramento
  - Fair Oaks
  - Roseville
  - Davis
- Sacramento County: 100% funded the planting of 1,200 oak tree seedlings, transplanted and nurtured them for five years to early maturity to create an urban forest. Over 1,100 survived. No Petrovich name requested or posted.
- Fair Oaks VFW: Raised seedlings, planted and nurtured 24 oak trees for two decades around the Fair Oaks VFW. No Petrovich name posted or requested.
- Davis: Purchased land adjacent to Davis’ regional park in south Davis, developed it as a parking lot which the city was lacking funding for and donated it.
- Private Art in Public Spaces: Spent over $1 million on private art installations throughout the region involving no public subsidies.
- $400,000 to the Sacramento Tree Foundation for mitigation – Crocker Village and others

Developments with a Social Cause:

- **Grocery Outlet - Del Paso/El Camino** ($5 million invested – 10-year effort)
  - Solved 60-year food desert where no grocery store would locate due to high crime.
  - Developed at zero profit
  - Grocer sells fresh and organic food at an affordable price
  - All accomplished with zero governmental or other subsidies of any kind.

- **Rite Aid**: Stockton/Fruitridge, Sacramento, CA ($6 million invested - 5-year effort)
  - Assembled five parcels
  - Demolished former casino
- Demolished half burned liquor store and decrepit shops
- Demolished two known crack houses
- Terminated leases for two very large billboards at the hard corner that added to the blight
- Developed first new retail project in two generations in this trade area for Rite Aid (nearly 20k sf) with Union employees hired from the surrounding neighborhood
- **All accomplished with zero governmental or other subsidies of any kind.**

- **Auburn Boulevard/Van Maren** ($12 million investment - 6-year effort)
  - Assembled three parcels
  - Cleaned severe underground pollution
  - Demolished 40,000 sf of blighted buildings.
  - Constructed two new retail buildings of 38,000 sf for 24 Hour Fitness and Rite Aid. Both retailers hired locals and Rite Aid’s jobs were Union.
  - **All accomplished with zero governmental or other subsidies of any kind.**

- **R Street Market** ($65 million invested - 5-year effort)
  - Develop first full-sized grocery store 15 years ago at blighted mid town industrial location.
  - Five parcel assemblage. Demolished blighted warehouses, cement bloc buildings, preserved and relocated Victorian home to Alkali Flats section of downtown.
  - Triggered and anchored R Street renaissance that is causing Sacramento to be a place young people want to gravitate to.
  - Plans for R Street had been sitting on the shelf of 10+ years before this project was developed.
  - **All accomplished with zero City or other subsidies of any kind.**

- **Acquisition of SWC of Howe and Fair Oaks**
  - $3.15 million paid to City that was spent to re-build the B Street Theater
  - **No governmental subsidies**

**Landmark Real Estate Transactions Directly Impacting the Economy of Sacramento and the Region:**

- **Sold Emerald Office Building at 300 Capitol Mall** - $300M in today’s dollars. September 1986 - Age 25.
  - Buyer: Heitman Financial
  - Significance: Sacramento was considered a tertiary market and no pension fund or major investor had ever invested in an investment property in this region.
  - Opened the door and gave confidence to all others that followed.
  - Largest real estate transaction by 300% in history of Sacramento
• **Sold 770 L Street** – $110M December 1986  
  o 90 days later closed second largest real estate transaction with the same pension fund – Heitman Financial furthering Sacramento’s newly acquired status of a place to invest institutional money – now common place.

• **Galleria Mall** – Roseville – 2000  
  o Flew to Chicago to convince Urban Retail Properties to build Nordstrom anchored mall and successfully engaged American Express to sell their land to develop the premier mall in this region.  
  o First new major mall developed in region in decades with Nordstrom deploying their flagship store.  
  o Mall became one of the highest per square foot producing malls in the US attracting many tenants to this region and eventually the City of Sacramento that would not have otherwise had the confidence to do so  
  o The Fountains – negotiated transaction to develop the premier lifestyle center in this region which has led to many of those tenants having confidence in adding stores to the remainder of the region.

• **Costco** – transacted all Price Club, Price-Costco and Costco locations in this region starting in 1984 except Folsom location and newly developed Costco in Elk Grove. All units provide in excess of 800 strong livable wage jobs.  
  **All accomplished with zero governmental or other subsidies of any kind.**

• **Rite Aids**: Developed 18 Rite Aids, most infill locations creating over 400+ net new Union jobs with livable wages and extraordinary benefits for the employee and family members. Benefits also apply to part time employees.  
  **All accomplished with zero governmental or other subsidies of any kind.**

• **Safeway**: Developed seven Safeway anchored projects throughout the region, creating over 1,400 net new Union jobs with livable wages and extraordinary benefits for the employee and family members. Benefits apply also apply to part time employees.  
  **All accomplished with zero governmental or other subsidies of any kind.**

• **Woodland Gateway Center**: Developed 550,000 sf Costco, Target, Best Buy, Michaels, HomeGoods, ULTA anchored shopping center in Woodland that generates 30% of their sales tax revenue. As noted by elected officials and City Managers, if not for Woodland Gateway, Woodland would have been the first city to file bankruptcy before Stockton.  
  **All accomplished with zero governmental or other subsidies of any kind.**

• **Walgreens**: Developed five Walgreens creating over 150 net new Union employees with livable wages and extraordinary benefits for the employee and family members. Benefits apply also apply to part time employees.  
  **All accomplished with zero City or other subsidies of any kind.**

• **Hale Department Store**: Rehabilitated a significant historical structure in Sacramento built in 1867 (State Capitol completed in 1874) at the NWC at 9th and K Street at a cost
of $11 million. The Hale Department store was the first department store west of the Mississippi and of course, Sacramento. Converted ground floor into retail on K Street after being office space for five decades.

All accomplished with zero City or other subsidies of any kind.

- Employed over 25,000 construction workers, all with no subsidies from any governmental agency.
- In all, to date, developed over 63 projects in the Sacramento Region totaling over $1.1 billion in development with no financial partners or subsidies. These developments have a 5 X impact on the City of Sacramento and the region.
- 80% of these projects are infill projects where blighted real estate was demolished and new energy and riskcapital/investment was made by the Petrovich Family only - where communities needed it most. These developments triggered additional investment in the most blighted trade areas.
- Through these efforts, created over 20,000 retail jobs, mostly Union jobs.
- Since 90% of the Petrovich Family developments are retail, over $100 million in sales taxes have been generated to local coffers.

Crocker Village – 72-acre Brownfield, 2003-present

- One of the most contaminated Brownfields in the US
- Committed Day One, 16 years ago to clean the entire site to better than natural levels of all constituents as found in the Sacramento region. In other words, cleaner than any dirt in the region.
- 100% fulfilled that promise despite finding 300% more contamination than had been identified through studies conducted and overseen by the Department of Toxic Substance Control (DTSC) in 1990.
- Largest Brownfield in Sacramento to be granted its “No Further Action” certification from DTSC
- Only Brownfield in Sacramento over 10 acres to be granted “unrestricted” clean up status (can be developed with single family homes with vegetable gardens) . Will not occur at the Downtown Railyard
- First project ever jointly endorsed by the Sierra Club and the Architect Institute of America
- Sacramento’s first Surban smart growth development
- 20-mile-long train: the length of the train had all the contaminated soil been hauled off at one time to a rubber lined pit in Utah over an eight-year period.
- Project was contaminated over a 125-year period. Beyond its significant ground water contamination, cancer causing constituents were blowing off the site directly into residents in Curtis Park, Hollywood Park, the Children’s Home and Sacramento City College consisting of arsenic, lead, asbestos and volatile organic compounds.
- 1.2 million cubic yards of soil: the amount of soil that had to be moved to access and sort through the contaminated soil. This is enough soil that would fill Hughes Stadium to the rim three- and one-half times.
- 2,000 truckloads of contaminated soil hauled to a specialized pit in Vacaville.
- 1.1 BILLION gallons of water: the amount of contaminated ground water that has been pumped and treated to clean over 100 years of contamination left by the Western and Union Pacific Railroads. Still pumping to this day.
- $35+ million: the cost to clean the property to date.
- $24+ million in public infrastructure constructed to date.
- $8+ million more infrastructure to be completed
- $32 million in fees to be paid to the City where no fees would have been generated but for the Petrovich Family’s investment, clean up and infrastructure.
- $7 million and five acres: the cost and land area to engineer and construct a regional storm water detention facility to accommodate all of Curtis Park’s storm water. Prior to constructing the interim and permanent facility, a mixture of feces and storm water would back up into the lowest floor drains of Curtis Park homes in a heavy rain event.
- 91 units of very low and extremely low affordable housing built before any other development occurred in the project. Paul Petrovich donated $4.2 million of clean, zoned and fully improved land to a non-profit (Domus) to accomplish this goal.

- Project consists of:
  - 3.5-acre park on land cleaned, dedicated and paid for by the Petrovich Family
  - 91 affordable housing units
  - 286 single family homes
  - 131 multifamily units
  - 259,000 square feet of retail

- Donated land and reduced developable land area to accommodate pedestrian bridge linking Oak Park, Land Park and the RT system

**Giving a Dignified Hand Up, Not a Hand Out Through Crocker Village**

As a means of giving back to the community in the most effective and relevant way, the Petrovich Family conditioned Safeway to provide all 100+ new jobs to Sacramento’s underprivileged communities first. The store, now open since March 6th, now employs people, 85% of color from the most disadvantaged communities in City and region. This four-year commitment has been 100% fulfilled. The Result is nothing less than spectacular with over $5 million per year being paid directly to the most in need with no governmental subsidy or tax payer funded dollars. These Union employees will spend their hard earned money in their communities where it will also do a lot of good. Further, every employee, including part time employees, receive full medical, dental benefits. The medical and dental benefits extend to every direct family member as well and not just the employee.

**The Park**

As part of the 72-acre master plan, the Petrovich Family designed a 6.6 acre park for the residents of Crocker Village. After six years, 14 plan checks, over $500,000 in civil engineering costs and hundreds of thousands of dollars paid to the City/Public Works to run their storm model at least ten times, a final park design emerged that is approximately 5.5+ acres of net
usable land and greenspace even though the newly adopted joint use facility ordinance technically only gives us 80% credit.

The park will also solve a hundred-year problem of storing Curtis Parks storm and sewer problems where feces and storm water have been mixed into the same system. Prior to Crocker Village solving this enormous problem, combined affluent has bubbled up in the drains of Curtis Park’s homes in a ten year or more flood event. The Petrovich Family has paid for the land for the park, removed all hazardous material from it and all the land around it to create this 72 acre smart growth community, engineered it to solve a major drainage issue, is paying for its construction at a cost in excess of $1,000,000.00 and will be paying to maintain it through the HOA fees it will be absorbing until all the homes are built at no cost to Curtis Park or the City.

**Conclusion:**

**Naming the park after the Petrovich Family is not only appropriate, to do otherwise is simply an overt act of bias and a hateful act by a handful of people to inflict severe bias towards a family that has contributed so greatly to Sacramento and the region as a whole**