



City of
SACRAMENTO

GOLDEN 1 CENTER

PLAN FOR ARENA OPERATIONS

City Council
May 24, 2016

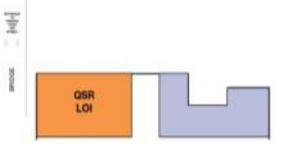
An aerial photograph of a city skyline. In the center, a large, modern stadium with a white, curved roof is prominent. To the right, several tall construction cranes are visible, indicating ongoing development. The surrounding area is filled with various buildings, including high-rises and lower-rise structures, interspersed with green trees. The overall scene depicts a bustling urban environment with significant infrastructure projects.

PROJECT OVERVIEW

GOLDEN 1 CENTER OPERATIONS

PROJECT SITE PLAN

Downtown Commons
GROUND LEVEL
SITE PLAN



- Apparel/Soft Goods
- Retail
- Restaurant
- Leased









PROJECT SCHEDULE

GOLDEN 1 CENTER OPERATIONS

GOLDEN 1 CENTER AND DOCO SCHEDULE

- FULL ENCLOSURE OF ARENA LATE MAY 2016
- SUBSTANTIAL COMPLETION SEPT. 26, 2016
- FIRST ARENA CONCERT OCT. 4, 2016
- DoCo – EAST RETAIL OCTOBER 2016
- DoCo – WEST RETAIL MARCH 2017
- KIMPTON HOTEL OPENING MARCH 2017
- NCAA MEN'S BASKETBALL CHAMPIONSHIP (1ST -2ND ROUNDS) MARCH 2017



LESSONS LEARNED

GOLDEN 1 CENTER OPERATIONS

CHALLENGES AT OTHER ARENAS

- RIDE SHARING DROP-OFF IMPEDING TRAFFIC
- CLUTTERED SIDEWALKS AFFECTING PEDESTRIAN MOVEMENT
- PARKING GARAGE/LOT QUEUING INTO STREETS
- TRANSIT PROGRESS AFFECTED BY PEDESTRIAN CROWDS OR VEHICLES
- CITIES THAT HAVE PLANNED AHEAD HAVE HAD BETTER EXPERIENCE



SACRAMENTO'S ADVANTAGES

- CITY HAS BENEFITTED FROM OTHERS' EXPERIENCES
- CITY GRID PROVIDES MULTIPLE ACCESS POINTS
- EFFECTIVELY DISPERSES TRAFFIC
- ALREADY HANDLES 100,000 COMMUTERS DAILY
- ONLY 7,000 VEHICLES EXPECTED FOR MAJOR EVENTS
- EVENTS START TIMES ARE AFTER PEAK COMMUTE TIMES
- SUCCESSFUL DOWNTOWNS DON'T HAVE EMPTY STREETS AFTER 7 PM

City of
SACRAMENTO



CITY OPERATIONS TEAM

GOLDEN 1 CENTER OPERATIONS

ORGANIZATION

Security [Cpt. Justin Eklund]

Partners:

- Kings
- NBA
- DHS
- CHP
- DSP

Transportation [Hector Barron; Justin Eklund]

Partners:

- Kings
- RT
- Yolobus
- Paratransit
- Caltrans
- West Sac.
- Other transit agencies

Parking [Matt Eierman]

Partners:

- DSP
- Kings
- OSAC
- MBA
- R Street PBID
- River District
- Handle District
- Parking Owners/ Operators
- Neighborhood Associations
- West Sac.
- RT

Entertainment [Sgt. Lane Polete; Tina Lee-Vogt]

Partners:

- DSP
- Business owners

Lighting/ Wayfinding [Leslie Fritzsche]

Partners:

- DSP
- SMUD

Outreach [Linda Tucker]

Partners:

- Public
- Kings
- Media
- PBIDs
- RT

Transit [Cpt. Norm Leong]

Partners:

- RT
- Yolobus
- Paratransit
- E-Tran
- Other transit providers

KEY FOCUS AREAS

- EVENT SECURITY
- TRANSPORTATION MANAGEMENT
- PARKING
- ENTERTAINMENT MANAGEMENT AND SECURITY
- LIGHTING AND WAYFINDING
- PUBLIC OUTREACH AND COMMUNICATIONS



SECURITY

GOLDEN 1 CENTER OPERATIONS

WWW.CITYOFSAC

SECURITY EFFORTS

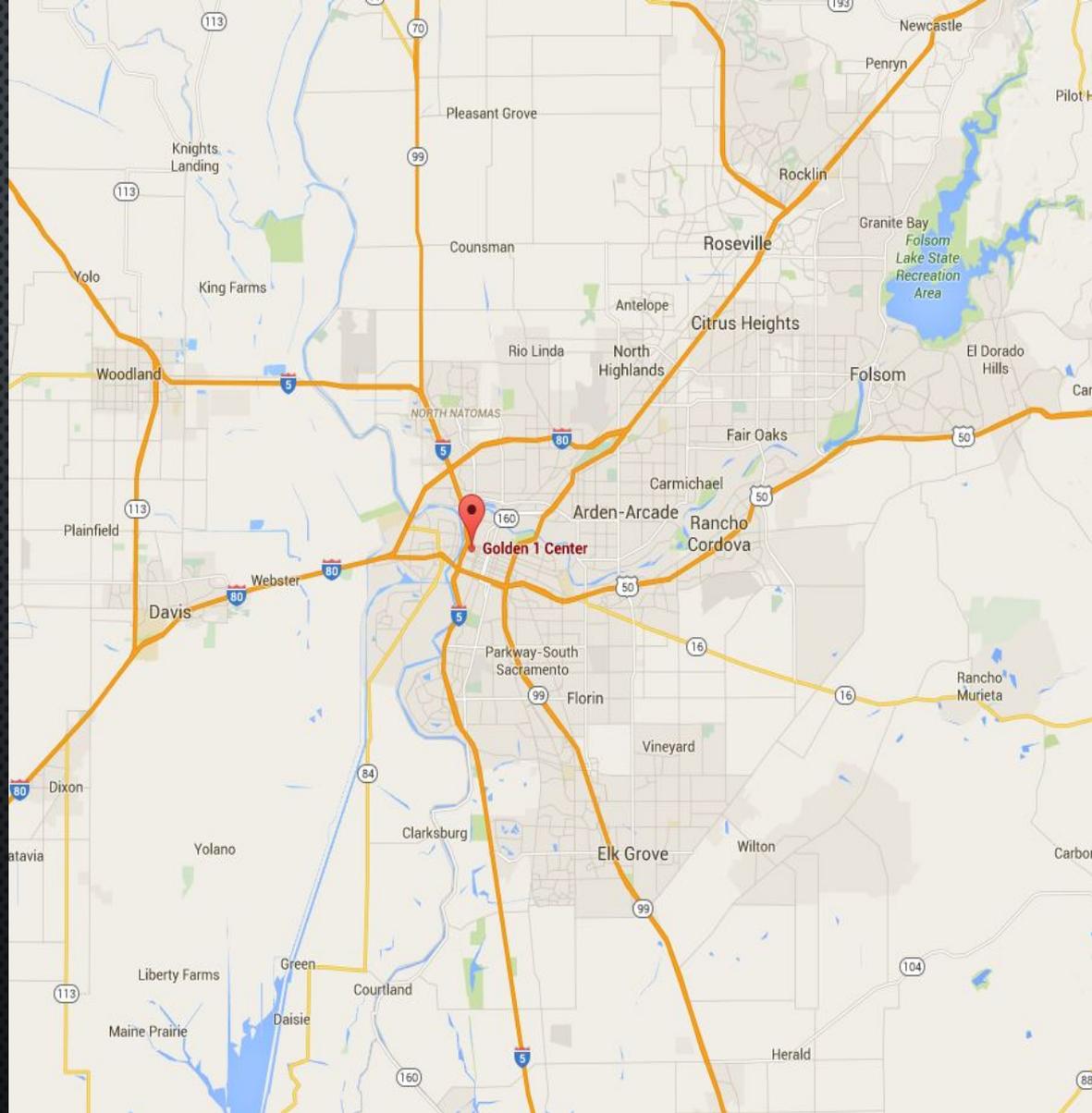
- COORDINATED PLANNING EFFORTS
- EVENT STAFFING
- INCREASED USE OF TECHNOLOGY
- TRAINING AND ORIENTATION PLANS



TRANSPORTATION

GOLDEN 1 CENTER OPERATIONS

DOWNTOWN:
THE CENTER OF THE REGION'S
TRANSPORTATION NETWORK

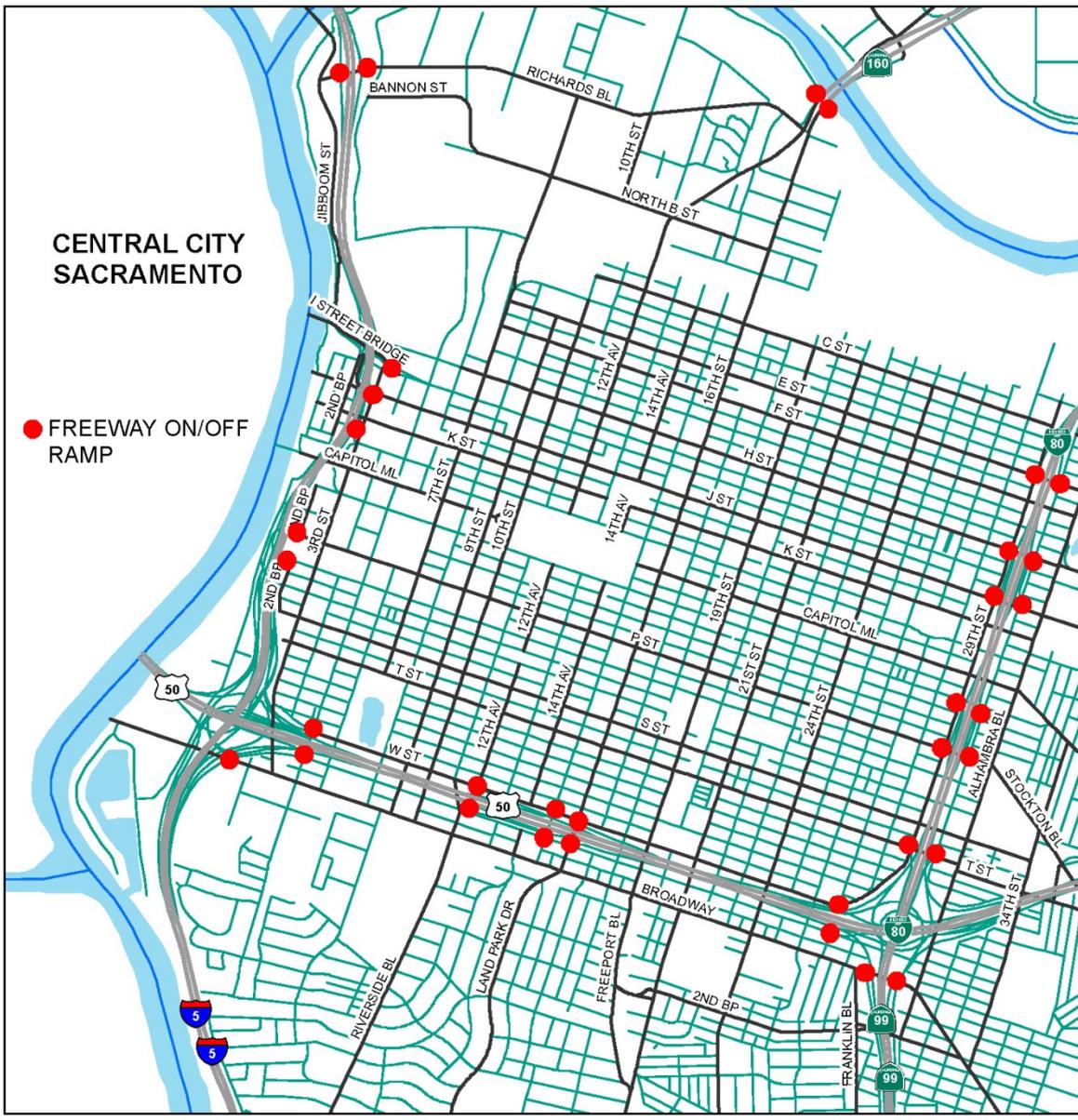


GOLDEN 1 CENTER IS A MULTI-MODAL
DESTINATION

MULTIPLE ACCESS POINTS

CENTRAL CITY SACRAMENTO

● FREEWAY ON/OFF RAMP



EVENT TRANSPORTATION MANAGEMENT PLAN

- DRAFT TMP COMPLETED MAY 2014
- UPDATE OF EVENT TMP – KINGS COVER COST OF UPDATING AND IMPLEMENTING
- CONSULTANT FEHR & PEERS PREPARING COMPREHENSIVE UPDATE
- ADDRESSES ALL MODES – VEHICLES, PEDESTRIANS, TRANSIT AND BICYCLING
- PLANS FOR LARGE EVENTS, MEDIUM EVENTS AND SMALL EVENTS
- POLICE AND PUBLIC WORKS WILL IMPLEMENT PLAN THIS FALL
- KINGS WILL ALSO IMPLEMENT TMP

TMP IMPLEMENTATION ALREADY UNDERWAY

- CONNECTED STREET GRID
- COORDINATED SIGNAL TIMING
- CCTV CAMERA INSTALLATION AT KEY INTERSECTIONS AROUND ARENA
- TRAFFIC CONTROL PLANS FOR INTERSECTION AND STREET CLOSURES COMPLETED
- COORDINATION WITH TRANSIT PROVIDERS, CALTRANS, CHP, WEST SACRAMENTO AND PRIVATE PROPERTY OWNERS
- IDENTIFYING ZONES FOR TAXIS, LIMOS, CHARTER BUSES, AND RIDE-SHARING



VEHICLES

- DRAFT TRAFFIC CONTROL PLANS PREPARED
- TRAFFIC CONTROL OFFICERS USED AT KEY INTERSECTIONS
- USE OF CHANGEABLE MESSAGE SIGNS
- SIGNAL TIMING ADJUSTMENTS
- MULTIPLE ACCESS POINTS
- LOCATING PARKING GARAGE BEFORE DEPARTURE IS KEY

TRANSIT

- WORKING CLOSELY WITH REGIONAL TRANSIT
- RT LAUNCHED NEW MOBILE APP FOR TICKET PURCHASES
- STATION IMPROVEMENTS TO BEGIN FOR STATIONS AROUND ARENA
- 7TH AND CAPITOL STATION – PRIMARY ARENA STATION



RideSacRT
Passport Inc



FREE



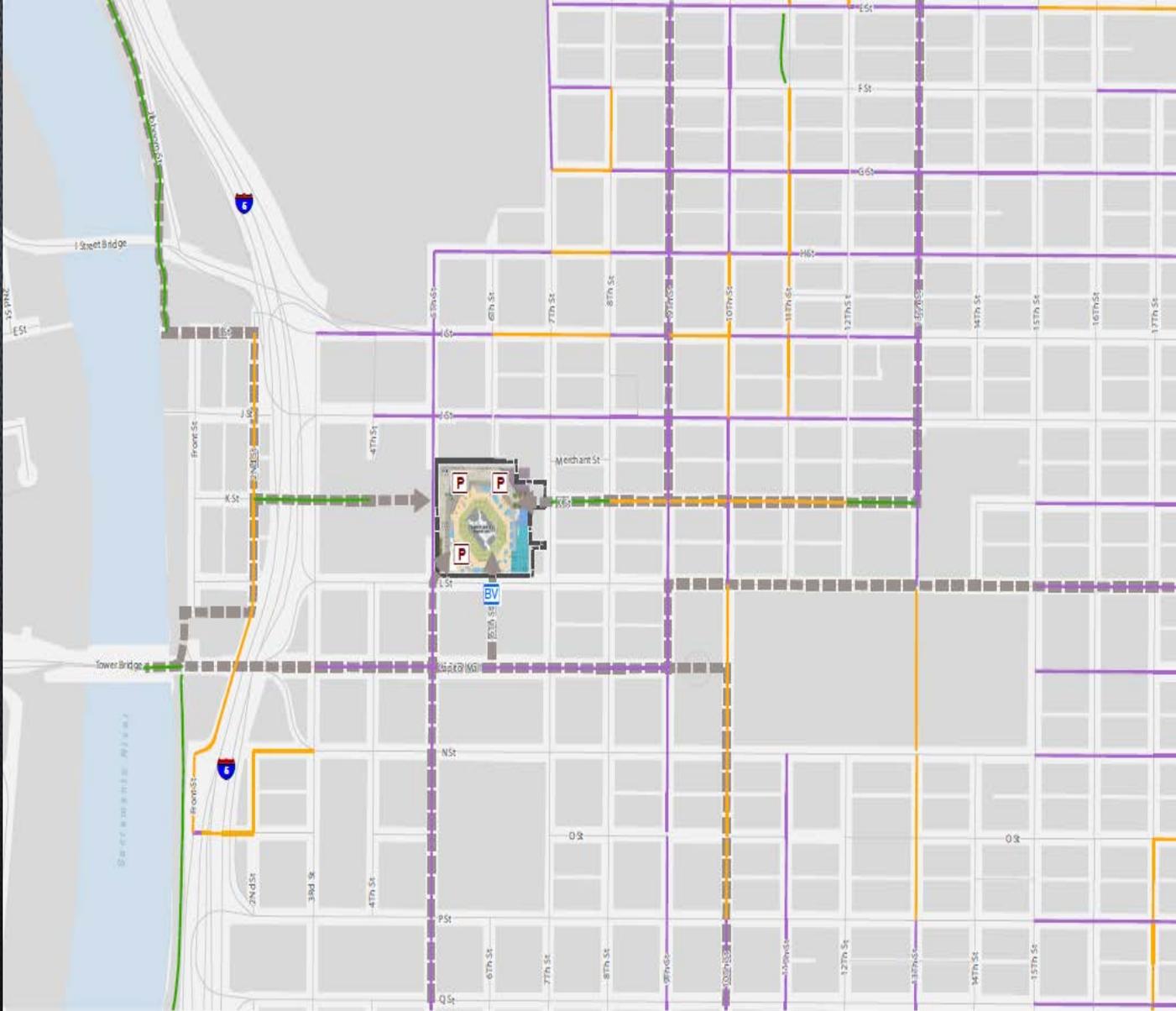
FREE

Passport Inc

RideSacRT

BICYCLES

- PREFERRED BIKE ROUTES TO BE IDENTIFIED
- BIKE PARKING LOCATIONS TO BE IDENTIFIED
- BIKE VALET PROVIDED





PARKING
GOLDEN 1 CENTER OPERATIONS

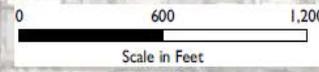
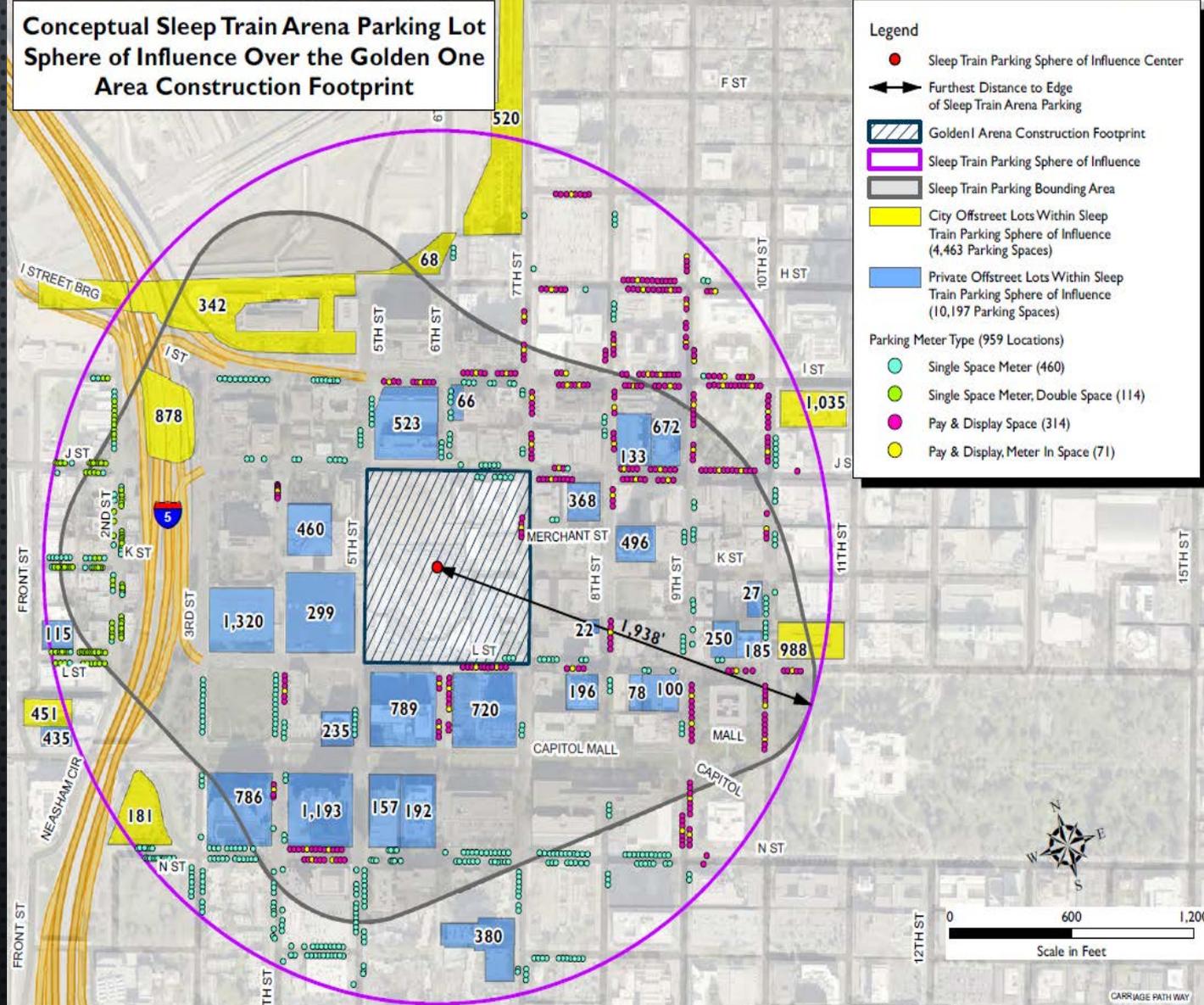
Conceptual Sleep Train Arena Parking Lot Sphere of Influence Over the Golden One Area Construction Footprint

Legend

- Sleep Train Parking Sphere of Influence Center
- Furthest Distance to Edge of Sleep Train Arena Parking
- Golden I Arena Construction Footprint
- Sleep Train Parking Sphere of Influence
- Sleep Train Parking Bounding Area
- City Offstreet Lots Within Sleep Train Parking Sphere of Influence (4,463 Parking Spaces)
- Private Offstreet Lots Within Sleep Train Parking Sphere of Influence (10,197 Parking Spaces)

Parking Meter Type (959 Locations)

- Single Space Meter (460)
- Single Space Meter, Double Space (114)
- Pay & Display Space (314)
- Pay & Display, Meter In Space (71)



- 15,000+ SPACES FOR EVENTS
- DON'T DRIVE TO ARENA
- FIND YOUR SPOT FIRST!
- SACPARK.ORG

PLAN AHEAD!



PARKING

- COMING SOON – SACPARK APP
- RESERVE YOUR SPACE ONLINE, ON PHONE OR WITH TICKET PURCHASE
- SMART METER INSTALLATION UNDERWAY
- DOWNTOWN GARAGE UPGRADES IN PROGRESS
- GARAGE EFFICIENCY ANALYSIS UNDERWAY
- RECOMMENDATIONS FOR PRIVATE GARAGE OWNERS





THE NEW YORK STREET
DISTRICT

BRUNCH
DRINK SPECIALS
HANDMADE COCKTAILS
AWARDED WINNING BEER
SATURDAY & SUNDAY 10:30 AM - 5:00 PM

PIZZA
ROCK

DIVE BAR

ENTERTAINMENT MANAGEMENT

GOLDEN 1 CENTER OPERATIONS

SURROUNDING ENTERTAINMENT VENUES

- CLOSE COORDINATION WITH DOWNTOWN PARTNERSHIP AND BUSINESSES
- WORKING WITH AND TRAINING SURROUNDING BAR AND RESTAURANT OWNERS
- POLICE E-TEAM LAUNCHED NEW ENTERTAINMENT AND NIGHTLIFE WEBPAGE
- IMPLEMENTING UPDATED CONDITIONS FOR CUPS AND NEW ENTERTAINMENT PERMITS
- WORKING WITH UBER AND OTHER RIDE SHARING GROUP TO MANAGE DROP-OFF/ PICK-UP
- UPDATE TO CITY'S PEDESTRIAN MALL ORDINANCE

A long, brightly lit underground walkway, likely a transit station or office building. The ceiling is dark with several long, cylindrical light fixtures emitting a vibrant blue glow. A central fixture emits a multi-colored rainbow light. The floor is polished and reflects the lights. On the left, a long wall features a historical display with portraits and text. People are walking through the space, some blurred to indicate motion. On the right, there are stairs and a railing.

LIGHTING AND WAYFINDING

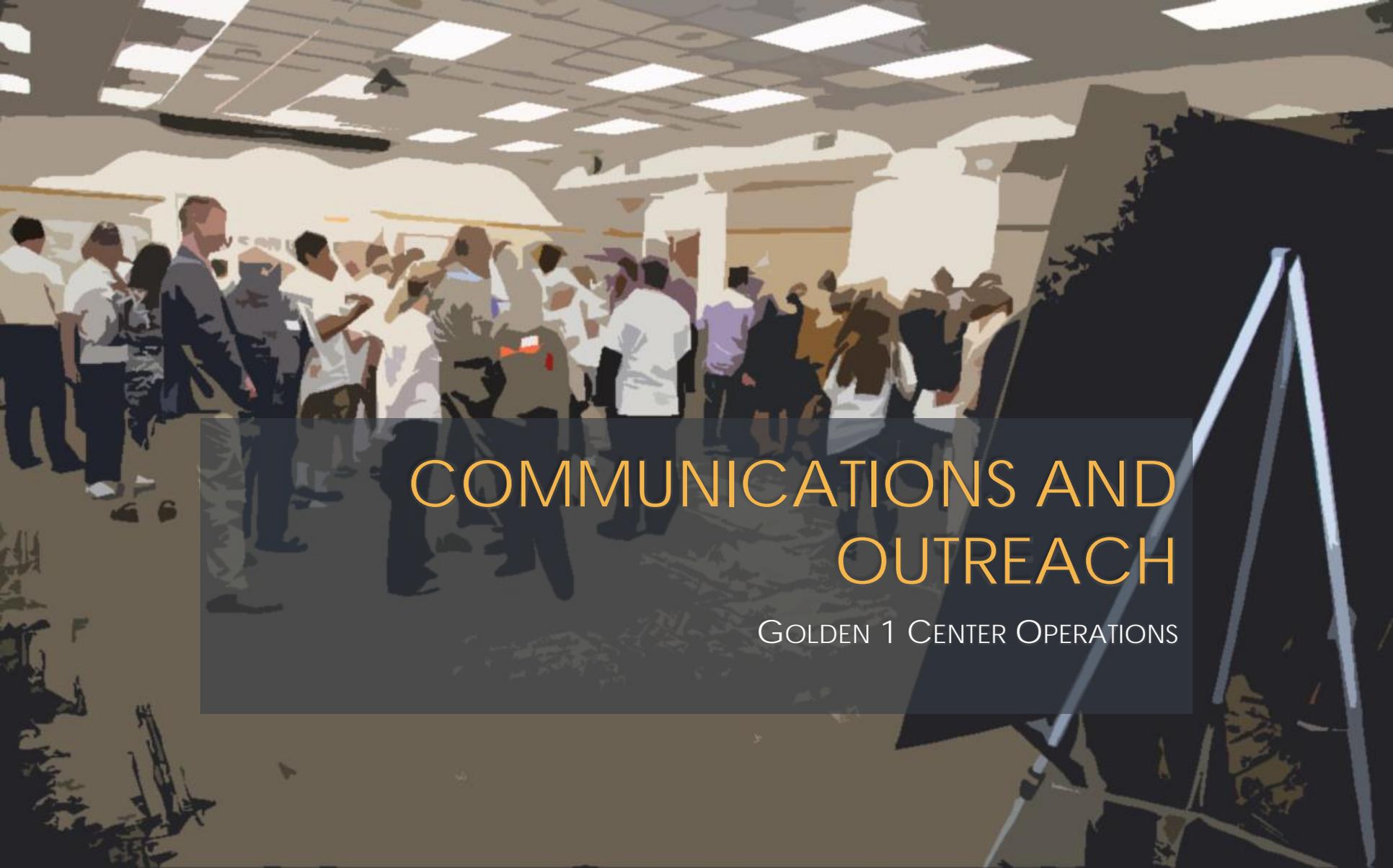
GOLDEN 1 CENTER OPERATIONS

LIGHTING AND WAYFINDING UPDATE



- GOAL IS TO PROVIDE WELL-LIT CLEAR PATH TO GOLDEN 1 CENTER AND DOCO
- INSTALLATION PROCEEDING FOR PEDESTRIAN STREET LIGHTING ON L BETWEEN 7TH – 15TH, 7TH BETWEEN L AND J, AND J STREET BETWEEN 9TH AND 10TH
- SMUD/DSP LIGHTING PROGRAM FOR BUSINESSES IN DOWNTOWN
- CITY UPDATING VEHICLE AND PEDESTRIAN SIGNAGE AROUND GOLDEN 1 CENTER
- SIGNS CURRENTLY BEING FABRICATED AND WILL BE INSTALLED THIS SUMMER





COMMUNICATIONS AND OUTREACH

GOLDEN 1 CENTER OPERATIONS

COMMUNITY OUTREACH

- CITY AND KINGS COORDINATING OUTREACH EFFORTS
- SAGENT MARKETING ASSISTING WITH PUBLIC OUTREACH
- MAJOR PUBLIC MESSAGING CAMPAIGN TO START IN AUGUST
- UTILIZING A VARIETY OF OUTREACH TOOLS INCLUDING WEBSITE, PRINT MEDIA, SOCIAL MEDIA AND APP

NEXT STEPS

GOLDEN 1 CENTER OPERATIONS

REMAINING TASKS

- FINALIZE AND IMPLEMENT TRANSPORTATION MANAGEMENT PLAN
- LAUNCH PUBLIC INFORMATION CAMPAIGN
- BRING FORWARD PEDESTRIAN MALL ORDINANCE REVISIONS
- LAUNCH WEBSITE AND PARKING APP
- RETURN TO COUNCIL IN LATE SUMMER FOR FINAL UPDATE



Golden 1 CENTER

Golden 1 CENTER
Golden 1 Center

Golden 1 CENTER

QUESTIONS?

GOLDEN 1 CENTER OPERATIONS