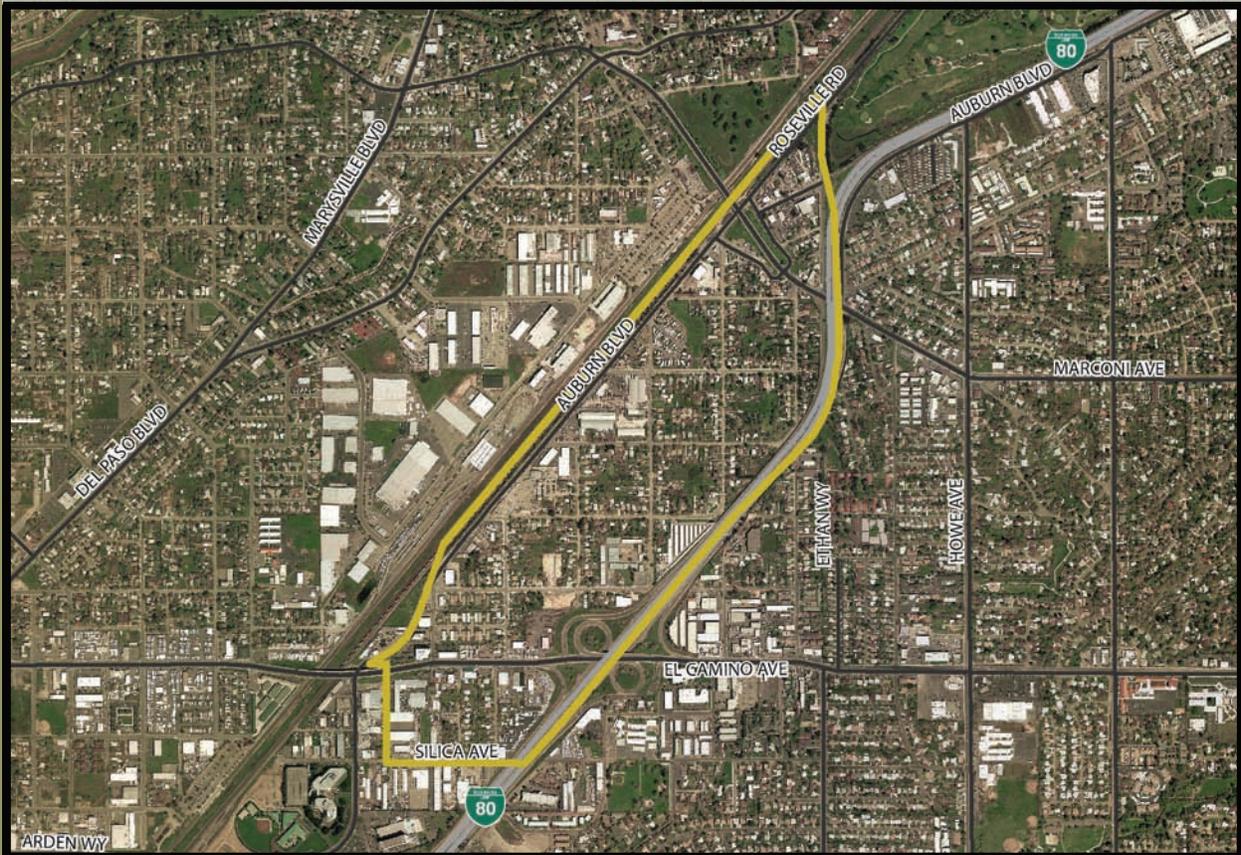


# BEN ALI

## Strategic Neighborhood Action Plan

# SNAP



City of Sacramento  
Community Development Department  
June 16, 2009

## ACKNOWLEDGEMENTS

The City thanks the following individuals and groups for participating in the creation of the Ben Ali SNAP.

- ◆ Councilmember Steve Cohn, District 3  
District Director Sue Brown
  
- ◆ City of Sacramento Staff:
  - Dana Allen, Parks and Recreation
  - Liz Brenner, Neighborhood Services
  - Susanne Cook, Community Development
  - Ed Cox, Transportation
  - Erik deKok, Community Development
  - Andrea Koch, Community Development
  - Janine Martindale, Neighborhood Services
  - Mehrdad Nazeri, Transportation
  - Melissa Rollins, Utilities
  
- ◆ Ben Ali Neighborhood Residents, especially the following members of the Ben Ali Neighborhood Committee Group:
  - Marilyn Aldridge
  - Verlene Castoreno
  - Jamila Khan
  - Eric Miller
  - Catherine Munsee
  - Marty Reisinger

# Ben Ali Strategic Neighborhood Action Plan (SNAP)

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## INTRODUCTION

A Strategic Neighborhood Action Plan (SNAP) is an action-oriented planning document that reflects neighborhood issues and priorities. It is intended to be used as a guide for both policy-makers and the community to enhance and preserve the quality of life in a neighborhood.

This SNAP was created in cooperation with the residents, business owners, and property owners of the Ben Ali neighborhood in Sacramento. It is a plan for revitalizing the neighborhood by building on the successes of the past, while identifying important issues and action strategies that will help the neighborhood continue to improve and evolve. This SNAP reflects the community's vision for a revitalized neighborhood, as well as the City of Sacramento's commitment to partner in helping to identify and implement key strategies needed to make this vision a reality.

## BACKGROUND

The Ben Ali SNAP was funded by a Community Development Block Grant (CDBG) allocated by the City Council and sponsored by District 3 Councilmember Steve Cohn. The City of Sacramento was a subrecipient of a CDBG grant, with the Sacramento Housing and Redevelopment Agency as the direct recipient.

The SNAP process began on June 4, 2008 at an initial meeting with the Ben Ali Neighborhood Association. The meeting involved a brief introduction to the SNAP process. Following the initial meeting, the first of two workshops was held on August 27, 2008. The intent of the first workshop was to identify major issues of concern to the community. The second workshop, held on November 20, 2008, focused on confirming and prioritizing the issues heard in the first workshop, as well as presenting and soliciting feedback on draft goals and action strategies.



A Neighborhood Committee was formed after the second workshop to continue the dialogue between City staff and Ben Ali residents. The Neighborhood Committee, made up of six residents, was charged with: developing a vision statement for the neighborhood; assisting in crafting the goals and action strategies for the SNAP; ensuring that the SNAP addresses all neighborhood issues; and determining how the SNAP should be implemented.

This SNAP reflects the community's vision for a revitalized neighborhood.

## SNAP BOUNDARIES

The Ben Ali SNAP study area is generally bounded by Auburn Boulevard to the west, the intersection of Roseville Road and Connie Drive to the north, Capital City Freeway (Business 80) to the east, and Silica Avenue to the south. The study area encompasses approximately 244 acres and includes a population of approximately 1,400.

See Figure 1 below for a graphic depiction of the SNAP boundaries.

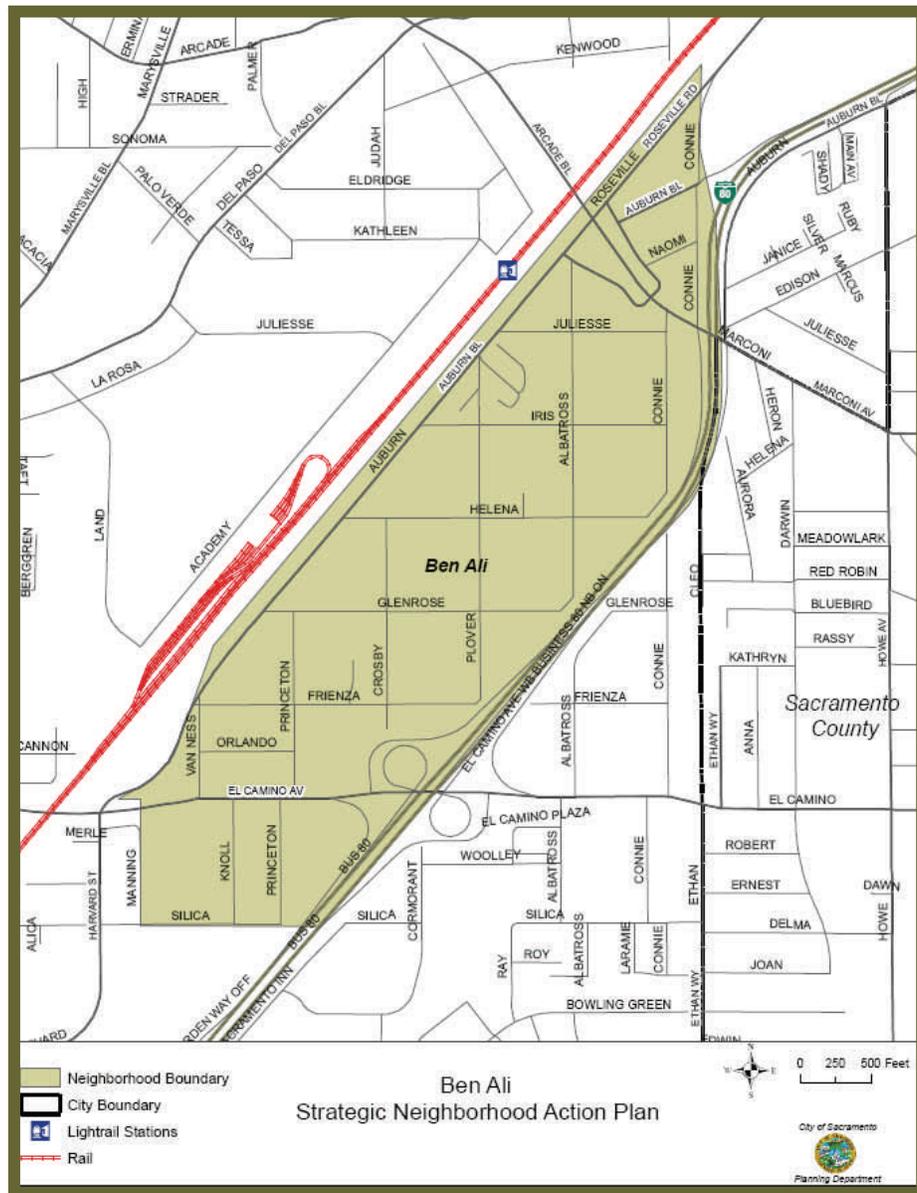


Figure 1: Boundaries of the Ben Ali SNAP Study Area

## DEMOGRAPHIC PROFILE

According to 2000 Census Bureau data, and as shown in Figure 2 below, Ben Ali residents have a lower median family income than both City of Sacramento and County of Sacramento households. The percentage of renters is 10% higher than that of owners. The neighborhood is racially diverse, with Whites making up slightly more than half of the population (at 53.7%), followed by Hispanics (23.4%), Asians (9.4%), Blacks or African-Americans (8.1%), individuals of two or more races (3.5%), American Indians (1.3%), and individuals of another race (0.6%).

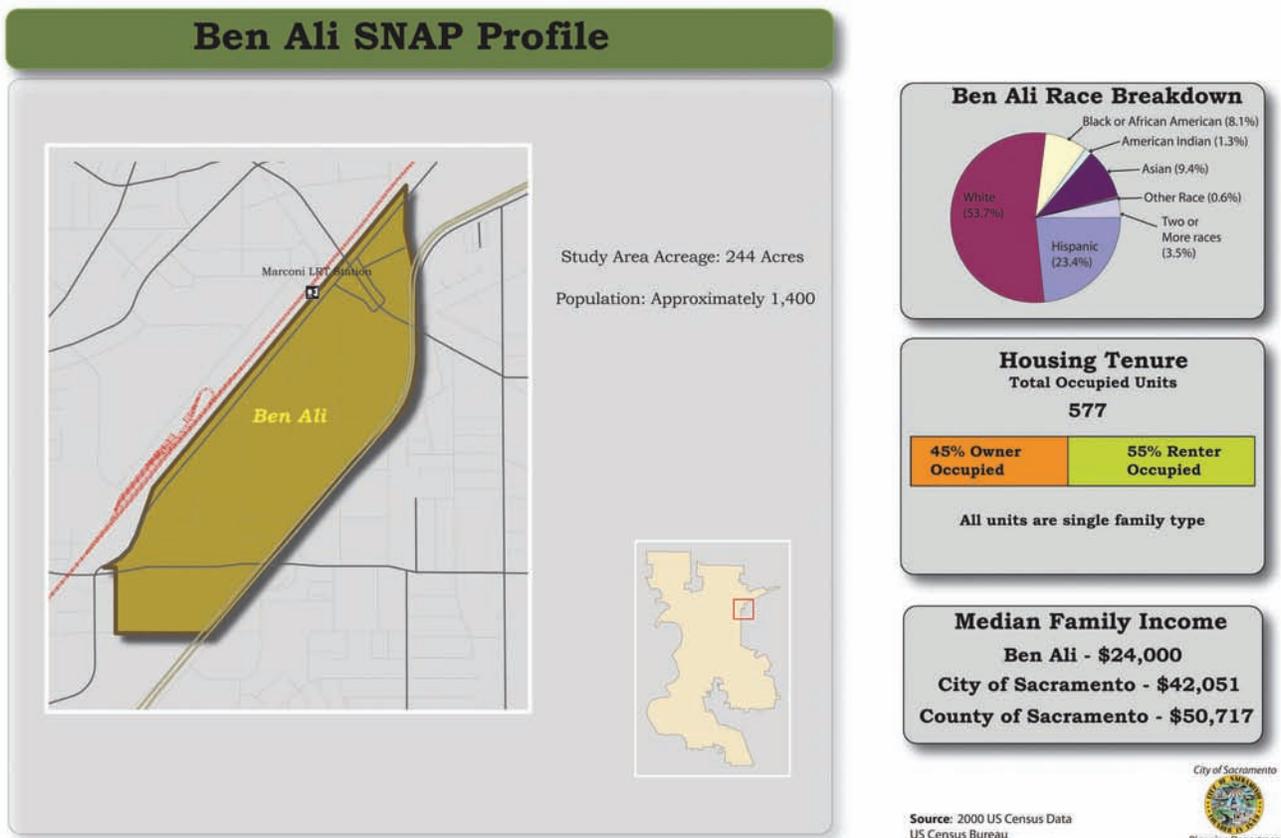


Figure 2: Ben Ali Demographics

## NEIGHBORHOOD HISTORY

The area encompassing the Ben Ali neighborhood was part of Rancho Del Paso (Ranch of the Pass) in the 1800's, which was a major tract of land in the region that originally included more than 44,000 acres. (See the Appendix for a map of Rancho del Paso.) James Ben Ali Haggin and Lloyd Tevis, who were brothers-in-law, purchased the property in 1859. Haggin, who bred racehorses in Kentucky, realized that the mild climate in California would be suitable to raise horses. Therefore, he and Tevis split the property into two sections – “Arcade” and “Bottom.” Arcade was where Haggin arranged to have the Southern Pacific Railroad cross through to serve as the

ranch's horse shipping center. Bottom was where the valuable thoroughbreds were kept and where portions along the American River were rented to farmers. The original "Arcade" area was centered around the current intersection of Marconi Avenue and Auburn Boulevard, whereas the original "Bottom" area was centered near the American River at the current intersection of Watt Avenue and Arden Way.

In 1910, as interest in horse racing declined and the Sacramento Valley area rapidly grew, Haggin and Tevis decided to sell the ranch to the Sacramento Valley Colonization Company, a subsidiary of the United States Farm Company of St. Paul, Minnesota. The Sacramento Valley Colonization company intended to subdivide the land. The Ben Ali neighborhood was annexed into the City of Sacramento in 1963.

### **NEIGHBORHOOD VISION AND DESIRED OUTCOMES**

Ben Ali residents expressed their desired outcomes of the SNAP process during the first workshop held on August 27, 2008. Their wishes included the following:

- Remove boundaries between destinations.
- Create places of purpose and meaning (gathering places).
- Create a safe, walkable community.

In summary, attendees at the first workshop expressed a desire for more physical connections within their own neighborhood and to adjacent neighborhoods through safe pedestrian facilities and gathering places. Based on this desired outcome, the following vision statement was drafted for the SNAP:

***The Ben Ali neighborhood will be a safe, walkable community with access to destinations both within and outside of the community, and with distinctive gathering places for residents to enjoy.***

This vision statement will be used as a guide to ensure that the SNAP helps the Ben Ali neighborhood to achieve these desired outcomes.

### **NEIGHBORHOOD ISSUES AND PRIORITIES**

During the first workshop, residents also provided a list of neighborhood issues of concern in four categories:

- ◆ Transportation (T)
- ◆ Utilities (U)
- ◆ Parks (P)
- ◆ Land Use (LU)

City staff selected these categories based on past neighborhood concerns, which usually could be classified into one of these four categories.

After the first workshop, City staff determined that preliminary draft goals and action strategies for addressing neighborhood issues could be drafted in time for review and comment at the second workshop. To assist in crafting the preliminary draft goals and action strategies, Planning staff analyzed existing neighborhood conditions through site visits and communication with other City staff knowledgeable about specific neighborhood issues.

At the second SNAP workshop, held on November 20, 2008, City staff presented these preliminary goals and action strategies. Residents voted for their top three priority goals. Identification of priority goals was important to determine how to best use funding, when available, to address residents' top concerns. The list below shows voting results from the second workshop, with neighborhood goals ranked from most important to least important. The ranked list of goals also includes the associated goal numbers in the SNAP document.

Some of the goals and action strategies identified by the community could be immediately implemented; however, they are still included in the SNAP document. All goals and action strategies will be implemented eventually, even if they were not identified by the community as priorities.

#### Priority Neighborhood Goals:

1. Construct curb, gutter, and sidewalks (17 votes). Goal T1.
2. Provide park, open space, community garden, and community gathering space (10 votes). Goal P1.
3. Evaluate infill projects to ensure they fit with the character of the neighborhood (8 votes). Goal LU2.
4. Eliminate speeding problems (6 votes). Goal T2.
5. Improve pedestrian access through the Marconi Avenue/I-80 overpass (4 votes). Goal T3.
6. Alleviate local flooding (4 votes). Goal U1.
7. Provide better access to the Marconi Light Rail Station (2 votes). Goal T3.
8. "Green" neighborhoods with more trees and preservation of existing trees (2 votes). Goal T4.
9. Encourage a grocery store/market to locate in the neighborhood (1 vote). Goal LU1.
10. Improve water quality and water pressure from Sacramento Suburban Water

District (0 vote). Goal U2.

11. Encourage infill development that matches the existing zoning/land uses (0 vote). Goal LU2.

## **GOALS AND ACTION STRATEGIES**

After the goals above were refined, action strategies to implement each goal were developed. Action strategies were classified into short-term, mid-term, and long-term timeframes. Action strategy timeframes are defined as follows:

- Short-term action strategies can be completed within a one to two year timeframe.
- Mid-term action strategies can be completed within a two to five year timeframe.
- Long-term action strategies will take at least five years to complete.

In this document, the goals and action strategies are organized into four sections: Transportation (T), Utilities (U), Parks (P), and Land Use (LU). Within these sections, the goals are organized by priority ranking based on the voting results from the second workshop. Following each goal is a description of how the goal and action strategies were developed and a list of responsible person(s) charged with helping to implement the action strategies. Contact information for relevant City staff is listed in the Resources section at the end of this document.

Preparation and implementation of the SNAP document is a means of empowering Ben Ali residents and property owners to use available resources to improve their neighborhood. The goals and action strategies are to be implemented as a collaborative effort between Ben Ali residents, property owners, and City staff, which will help ensure that the SNAP is implemented successfully.

# TRANSPORTATION GOALS AND ACTION STRATEGIES

## Goal T1: Construct curbs, gutters, and sidewalks throughout the neighborhood.

The Ben Ali neighborhood lacks basic pedestrian facilities, making it unsafe to walk within the neighborhood and to adjacent areas. Overwhelmingly, this was the highest priority issue for residents.

### Action Strategies:

### Responsible Parties:

#### Mid-term:

Identify and prioritize locations where curbs, gutters and sidewalks are needed.

- ◆ City Department of Transportation, Ed Cox
- ◆ Ben Ali residents and owners

#### Long-term:

Construct curbs, gutters, and sidewalks on appropriate streets.

- ◆ City Department of Transportation, Ed Cox and Mehrdad Nazeri

## Goal T2: Eliminate speeding.

Neighbors indicated that speeding is a problem in the neighborhood, and that any existing speed bumps are ineffective because they are worn.

### Action Strategies:

### Responsible Parties:

#### Mid-term:

Implement the Neighborhood Traffic Management Program. \*

- ◆ City Department of Transportation, Debb Newton
- ◆ Ben Ali residents and owners



\* Neighborhood Traffic Management Program: A community-based program designed to address neighborhood traffic concerns such as speeding and traffic volumes.

## Goal T3: Connect the Ben Ali and Hagginwood neighborhoods with safe, adequate sidewalks, bike lanes, lighting, and signage.

Residents were concerned about unsafe pedestrian/bicyclist access on Marconi Avenue between Business 80 and the Marconi Avenue Light Rail Station. They also wanted improved connections to nearby neighborhoods and to the rest of the city via light rail, including a shorter travel distance to the Marconi Avenue Light Rail Station.

### Action Strategies:

### Responsible Parties:

#### Mid-term:

Widen sidewalks along the portion of Marconi Avenue over Business 80.	<ul style="list-style-type: none"> <li>◆ City Department of Transportation, Ed Cox</li> </ul>
Coordinate with Caltrans to determine options for improving pedestrian safety at the Marconi Avenue/Business 80 overpass.	<ul style="list-style-type: none"> <li>◆ City Department of Transportation, Ed Cox</li> <li>◆ Ben Ali residents and owners</li> </ul>
Provide wayfinding signage along Business 80, Marconi Avenue, Arcade Boulevard, Kenwood Street, Academy Way, and in the Ben Ali neighborhood to the Marconi Avenue light rail station.	<ul style="list-style-type: none"> <li>◆ City Department of Transportation, Ed Cox</li> </ul>
Provide safe routes to parks and schools in the vicinity.	<ul style="list-style-type: none"> <li>◆ City Department of Transportation, Ed Cox</li> </ul>

#### Long-term:

Study the feasibility of constructing a pedestrian bridge from the Ben Ali neighborhood to the Hagginwood neighborhood/Marconi Avenue light rail station.	<ul style="list-style-type: none"> <li>◆ City Department of Transportation, Ed Cox</li> </ul>
Support improvements to the Swanston Light Rail Station, which is designated as a future multi-modal station.	<ul style="list-style-type: none"> <li>◆ Ben Ali residents and owners</li> </ul>
Coordinate with Sacramento County and the Rental Housing Association and support the Reinventing Marconi Avenue Neighborhood Improvement Program.	<ul style="list-style-type: none"> <li>◆ City Department of Community Development, Susanne Cook</li> <li>◆ Ben Ali residents and owners</li> </ul>
Extend existing fencing along the railroad tracks further north to improve safety.	<ul style="list-style-type: none"> <li>◆ Ben Ali residents and owners</li> <li>◆ Union Pacific Railroad</li> </ul>

## Goal T4: Green the neighborhood by planting new trees and preserving existing trees.

Ben Ali residents desired a greener community. Because the City's Urban Forestry Division is located within the Department of Transportation, this goal is included in the SNAP's Transportation section.

### Action Strategies:

### Responsible Parties:

#### Mid-term:

Plant additional trees through the Sacramento Tree Foundation's NeighborWoods program.

- ◆ Sacramento Tree Foundation (for planting trees on private property)
- ◆ City Department of Transportation, Urban Forest Services, Joe Benasini (for planting trees in City right-of-way)
- ◆ Ben Ali residents and owners

#### Long-term:

Preserve trees that are considered Heritage Trees through the City's Heritage Tree Ordinance.

- ◆ City Department of Transportation, Urban Forest Services, Joe Benasini
- ◆ Ben Ali residents and owners



# UTILITIES GOALS AND ACTION STRATEGIES

## Goal U1: Alleviate local flooding.

The residents indicated that every winter, the neighborhood floods. Although the neighborhood currently has 100-year flood protection from catastrophic flooding, localized flooding from roadside ditches can be an issue.

### Action Strategies:

### Responsible Parties:

#### Short-term:

Coordinate with the Department of Transportation to make sure that roadside ditches are cleaned regularly.

- ◆ City Department of Transportation, Ramon Gibbons
- ◆ Ben Ali residents and owners

Conduct community outreach to ensure that residents are aware of evacuation plans and informed on how to prepare their homes should flooding occur.

- ◆ City Department of Utilities, Bill Busath
- ◆ City Office of Emergency Services, Jason Sirney
- ◆ Ben Ali residents and owners

Work with residents to form an assessment district to pay for drainage infrastructure improvements.

- ◆ City Department of Utilities, Andy Hunt
- ◆ City Department of Finance, Mark Griffin
- ◆ Ben Ali residents and owners

#### Mid-term:

Upsize existing storm drain pipes in conjunction with street improvements and development projects, contingent upon available funding.

- ◆ City Department of Utilities, Andy Hunt

#### Long-term:

Implement Basin 151 Drainage Master Plan, which will mitigate local flooding, contingent upon available funding.

- ◆ City Department of Utilities, Andy Hunt

Create a Basin 152 Master Plan to cover areas of the neighborhood that aren't currently within the Basin 151 Master Plan, contingent upon available funding.

- ◆ City Department of Utilities, Andy Hunt



## Goal U2: Improve water quality and water pressure from Sacramento Suburban Water District (SSWD).

Residents noted that drinking water generally seems high quality but could be improved. Utilities staff identified low water pressure as an issue although residents did not identify it as a problem.

### Action Strategies:

### Responsible Parties:

#### Short-term:

Residents will report water quality and water pressure issues to SSWD, and SSWD will respond to these inquiries.

- ◆ Ben Ali residents and owners
- ◆ Sacramento Suburban Water District

#### Long-term:

SSWD has plans to install new water mains within the next 10 years. New water mains should increase water pressure in these areas.

- ◆ Ben Ali residents and owners
- ◆ Sacramento Suburban Water District



# PARKS GOALS AND ACTION STRATEGIES

## Goal P1: Locate park, open space, community garden, and community gathering spaces within the neighborhood.

Neighbors indicated that there are no community centers, parks, safe places for children to play, or locations for the neighborhood association to meet. They preferred a multi-use park rather than a single-use park. Residents noted that a playground existed at the Plover Street School/Ben Ali Children's Center before it was converted to a parking lot. Additionally, there was once a community garden at the Plover Street School.

Action Strategies:	Responsible Parties:
<u>Short-term:</u>	
Coordinate with Twin Rivers School district to use the Ben Ali Children's Center/Plover Street School as a joint use facility, with both a park and community facility.	<ul style="list-style-type: none"> <li>◆ City Department of Parks and Recreation, Park Planning and Development Services, Dana Allen</li> <li>◆ Twin Rivers School District</li> <li>◆ Ben Ali residents and owners</li> </ul>
Re-establish a community garden at Plover Street School.	<ul style="list-style-type: none"> <li>◆ City Department of Parks and Recreation, Bill Maynard</li> <li>◆ Twin Rivers School District</li> <li>◆ Ben Ali residents and owners</li> </ul>
<u>Long-term:</u>	
The City will continue to collect Quimby fees* from residential development applications in the Community Plan Area to provide community and neighborhood parkland to serve the Ben Ali neighborhood.	<ul style="list-style-type: none"> <li>◆ City Department of Parks and Recreation, Park Planning and Development Services, Dana Allen</li> </ul>
The City will continue to explore opportunities to secure additional funding to acquire parkland and provide improvements.	<ul style="list-style-type: none"> <li>◆ City Department of Parks and Recreation, Park Planning and Development Services, Dana Allen</li> </ul>

\*The City is authorized as a condition of approval of a final map or parcel map, pursuant to passage of the 1975 Quimby Act (California Government Code Section 66477), to require a subdivider to dedicate land, pay a fee in lieu thereof, or both, at the option of the city, for park and recreational purposes. The fees collected can be used solely for the acquisition, improvement, and expansion of public parks, playgrounds, and recreational facilities.

# LAND USE GOALS AND ACTION STRATEGIES

## Goal LU1: Locate a grocery store/market in the neighborhood.

Residents stated the need for a grocery store/market in the neighborhood, as there are none. A Fresh & Easy grocery store was recently approved at the corner of El Camino Avenue and Evergreen Street. Although this proposed grocery store is not within the neighborhood, it is about a mile away.

### Action Strategies:

### Responsible Parties:

#### Short-term:

Support the approved Fresh & Easy market on El Camino Avenue & Evergreen Street.

- ◆ Ben Ali residents and owners

#### Long-term:

Support the long term strategy of transforming Auburn Boulevard into a Suburban Corridor (characterized by compact development with predominantly commercial, non-residential uses) under the 2030 General Plan.

- ◆ City Department of Community Development, Susanne Cook
- ◆ City Department of Community Development, Lindsey Alagozian
- ◆ Ben Ali residents and owners



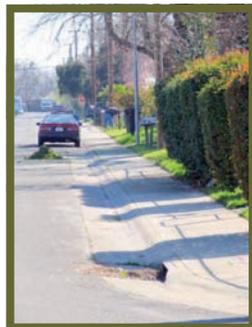
## Goal LU2: Ensure that infill development is compatible with the form and character of the neighborhood.

Residents expressed concerns about the neighborhood compatibility of various infill development projects approved in the neighborhood. They indicated that developers are often unwilling to make any major plan changes requested by neighborhood residents, as they often have already invested significant amounts of time and effort into project plans prior to submitting an application to the City.

Action Strategies:	Responsible Parties:
<u>Short-term:</u>	
Establish relationships with owners of vacant properties in the neighborhood to discuss potential future uses.	<ul style="list-style-type: none"> <li>◆ Ben Ali residents and owners</li> </ul>
As part of the rezones implementing the 2030 General Plan, determine appropriate zoning for the neighborhood that more closely matches existing development.	<ul style="list-style-type: none"> <li>◆ City Department of Community Development, Susanne Cook</li> </ul>
Continue to be involved early in the application process by reviewing proposed projects and meeting with City staff and project applicants/developers.	<ul style="list-style-type: none"> <li>◆ Ben Ali residents and owners</li> </ul>
Support the City's Infill Strategy, which can ensure that infill development projects are high quality and well designed.	<ul style="list-style-type: none"> <li>◆ Ben Ali residents and owners</li> </ul>

### Long-term:

As part of General Plan implementation, evaluate the feasibility of citywide design review.	<ul style="list-style-type: none"> <li>◆ City Department of Community Development, Lindsey Alagozian</li> <li>◆ City Department of Community Development, Susanne Cook</li> <li>◆ Ben Ali residents and owners</li> </ul>
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# RESOURCES LIST

The following is a list of contact information, including contact information for the responsible person(s) identified in the Goals and Action Strategies section above:

## CITY OFFICE AND DEPARTMENT CONTACTS

NAME	PHONE AND E-MAIL
<b>Council Office</b>	
Steve Cohn, Councilmember, District 3 Sue Brown, District 3 Director	808-7003 scohn@cityofsacramento.org sbrown@cityofsacramento.org
<b>Community Development Department</b>	
Lindsey Alagozian, Senior Planner	808-2659 lalagozian@cityofsacramento.org
Susanne Cook, Associate Planner	808-5375 scook@cityofsacramento.org
Erik deKok, Senior Planner	808-2022 edekok@cityofsacramento.org
<b>Finance Department</b>	
Mark Griffin, Program Manager	808-8788 mgriffin@cityofsacramento.org
<b>Neighborhood Services Department</b>	
Janine Martindale, Neighborhood Resources Coordinator	808-8193 jmartindale@cityofsacramento.org
<b>Office of Emergency Services</b>	
Jason Sirney, Emergency Services Planner	874-2283 jmsirney@sfd.cityofsacramento.org
<b>Parks and Recreation Department</b>	
Dana Allen, Senior Planner, Park Planning and Development Services	808-5200
Bill Maynard, Human Services Program Coordinator	808-4943 wmaynard@cityofsacramento.org
<b>Transportation Department</b>	
Joe Benassini, Urban Forest Manager	808-6258 jbenassini@cityofsacramento.org
Ed Cox, Alternative Modes Coordinator	808-8434 ecox@cityofsacramento.org
Ramon Gibbons, Operations General Supervisor	808-5871 rsgibbons@cityofsacramento.org
Mehrdad Nazeri, Associate Engineer	808-7460 mnazeri@cityofsacramento.org
Debb Newton, Program Analyst	808-6739 dnewton@cityofsacramento.org

NAME	PHONE AND E-MAIL
<b>Utilities Department</b>	
Bill Busath, Supervising Engineer	808-1434 bbusath@cityofsacramento.org
Andy Hunt, Supervising Engineer	808-1408 ahunt@cityofsacramento.org
Melissa Rollins, Assistant Engineer	808-1437 mrollins@cityofsacramento.org

### NON-CITY CONTACTS

NAME	PHONE
Sacramento Suburban Water District	972-7171
Sacramento Tree Foundation	924-8733
Twin Rivers School District, Tim Hammond	566-1600, Extension 1342
Union Pacific Railroad	UP Main Number: 402-544-5000 UP Operator: 888-870-8777