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Carlos Alcalá: Roseville Road down in the dumps with tossed junk

By Carlos Alcalá - (*Published July 8, 2004*)

That's rubbish: Norma-Lee was surprised to see (in last week's Bee story) that Rio Linda-Elverta wasn't Sacramento County's biggest victim of illegal dumping. As Rio Linda's honorary mayor, she's been working on the problem of litter-by-the-load, and it's bad. Furniture, garbage, oil, tires, batteries. You name it, it gets dumped in Rio Linda. "There are times when we can show you pictures that are just as bad," she said, referring to the news photos of trash piles 6 feet high. The county has identified more than a dozen spots in RL/E with up to 30 illegal dumping incidents each in the 12 months ending June 2003, but there are even worse places. The worst dumping grounds in the county north of the American River seems to be a stretch of Roseville Road near the Walerga Road overpass. It had 45 dumping incidents in the county's count. When I went to check, it had the usual paint buckets, old carpet scraps and boxes, plus a high-and-dry boat. Rio Linda, on the other hand, seems to be cleaning up. But, said Norma-Lee, "it's still not utopia."... To report illegal dumping in the county, call (916) 875-5656. For dumping problems in the city of Sacramento, call (916) 264-5948. ... If you don't know where you are, well, dumping may not be your biggest problem. ...

"Back" talk: A reader (anonymous, I hate that) called to take issue with the idea that "North Sac is Back." North Sacramento won't be back, she said, until the community has a decent grocery store again. Yes, North Sacramento once had many markets. A marvelous Web site, [grocceteria.net](#), shows a long history of markets in Sacramento. It includes names, addresses and even some photos of the ones in North Sac. There was the Raley's that once occupied 400 W. El Camino Ave., where the Thrift Town now stands. Safeway, Cardinal and Stop-and-Shop (among others) once existed on Del Paso Boulevard. Two efforts to bring in a new store have been up in the air for months, but my caller was tired of hearing that a new market is on the way. We called around to find out what's up. Uh, would you believe a new market's on the way? At least, that's the word from Philip Harvey of Petrovich Development. An application to develop it is in. Petrovich is negotiating with a grocer. "We think we're going to get there," Harvey said. But when? No guesses from Harvey. Hopefully, we won't drop before we shop. ...

"Back" talk, too: No takers yet for the free "North Sac is Back" shirt. One 80-year-old North Sacramento resident even said she would never wear such a thing and that Del Paso Heights has been fixed up prettier than North Sac. Those sound like fightin' words or fixin' words. ...

Trivial pursuits: Here's a little game to entertain you (if you're really bored.) On [sacbee.com](#), most stories now have little ads at the bottom that are supposed to be relevant to the story. If you look at a story about satellite photos of Saturn, you may see an ad for 3-D glasses for viewing NASA photos. At the end of a story about rising drug prices, there was a little ad offering "free prescription drugs." The game is to find ads that don't quite match the story. Who wants Baja California hotel ads after reading a story about an earthquake there? A Scott Peterson trial story ended with this offer: "Attorney for \$1/Day." Just what he needs. What does a résumé writing service have to do with an L.A. police brutality story? (Maybe the officers are looking for new jobs.) And my column? The last one ended with Natomas real estate ads. You'd think that after reading this kind of nonsense, a reader would want to look for real estate somewhere else,

where my column isn't in the paper.

About the Writer

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