

Community Open House - Summary of Feedback

Downtown Specific Plan Background

In 2015, the Downtown Housing Initiative was launched to bring 10,000 new housing units in the next 10 years to Downtown Sacramento. The Downtown Specific Plan takes that initiative further by looking at growth opportunities for the next twenty years and beyond.

Through plan development, the City will highlight and evaluate opportunity sites ready for development. The City will be working with development experts, community based interest groups, and the community at large to achieve the best plan possible through engagement tools including stakeholder meetings, community workshops, and online engagement.



Downtown Specific Plan Goals

- Create a Specific Plan that paves the way for at least 10,000 places to live in the next 10 years
- Develop a varied housing stock that reflects the diversity of Sacramento
- Incentivize Transit-Oriented Development throughout downtown Sacramento including along the streetcar corridor
- Remove barriers to housing development by streamlining the development and environmental review process
- Maintain the quality of life central city residents experience and further neighborhood livability by including supporting amenities along with housing

Community Open House Purpose

The community open house served as a forum for Sacramento community members to contribute their thoughts and ideas regarding the Downtown Specific Plan. The event was structured in an open house format organized around a series of topical stations where attendees were invited to review information, ask questions, and provide feedback.

Project team members asked the community to provide input on how to address barriers to residential development, leverage existing community amenities, and expand opportunities to bring more amenities to Downtown to maintain and improve the quality of life for Central City residents. A total of 147 community members attended the open house on Monday, March 20, 2017 at New City Hall, located at 915 I St, Sacramento, CA from 5:30 p.m. – 7:30 p.m.

Community Open House Format

The open house featured six information stations staffed by project team members with displays and maps featuring different elements and key initiatives of the Downtown Specific Plan. These stations included:

- *Project Overview* – This station featured displays that outlined the project goals, the initiatives for the project, a project area map, and the project schedule. Community members were invited to share additional feedback on the overall effort and objectives.
- *Infrastructure/Finance* – This station provided examples of current infrastructure needs for the opportunity sites and the proposed plan to finance the costs for upgrading the infrastructure. Station displays included maps of existing and proposed Street Lights, Wastewater Infrastructure, and Water Mains. Community members were invited to comment on proposed key initiatives in addition to identifying locations for additional lighting using post-it notes and dot stickers on the map.
- *Mobility* – This station focused on the mobility elements of the Downtown Specific Plan including specific plan policies with respect to the Sac Grid 3.0 layered networks. Displays included the Sac Grid 3.0 layered network maps, a Transportation Circulation map, a Parking Policy Ideas board, and two maps of the Sacramento Riverfront and connections. Community members were invited to place post-it notes and dot stickers on a “Parking Policy Ideas” board to answer the question, “Which do you prefer?”. Community members were also asked to identify “Where are there opportunities and challenges connecting to the riverfront?” and “What types of activation would you like to see at the riverfront?” on the Riverfront map displays.
- *Environmental Impact Report* – This station provided information about the environmental process for the Downtown Specific Plan. Station displays showed the process for obtaining CEQA clearance and developing an environmental document. Community members were asked to respond to “Are there any other environmental topics you think should be addressed in the Environmental Impact Report?” on post-it notes.
- *Urban Design, Land Use, and Preservation* – This station focused on proposed design, planning and development code amendments to existing plans as it pertains to areas within the





Downtown Specific Plan
Community Open House Summary
New City Hall, 915 I St, Sacramento, CA 95814
Monday, March 20, 2017 5:30 p.m. – 7:30 p.m.

Downtown core, Central City, and surrounding neighborhoods. Displays included an overview of the Urban Design, Land Use and Perseveration initiatives, an overview of Floor Area Ratio (FAR), and zoning maps including: Central City Zoning, Central City General Plan, Corridor Plan Area, Historic Districts, and Current and Potential Special Planning Districts. Community members also viewed a map of the streetcar network and were asked to provide feedback on how to maximize development along the streetcar route.

- *Quality of Life* – This station featured Quality of Life elements within the Central City. Displays included the Downtown Specific Plan’s Quality of Life initiatives, two illustrative boards showing existing and requested amenities identified in the recent virtual community dialogue, a map of feedback on locations for Public Art, a map of existing parks downtown, and types of park activation and amenities. Community members were asked to provide feedback on how to avoid displacement of current residents and businesses. Community members were also invited to provide feedback on the parks map; different post-it color notes were available for attendees to identify opportunities for activation, opportunities for park amenities, and current challenges faced at existing park locations.

Summary of Displays and Activities Feedback

Overall, the project team received 401 comments related to the Downtown Specific Plan. The following provides a summary of feedback received from community members who attended the meeting and placed a comment on a post-it or participated in a station activity.

*A (#) following a comment indicates the number of dots community members placed on the post-it comment in agreement.

Feedback on Station Displays

Infrastructure & Finance Station

Infrastructure & Finance Initiatives

- Developer impact fees won’t have enough momentum or bonding capacity for infrastructure.
- Scrip financing or double down on CFD’s as needed.
- Determine where line capacity constrains against land use goals.
- Valve capture!
- Allow for rain capture.
- Expedite motor installation.
- Consider “mini” treatment phase and purple pipes to park.
- Revise property taxes toward land value tax so that empty lots don’t remain empty.

Downtown Specific Plan - Street Lights

- Better lighting on Capitol Avenue.
- Complete the incomplete sections of historic street lighting.
- Dense tree cover degrades lighting in some areas.
- LED lighting is very harsh and overpowering in residential neighborhoods.
- American River waterfront needs infrastructure.



Downtown Specific Plan
Community Open House Summary
New City Hall, 915 I St, Sacramento, CA 95814
Monday, March 20, 2017 5:30 p.m. – 7:30 p.m.

- Let's move forward on bridges: Broadway and I Street.
- Better lighting is needed on main numbered streets (16th, 19th, and 21st). From S Street through Broadway. It is very dark and discourages evening walks.
- The color has no significance.
- Illuminate pedestrian crossings.

Mobility Station

Mobility Initiatives

- Coordinate green signals at 15 mph so all traffic flows. I shouldn't have to speed.
- Increase bike and pedestrian safety; possibly more road diets.
- All pedestrian signals should have count-down timers.

Sac Grid 3.0 Preferred Bicycle Network

- Make more bike lanes as green and Class I lanes.
- More separated bikeways (2). *
- Green paint in parking area.
- Better bike connections / lanes on L Street (2) *
- Green bike lanes (3). *
- Green paint in conflict areas.
- 5th Street between J and I Street should be two-way with bike lanes now.
- Need North/South connection on 16th Street! It's prime area for fun!
- 3rd Street/Front Street area is a mess for cyclists. Make it safer!
- Improve C Street/Parkway bike connection.
- Improve lighting.
- Improve bike/pedestrian connections on 16th Street.
- Improve safety for homeless population.
- Train station bike connection? Desperately needed (3). *
- Keep bike lanes clear of debris after storms.
- Freeway on-off ramps or under crossings.
- Better bike connections needed from American River Parkway C Street access to Midtown (North-South).



Sac Grid 3.0 Preferred Transit Network

- Capitol Mall needs to address to transit needs and not deter routes during special events.
- Water taxis connect new development with other parts of riverfronts.
- Need complete streets in Midtown/Boulevard Park/Winn Park/Poverty Ridge/Newton Booth.
- Clarify how street car and light rail will relate/transfer with each other?
- Light rail to airport.
- Public Transit: need more frequent, smaller busses. It would be great to have bus service every 15 minutes (instead of every 1 hour) so you don't have to plan your every move.
- Get us to the airport.
- More partnerships with Elk Grove, Roseville, Folsom for those commuting to/from work, events, cross-city mingling.
- Consider a circular streetcar line for inner city residents or enlarge the one being considered for more usage—maybe free like Portland.
- Consider re-alignment of light rail (not just H) for better coverage.
- Regional Transit must “step up to the plate” to serve adequate needs for 10,000 new residents!
- Work with Sac RT in the route optimization study. Funding for transit.

Sac Grid 3.0 Preferred Pedestrian Investments

- LED lights on pedestrian bridge (2). *
- Consider 10th Street in Southside Park. Strong vistas, existing commercial and great trees.
- Pedestrian safety. Designate safe routes to connect with transit and venues, shopping, etc.
- Light rail signal pedestrian crossing.

Sac Grid 3.0 Preferred Roadway Network

- Veto N Street 2-way (2). *
- Get rid of as many one-way streets as possible.
- Road diet the 3-lane one-ways to include pedestrian and bike infrastructure.
- Pave all unpaved alleys - we are breathing toxic dust.
- Two-way conversions or bust.
- Safety enhancements to prevent wrong way drivers, even on two way streets like T Street.

Transportation Circulation

- Support local businesses along the route.
- Circular route to maximize business exposure (2). *
- More housing and dense housing.
- Art!
- Shade tree canopy.
- Expand the tree canopy.



Downtown Specific Plan
Community Open House Summary
New City Hall, 915 I St, Sacramento, CA 95814
Monday, March 20, 2017 5:30 p.m. – 7:30 p.m.

- Enough housing at transit shops. All of them.
- Small pocket parks with density.
- Safety for pedestrians and bikers.
- Transit.
- Public transit must be improved.

Conceptual Sacramento Riverfront Projects – North

- Add temporary art project on the water.
- Need private launching of water craft like kayaks. Need to park and carry boat to water.
- Need place for storage of kayaks and a place for a club to store boats.
- Keep historic bridges (the cool metal stuff).
- Need Adirondack chairs at waterfront.
- Create new sand beaches.
- Make rivers more walkable.
- Need more bridges.
- “Hi-Line” Pop-up Park to preview potential of the project.
- Keep the I Street bridge top deck and approach causeways for Sacramento high line.
- Deck I-5 from Capital to O Street.
- Can you make a coast guard area (12) into rentable venue space?
- Physical and visual connections between Sacramento and West Sacramento (knit the river).
- Chicago is a great example of how Sacramento can build on a river.
- Don’t forget northern (older) waterfront!
- Need access to the water, flood hardened of course.
- Need a water taxi.
- Need more restaurants on river (especially West Sacramento).
- Need to cover over I-5 freeway to walk to Old Sacramento.
- Improve connection (bike/pedestrian) between City Water Intake and Old Sacramento.
- Please explain how to accommodate rising water levels. Terrace walkways? I know there’s a creative solution.
- Reuse historic fire pump house and tear down cyclone fence.
- Need more floating establishments that are open late.
- Need an aerial tram crossing the river.
- Please cover the freeway.
- Need water taxis.
- Cover the I-5 freeway with park connectivity.
- Need more trees for shade.
- Need a bike path adjacent to coffee shops.
- Need to build an iconic structure that represents Sacramento.
- Need better bike connections.
- Replace parking below freeway with parkway.
- The freeway cuts off Downtown from Old Town. We need more under crossings.



- Reduce I-5 to four lanes (two each way) and bury it.

Conceptual Sacramento Riverfront Projects – South

- Put a lid on I-5 and connect the River and Old Sacramento to Downtown.
- Need artwork on R Street bridge to connect with the river.
- Need bike and pedestrian crossings.
- Area near #38 is greatly underutilized.
- Build new performing art center next to the Crocker Art Museum.
- Need a pop-up park on barge.
- Need waterfront housing.
- Need parks and an amphitheater in the docks area.
- Close I-5 and reroute traffic (except for Yolo Transit) to take back waterfront.
- Close I-5 and make drivers go on US-50 to I-80 to I-5. Turn I-5 from American River to US-50 into arterial street with dense housing and lots of parks and trees. No need for cap!
- Need farmer's market (near Old Selby Ranch-1850s).
- Turn tank farm into arts and recreation area.
- RV Park would be nice for parkway recreation.
- We can recreate a Sausalito vibe with houses on the water.
- Why does the Old Sacramento Train end at Sutterville Road?
- Need mixed-use housing at Sacramento Marina.
- Connect Old Sacramento and Downtown by decking I-5 near the Crocker Art Museum.
- Will Broadway Bridge have a separate bicycle and pedestrian access?
- Move the tank farm.
- Need artistic architectural lighting of all bridges.

Potential Parking Policy Ideas

Which do you prefer?

- Provided idea: Discourage new development from utilizing street parking for residents (14). *
- Provided idea: Discourage free standing parking lots (8). *
- Provided idea: Encourage parklets (5). *
- Provided idea: Better utilize loading and transit zones for ride sharing programs (3). *
- Remove surface lots – they are a waste of space (3). *
- Remove parking on L Street near arena to allow for bike lanes (2). *
- You should name the streetcar “Desire” (2). *
- How safe are garages?
- Trees in parking lots.
- Downtown permits for residents, and those outside; like a K or F but for all of Downtown/Midtown for extra cost of course.
- Until Sacramento RT provides real transit that serves residents, people will keep driving.
- Revert to 8am-6pm (2-Hour) parking South of S Street “all residential” (2). *



Downtown Specific Plan
Community Open House Summary
New City Hall, 915 I St, Sacramento, CA 95814
Monday, March 20, 2017 5:30 p.m. – 7:30 p.m.

- Limit parking to the end of the curb, so people can see around the corner of intersections.
- Remove meters from schools (F Street and 16th through 18th Street, and E Street and 16th through 18th Street for example). More parking available and less crazy parents circling the block.
- Maintain ample parking availability for out of town visitors (new parking structure, park, and ride).
- Mini spaces for mini cars, in preferred areas, to encourage efficient use of parking space (Sacramento seems to have a lot of SUVs).
- Disallow parking from street crossings. Driving across intersections is too dangerous when you cannot see.
- Revise parklet ordinance to allow private usage and alcohol if they pay for the stall usage yearly!
- Parklets are pretty but will steal extremely limited street parking.
- Covered drop off and pick up locations.
- Parklets at some parking spaces.
- Move very short term (10 min) parking adjacent to short term uses (ATMs, etc.).
- Need better curbage and signs (2). *
- Put time limit on handicap parking spots for higher turnover. Allow loading zones to provide parking after 7pm.
- Better/flexible payment system for light rail--Apple pay, for example. Modernize app to encourage millennials!
- Increase density and intensity around the track alignment (2). *
- Keep transit stops clear (improved) for transit riders waiting areas and boarding (2). *
- You probably don't need a Prius to enforce parking limits (2). *
- Work with ride share programs and autonomous vehicle developers on drop-off zone policies.
- Better signs to existing structures.
- Bike share. Car share programs (2). *
- Move electric vehicles.
- Impose street parking limits west of 6th Street.
- Local regulations to require employees to do cash out for parking (2). *
- Protect the bicycle riders from the cars. More parking toward the street and bike lane between parked cars and sidewalk.
- Get rid of parking minimums.
- Work with existing businesses to share daytime/nighttime lots with office workers (day) and residents (night).
- Make price reasonable. Currently Downtown is becoming an elite community - you must have money to come Downtown.
- Remove parking requirements.
- Lift parking caps.
- Require parking to be designed to re-use.



- Instead of parking, what about a public transit system that works?
- Convert excess multi-family parking to unbundled paid parking.
- Reduce parking requirements on public transit.

Environmental Impact Report Station

Environmental Impact Report & CEQA Process

Are there any other environmental topics that should be addressed in the Environmental Impact Report (EIR)?

- Loss of open space by back alley development on existing residences.
- Good jobs.
- Archeological sites at old American river confluence and Calle de Los Americanos (at 12th and 24th Street).
- Consider win studies for street level at high rises.
- Design and density to help with affordability.
- Alley development can ruin neighborhood feel.
- Save our big trees.
- Save and maintain our trees.
- Affordability of housing for all age groups (2). *

Urban Design, Land Use, and Preservation Station

Urban Design, Land Use, and Preservation Initiatives

- Leave Midtown as it is! No more out of place high rises.
- Incorporate active transportation principles and practices.
- Push FAR limits to maximize land assets.
- Highlight infill development.
- Forget the streetcar (2). *
- Approve rooftop gardens, incentives for “greener” development.
- Define “significant community benefit.”
- Preserve, enhance, and expand existing parks. Make parks safe and inviting. Update for today’s needs and environment.
- Minimum number of bike parking spaces for every new project.

Central City Zoning Map

- Mixed-Use: enough of this residential-only zoning.
- We must keep our heritage buildings.
- Keep our tree canopy!
- This will never work as modern industrial. No access change to historic/recreation of original American River crossing.
- Up-zone mixed-use.
- No single-use zoning.



Downtown Specific Plan
Community Open House Summary
New City Hall, 915 I St, Sacramento, CA 95814
Monday, March 20, 2017 5:30 p.m. – 7:30 p.m.

- You need to activate maps. This is partially zoned (P-Z Street keep this way).
- Where are parks/open space land use zones?
- Raise density caps and allow more mixed-use along corridors.
- Remove R-1 zoning, but use form-based code for compatibility.
- More office space and shared office space.
- Emphasize mixed-use. Include “pocket” parks along with transit development.

Central City General Plan 2035 Map

- Create a rule of minimum height requiring minimum green space, rooftop gardens, micro parks, and community gardens.
- Vine Street is Sacramento’s oldest surviving street. Dates to 1850 or earlier.

Corridor Plan Areas Map

- What is quality of life in these corridors (placed near Broadway corridor)?
- More access to grocery stores, pet shops, and K-12 schools! We need more kids around (2). *
- Capitol Mall needs improvements and connections to be enhanced. Do not compete with Capitol.
- Code enforcement—ensure that owners maintain properties. Too many unkempt lots in my neighborhood of 22 years (Southside Park) (2). *
- Weekend coffee shops and small markets in the area near State buildings—people still live there.
- Capitol Mall needs a special study to look at blending transportation and transit needs with events (2). *
- Maintain J Street as a commercial mixed-use corridor (2).*
- Follow the strategic plan please.
- Like to see Alhambra Corridor update and connect with McKinley Village.

Historic Districts Map

- If we lose our heritage feel, we'll never recover.
- I wish I could live in Old Sacramento. Can we create more mixed-use there (and preserve)?
- Old Sacramento is not cool enough, too touristy (2). *

Current and Potential Special Planning Districts Map

- Old Sacramento should be a district.
- Broadway special planning district?
- Old Sac should be a special planning district.

Downtown/Riverfront Streetcar Route Map

How can development be maximized along the streetcar route?

- How about some car-free or car-limited zones? (2). *



Downtown Specific Plan
Community Open House Summary
New City Hall, 915 I St, Sacramento, CA 95814
Monday, March 20, 2017 5:30 p.m. – 7:30 p.m.

- Yes, streetcar! I like connection with West Sacramento, but how about North Sacramento too?
- Prioritize mixed-use along streetcar route.
- Affordable housing.
- Quality high density.
- More bike lanes and traffic slowing measures.
- Use vintage trolley buses not streetcar.
- Maximize the empty lot at Capitol and 5th Street.
- Use bus trolley--not streetcar—downtown; saves money (2). *
- Wheeled trolley instead of streetcar; expand route.
- No height limit around streetcar route.
- Streetcar, yes!!!
- Absolutely no streetcar monies.
- RT needs to improve what is already in existence!
- Bring streetcar further east to Sutter Hospital area. Will help merchants and residents on the J Street / K Street corridor.
- Extend to 30th street.
- Consider reroute to light rail with fewer overlaps and better coverage.
- Don't move light rail to H Street. Keep going to main activity centers.
- Increase density and intensity around the track alignment (2). *
- Transit only lanes.
- Bike and pedestrian infrastructure (pedestrian zones).
- Mixed-use, high density.
- Streetcar may be premature. Emphasize Light Rail. Bus improvements are needed first.

Floor Area Ratio (FAR) Overview

- Encourage high FAR with enough setbacks to not conflict with tree canopy.
- Remove FAR requirements.
- We have a serious land glut and don't need any high rises for about 50 years.
- Keep Downtown walkable.
- More density. Eliminate suburbia. Subsidize developers on density/mixed use.
- No FAR and higher restrictions downtown.
- Encourage FAR and higher density units beyond type 5 construction.
- Keep building higher density in residential neighborhoods! No more 17 story developments.
- Housing to support all incomes.
- Keep building bulk and lower heights (6-7 stories) in Midtown.
- Create a rule of a minimum height requiring minimum green space, rooftop gardens, micro parks, community gardens, etc.
- Who agrees that the development provides a significant community benefit?
- Preserve older buildings (2). *



Downtown Specific Plan
Community Open House Summary
New City Hall, 915 I St, Sacramento, CA 95814
Monday, March 20, 2017 5:30 p.m. – 7:30 p.m.

- Row houses, high density (transit- supportive), single family “American Dream”, aesthetic (tree canopy), supports mixed-use.
- No buildings higher than street width.
- More mixed-use commercial and residential above Ice Blocks.
- Higher FAR. Higher Density (40 units / sq. ft. or more).
- More Transit-Oriented Development.
- Minimum 50 dwelling units / acre.
- Allow tiny houses and tiny home communities! (2). *

Quality of Life Station

Quality of Life: Initiatives

- Shade the canopy.
- Public transportation must be improved (2). *
- Small pocket parks and densify parks.
- Improve safety for pedestrians and bikes.
- Transit.
- Public transportation must be improved (2). *

Quality of Life: Recreation & Entertainment Map

- Old Selby ranch site: Good for farmer’s market or local container farm (soil too ruined).
- Promotion and protection of farmer’s markets: Basic signage, closing high traffic blocks for safety, and collaborate/combine more events with farmer’s markets.
- Narrow W and X on days with farmer’s market (Sundays).
- Better bike lanes and paths (maintenance, creation, less low quality paths/more quality paths).
- Parks? Need pocket parks.
- Cross promoting! Use Golden 1 signs to help the smaller events out.
- Amphitheatre for theatre concerts outdoor.

Community Conversation - Existing Amenities

What are your favorite existing amenities in Downtown?

- R Street.
- R Street Historic District.
- Our small live theatre venues.
- Parks and connected sidewalks. Light them so night-time friendly.
- Need a new performing arts center near Crocker Art Museum.
- More live entertainment in public spaces. Musician, acrobats, etc.
- Parks
- Museums
- Library.
- Farmer’s markets



- Bike lanes
- Parks
- New Helvetia on R was my favorite—bring it back!

Community Conversation - Proposed Amenities

What amenities would you like to see in Downtown?

- Night life that doesn't close.
- 10 out of 10 ranked high school.
- Private bathrooms for homeless people. Downtown is a mess.
- A public high school.
- Two Safeway's, Grocery Outlet, Co-Op, Trader Joe's, and Farmer's markets are enough.
- More trash cans and public facilities to keep the streets cleaner from homeless and the night life.
- Public restrooms (a la SF) in all heavily used areas.
- More nightlife spots/districts open late (2 a.m.) / (food until 3:30 a.m.).
- Nightlife needs to also reflect quality of life for residents in area.

Community Conversation - Opportunities for Amenities

Where are there opportunities for amenities Downtown?

- No more parking garages, too expensive, requires city subsidy (2). *
- More representation of African Americans in business ownership restaurants / retail (2). *
- Grocery stores--Yes!! When?
- Alley activation.
- Trees—lots of trees (2). *
- Public art/rotating/students?
- Bathrooms (2). *
- Capitol Mall could be stunning and beautiful. Provide better access to River (2). *
- Parking garages okay with housing/retail in top-and subterranean.
- More parking garages!
- No! Encourage public transit! (In response to previous comment).
- Shelter for people who can't afford it. Someplace, somehow (2). *
- Better urban-scale bike trail connector.
- Develop landscape, attractions, nature center, etc. along river walk (2). *
- Better continuity and riverfront bike trail.
- Cat café? (2).*
- Human-scale lighting, at shoulder height.
- Better lighting! (2). *
- More things to do for people over 50 (wine shops, small jazz clubs, etc.).
- More music promoters.
- Small pocket parks, two little dollars, easier to maintain.
- Numbered streets right off the Sacramento River—feels empty and could be livened up.
- On-demand secure bike lockers at key locations (example Sacramento Valley Station).
- Easier to circumnavigate grid on bike/river trails.



- Rethink government plaza spaces.

Public Art Plan Feedback Map

- Public Art Map should consider good/historic architecture as part of City's art (2). *
- Decorative lighting treatments.
- More inviting "entrances" into Downtown; you should come off the freeway or down a major street into a larger warm welcome.
- Settler's Association Monument here (3rd Street and N Street).
- Sculpture garden in Crocker Park.
- Live street performances and street vendors every Saturday—more opportunities for entrepreneurs of color.

Displacement Activity

How do we avoid displacement of existing residents and businesses?

- The City should make it a priority to support affordable infill with planning resources necessary.
- Re-institute affordable housing requirements and increase fees for development.
- Need rent controls, more public housing, invest in rehabilitating existing housing/building stock.
- Need more affordable housing.
- We need rent control and affordable housing.
- Rent control doesn't create housing. We need to fund affordable housing.
- Must assure economic development through good jobs in the construction, maintenance, and operations of projects.
- Build more affordable housing (3). *
- Deck more of I-5 to connect Old Sacramento with Downtown.
- Need to increase housing supply (2). *
- Tie development to the priority pipeline created for the Golden 1 Arena.
- Encourage community ownership, like co-ops.
- Need incentives for small, locally-owned businesses (2). *
- Need rent control policies to prevent spikes in rent seen in San Francisco as Sacramento becomes more popular.
- Put policies in place such as rent control and prevention of unfair evictions and aggressive affordable housing initiatives.
- Create a mix of housing types and affordability.
- There must be some type of structured finance/rent control to prevent prices from spiraling up (2). *
- Build more small scale housing that's mixed-use and mixed-income.
- More housing of all types for all incomes.
- Make housing easier to build-open u zoning, streamline permitting provide developers ombudsmen.



Downtown Specific Plan
Community Open House Summary
New City Hall, 915 I St, Sacramento, CA 95814
Monday, March 20, 2017 5:30 p.m. – 7:30 p.m.

- Create policy that supports live-work opportunities for local artists.
- Create affordable housing with higher density, and mixed-uses.
- Allow homeowners to build adult dwelling units on their property.
- Build more homes quickly so there can be options.
- Encourage mini houses on wheels in driveways, with built-in infrastructure hookups (Tumbleweed homes style).
- Make it easy to add apartments over garages, or lift houses and add new ground floor units.
- Need more affordable housing.
- Put policies in place such as rent control and prevention of unfair evictions and aggressive housing initiatives.
- Need a partnership with developers and the City.
- Need tax incentives for locally-owned businesses. Why is the City even working with companies like Starbucks for City-owned properties?

Quality of Life: Schools, Parks, and Open Space Map

Where would you like to see park activation or additional park amenities?

- More murals/artwork.
- Water features at parks for kids (2).*
- Outdoor music concerts located in the local parks (i.e. Cesar Downtown) (2).*
- Cover I-5 to make it walkable between Downtown and Old Sacramento.
- Nature center, kayak rental, café at Miller Park (2). *
- Educational gardens/walkways.
- Native plants, signage, urban habitat.
- Adequate trash and recycling bins (4). *
- Community gardens on all available City properties! (3). *
- Pocket parks in neighborhoods that are under-parked.
- More trees.
- Maintain Southside Park in general.
- More events on C Street.
- Keep our tree canopy!
- More K-12 schools to encourage families to live in Downtown.
- Public art, sculpture walk, connect our existing amenities via art.
- More active art in Capitol Mall.
- Educational programs in existing (8 expanded) community gardens (2). *
- Love murals.
- I agree, cover I-5.
- Also, good idea, use the dead space at capitol mall.
- Get community gardens (2). *
- Parks and public spaces with community garden space on Capitol Mall median.
- I would love the riverfront developed into a beautiful parkway. The rivers MADE Sacramento (2). *



Downtown Specific Plan
Community Open House Summary
New City Hall, 915 I St, Sacramento, CA 95814
Monday, March 20, 2017 5:30 p.m. – 7:30 p.m.

- 23rd Street light rail station – Courtyard surrounded by small business spaces for services, such as shoe repair, florists, and others.
- More public art.
- Enhanced sidewalks for bikes and people.
- Schools so families don't move to the suburbs.
- Maintain safety and cleanliness of American River Parkway.
- Don't allow residential lot splits in Midtown.
- Improve tennis courts at McClatchy and build more Downtown and at Southside Park.
- Car access to McKinley Village.
- More metal artwork.
- Safe pedestrian crossings of W and X to reconnect Southside Park.
- Adult fitness equipment outside (fitness bikes, pull up bars, physical fitness structures)!
- Pedestrian connectivity to McKinley Village at Alhambra (2). *
- Workout circuits (rings, equipment, kettle bells / weights) (2). *
- Vine Street / Calle de los Americanos is old, pre-Grid water front where river crossing led from fast to northern miles.
- Activate the public spaces with art that engages diverse social interaction.
- California heritage / Mediterranean demonstration garden. Celebrate California. Celebrate Sacramento (2). *
- Preserve existing Oaks in city parks.

Parks Activation & Amenities Board

- Need exercise equipment and workout areas (2). *
- Make a kid's destination (water teeter).
- Need blank walls to encourage street art in every park (yes graffiti)!
- If Downtown Sacramento does not get luminary see-saws within the next year, I'm moving to LA!
- Fitness / exercise equipment at parks and on trails (2). *
- More pop-up parks.
- More neighborhood impromptu movie nights (2). *
- Need playgrounds, family activities, and safety for youth.
- Add a community center to Midtown.
- Add a playground for 'big kids' (i.e. adult swings, etc.). *
- More edible landscapes to teach about where food comes from and give cool destinations that are multidimensional and accessible.
- Target streets across from parks with outward facing uses (i.e. sidewalk cafes).
- Activate Winn Park; it is dead right now (3). *

Community Conversation - Opportunities for Public Spaces

What are some opportunities for great public spaces?

- Pave all unpaved alleys.
- Capitol Mall renovation.
- I-Street Bridge to deck and approaches.



Downtown Specific Plan
Community Open House Summary
New City Hall, 915 I St, Sacramento, CA 95814
Monday, March 20, 2017 5:30 p.m. – 7:30 p.m.

- Calle De Los Americanos, Historic Park and Archaeology project, American River, 14th Street – 12th Street.
- The rivers – All great cities have better utilization of their waterfronts.
- Chinatown: So much potential! (2). *
- Southside Park: Soccer field plus multi-use court needed.
- Alley activation.
- Paddleboats like Echo Park Lake in LA.
- Southside Park: Paddle boarding! (2). *
- Southside Park: Needs its clubhouse back, stop leasing it! (3). *
- R Street Corridor: Need parklets (2). *
- More river access points and small parks on rivers (2). *
- Waterfront—Sacramento and American rivers.
- Skate Park needed.
- Emphasize waterfront.
- Pocket Parks in residential areas.
- Soccer and other fields in Southside and easy to bike to from grid.
- Require outdoor access for every project—Hawaii does.

Summary of Comment Card Feedback

Twenty-seven community members submitted feedback via comment cards about the project. The feedback received has been categorized below.

Infrastructure & Finance

- Street lights: K° color temperature in historic districts should not exceed 3200°. However, for convenience the City installing 4800°k much bluer, much more glare and completely inappropriate. Many cities (e.g. Davis) recognize this. But Sacramento does not seem to concern itself with the people who must suffer these high-temperature lights because the City doesn't want to have to keep two types in stock. I was told "you'll get used to it." I'm not, nor are my neighbors.
- Common areas of apartment complexes should have lighting paid for and controlled by the owner.
- Focus on great lighting and art.

Mobility

- Example: from Railyards to Old Town to Arts should include improved bike/transit access.
- Bikeway to the Crocker Art Museum.
- The freeway interchange at P to Q streets is treated as a no-go zone for pedestrians and bicycles.
- This could also help connect R Street to the Golden 1 Center.
- Bikeway shouldn't be ignored, lots of opportunities to reconnect Downtown after the Capitol City Freeway interruption.



**Downtown Specific Plan
Community Open House Summary
New City Hall, 915 I St, Sacramento, CA 95814
Monday, March 20, 2017 5:30 p.m. – 7:30 p.m.**

- What is the “gap” project at the northern end of Alhambra Boulevard (at B Street) shown on the Pedestrian Access Poster?
- Develop a more accessible foot path from the McKinley Park to Oak Park/Broadway area. This will encourage foot traffic along a currently undesirable pedestrian corridor between good and emerging businesses and residences. Tie together Midtown along Alhambra.
- Restaurants seem very eager to take sidewalk space. Don’t let them over do it (especially if bikes too).
- Focus on bike friendly areas and public transit.
- New parking rules (enforcement till 10pm, 1-2 hour limits) are discouraging folks from coming downtown. Also, parking enforcement officers are quick to write a ticket for even the most minor offenses (example: I was almost at the expiration of my meter, and the parking guy was standing next to my car, waiting to write my ticket. Come on!) Furthermore, the parking meters are not working properly and we often must throw in a few extra quarters just to get the time we are entitled to. This happened tonight, at the meter directly outside City Hall. Fifty cents extra, which did not give me credit for that time. I know it’s not a lot of money, but if you’re going to have these rules, you should enforce them properly.
- Bikes: North South on 16th Street where the action is. Better bike connection under I-50 at 24th, 18th, 5th more connections to transit hub at I and 5th. 2-way conversions.
- Enhance public transit-need funding.
- Provide wayfinding for best and safest routes to venues-parks, shopping, entertainment.
- Emphasize walkable, bikeable safe communities.
- Protected bike lanes offering safe route through downtown and midtown.
- Human foot traffic trumps landscaping, if there’s not enough space (see east side of 5th St. between N St. and Capitol for an example of what not to do (especially near bus stop).
- Secure bike parking.
- Mass transit that feels safe to ride.
- Affordable Downtown parking.
- Light Rail from Natomas to Downtown.
- Light Rail to the airport.
- Downtown needs to recognize the surrounding communities want access to Downtown (make it affordable for us to get here).
- Why is outside of Golden 1 Arena area parking so expensive and times to 10pm?
- Parking has become a problem (3rd - 7th). Traffic has become a problem (3rd - 7th). Noise levels have become a problem (3rd - 7th).
- I am very pleased with bikeability.
- There should be more bike lanes as the cyclists often pose a challenge to walkers when they ride on the sidewalk.

Environmental Impact Report

- Should consider approaching all planning activities through a Health in All Policies (HIAP) framework – focus on public health and health equity (particularly among different socioeconomic and racial groups). Would love to get involved with the planning from a public/population health perspective and approach!



Urban Design, Land Use, and Preservation

- What I think needs more emphasis is affordable housing, rent control, and renter's protection policies.
- Focus on density, partner with developers on mixed use/residential projects.
- Maintain J Street as a commercial/ mixed-use corridor. It is the only commercial "east-west" through the center of the City that is drivable. Provide higher housing density with more amenities.
- Densify without potentially overwhelming high rises.
- Mixed use incorporating commercial with residential and services.
- Affordable housing including Inclusionary and not just in lieu fees.
- Always questions about preserving and enhancing affordable housing; retaining character in existing (historic) neighborhoods, accommodating and serving a spectrum of people—not just 20-35-year-old professionals. You've got the table; let's make sure everyone gets to eat!
- Parking garages should be built so they can easily be renovated into (some) housing.
- A roof over everyone's head who wants one.
- I would like the height restrictions to be enforced. Yamanee and 19H are too tall for Midtown. Clarify what a "community benefit" is. I would like community development department to prioritize infill development by providing all necessary support to infill developers and conversely to de-prioritize all greenfield development. We need infill, we don't need greenfield.
- Why bother with a general plan when one council member can overturn its guidelines by stating that "it's a moment in time." I refer to the Yamanee project. There needs to be checks and balances here. The community benefit of this project assisted is absurd.
- Affordable housing.

Quality of Life

- Businesses obviously keep the City's economy strong, but parks, pedestrians, traffic flow, appearance, and infrastructure give the City its "feel" and attract visitors and get residents outside. Focus on these areas and we'll be the next great American city!
- Include small pocket parks in compact height FAR neighborhoods.
- Support small local businesses.
- Charging stations for EV.
- If someone picks up a piece of litter, how many blocks should they walk before encountering a trash can?
- Office buildings, and any other development with "commons" in its name, should have a public seating area.
- A "civic area" akin to Sproul Plaza at UC Berkeley
- My concerns are displacement of residents, rising housing costs, and the loss of the unique character and charm of Downtown/Midtown because of fast growth. I want green spaces, tree covers, and public and bicycle transit to be considered with all development. Please use other cities like SF and Portland as examples of how the city's culture and character could be lost from increased costs and impacted infrastructure.
- To have a stable downtown, there must be a place for families. This means, there must be good schools. The only school here is Washington, which despite excellent efforts in its



Downtown Specific Plan
Community Open House Summary
New City Hall, 915 I St, Sacramento, CA 95814
Monday, March 20, 2017 5:30 p.m. – 7:30 p.m.

- renovation, is struggling. No matter what (at all cost) this school must be supported long term. Families #1 reason to live in a neighborhood is its schools. I have spoken with many parents who said they would not move downtown because Washington “could close again.” The City is trying to attract young people, which is good, but if they only rent until they have a family, then move to the burbs, downtown is in trouble.
- I’d like to see more large shade trees throughout—especially the new elm trees to replace the ones that are leaving us.
 - Downtown Sacramento needs: more density, more mixed-use, more public spaces for people (plazas, Woonerfs, pocket parks, parklets) not parking/moving cars.
 - The city should add parklets to the dense urban areas.
 - I love the emphasis of public art, grocery stores, and mixed use developments.
 - Please make sure the plan reflects the unique place that is Sacramento. This isn’t Portland, SF, or Phoenix (or an east coast city). Celebrate/embrace the climate, walkability, safe pedestrian access/routes are paramount. Develop a grid of bike access connected with American river Parkway and Sacramento River trail. The streets and urban areas should announce “This is Sacramento” not anywhere USA. Make areas where evening pictures can take place and active streets. Add affordable housing, wages vs. housing prices—we have a real problem with housing prices here.
 - Downtown is becoming an elite community.
 - Continued diligence in getting a grocery store north of Capital.
 - City and County to collaborate on the maintenance and safety of American River Parkway.
 - Distribute homeless services throughout area, not just on 12th!

Other

- Thank you for doing this open house. Lots of interest is a good sign.
- I was too late for the online conversation, but would have liked to see what options it offered.
- This was a great way to bring the community together and solicit feedback.

Notification

To promote the community open house, email notifications were sent to more than 10,000 interested community members. The project team reached out to the diverse group of stakeholders involved in the project to further promote the community open house with their individual organizations and on their social media channels and newsletters if applicable.

The open house was promoted on the City of Sacramento’s CDD and City Government social media channels, as well as Mayor Darrell Steinberg’s social media as well. The open house was shared and promoted on the following social media pages:

- Sacramento Railyards
- Breathe Sacramento
- Boulevard Park Neighborhood Association
- Midtown Association
- ULI Sacramento Young Leaders Group
- Midtown Neighborhood Association
- Richmond Grove Neighborhood Association



Downtown Specific Plan
Community Open House Summary
New City Hall, 915 I St, Sacramento, CA 95814
Monday, March 20, 2017 5:30 p.m. – 7:30 p.m.

- Sacramento Revealed
- Sacramento Regional Transit District
- Sacramento Real Estate Development
- Cabrillo Park Neighborhood Association
- Preservation Sacramento
- Councilmember Angelique Ashby
- Placer Title Company – Sacramento Commercial
- Mayor Darrell Steinberg
- Councilmember Eric Guerra
- The Sacramento Bee
- Sacramento Business Journal
- Several Community Member

Councilmembers Jeff Harris and Steve Hansen, Sacramento Regional Transit District, and the Greater Broadway District all shared the email notifications with their constituent distribution lists as well.

A news release was distributed to local and regional media sources to promote the virtual community discussion. The Downtown Specific Plan virtual community discussion was then featured on:

- The Sacramento Bee
- Sacramento City Express
- Downtown Sacramento Partnership Daily Headlines
- Downtown Sacramento Partnership Monthly Headlines

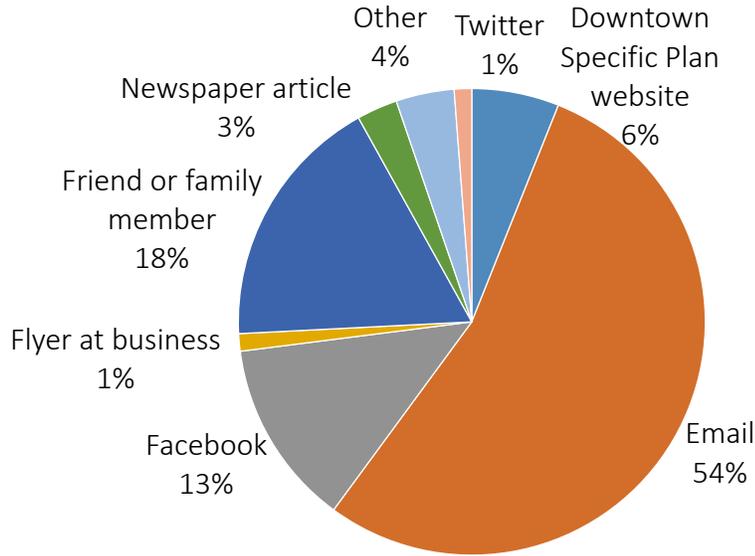
The project team also distributed more than 80 flyers to local coffee shops, businesses on the J Street and K Street corridors, City parking garages and other locations. More than 400 flyers were handed out at Saturday Midtown Farmers' Market and Sunday Under-the-Freeway Farmers' Market.

To help promote the community open house, the project team filmed three short video clips of community members on K Street, asking them "What makes Downtown special?", "Tell us your happiest urban experience." and "What is your favorite public space Downtown?" The project team also filmed a short interview video with four local developers, asking "Why are you choosing to invest in Downtown?". The local developers included: Sotiris Kolokotronis, SKK Development, Nikky Mohanna, Mohanna Development, Ali Youssefi, CFY Development, and Deana Ellis, Cresleigh Homes. These videos were shared on social media and were viewed more than 1,500 times.

A total of 147 community members attended the community open house. When asked how they heard about the meeting, attendees responded:



Downtown Specific Plan
 Community Open House Summary
 New City Hall, 915 I St, Sacramento, CA 95814
 Monday, March 20, 2017 5:30 p.m. – 7:30 p.m.



Attendee Information per Visual Tally

Title VI information about community open house attendees is below.

Disability	
Yes	3
No	143
Gender	
Female	52
Male	95

Race	
American Indian or Alaska Native	1
Asian	4
Black or African American	5
Native Hawaiian or other Pacific Islander	1
White	132
Other	4

Ethnicity	
Hispanic or Latino	16
Not Hispanic or Latino	131

Age	
Under 40	63
Over 40	84



Downtown Specific Plan
Community Open House Summary
New City Hall, 915 I St, Sacramento, CA 95814
Monday, March 20, 2017 5:30 p.m. – 7:30 p.m.

- Flyer
- Comment Card
- Fact Sheet
- Media Coverage

Join the Conversation Downtown Specific Plan Community Open House

Monday, March 20, 2017

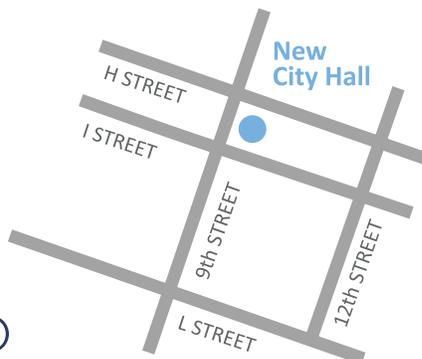
5:30 P.M. – 7:30 P.M.

New City Hall Lobby
915 I Street
Sacramento, CA 95814

The City of Sacramento is developing the Downtown Specific Plan which will assist in the development of at least 10,000 places to live in the next 10 years. Be part of the community conversation and share your thoughts on what it will take to meet this goal.



City of
SACRAMENTO



Don't forget to take the survey at www.downtownspecificplan.com/survey by March 10.

To learn more and sign up for future notification, visit www.downtownspecificplan.com

Place
postage
stamp here

AIM Consulting, Inc.
2523 J Street, Suite 202
Sacramento, CA 95816

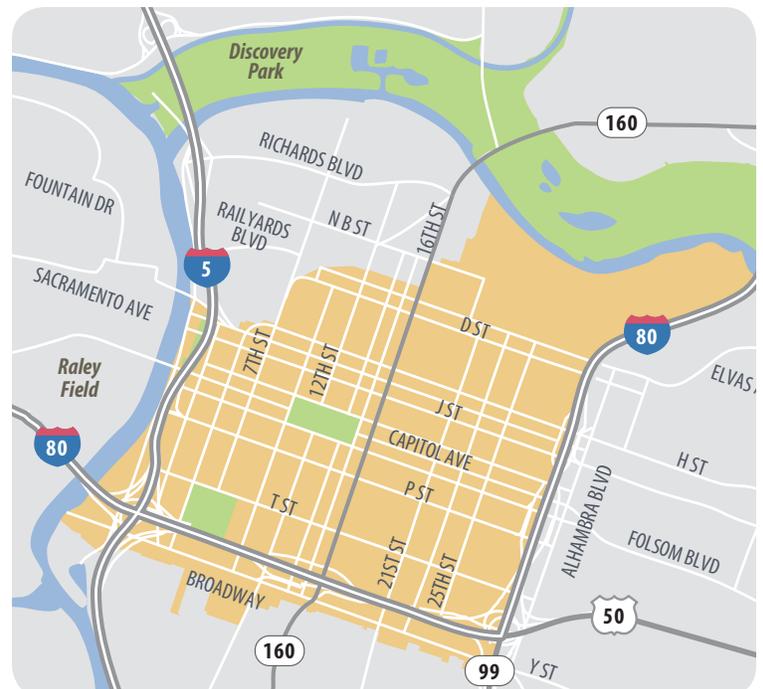
Visit www.DowntownSpecificPlan.com for more information.



The Sacramento Downtown Specific Plan will create a plan that paves the way for at least 10,000 places to live in the next 10 years, exclusive of those already entitled in the River District and the Railyards.

Downtown Specific Plan Goals

- Create a Specific Plan that paves the way for at least 10,000 places to live in the next 10 years.
- Develop a varied housing stock that reflects the diversity of Sacramento.
- Incentivize Transit-Oriented Development throughout downtown Sacramento including along the streetcar corridor.
- Remove barriers to housing development by streamlining the development and environmental review process.
- Maintain the quality of life central city residents experience and further neighborhood livability by including supporting amenities along with housing.



The Downtown Specific Plan Area Boundary

Project Schedule



Get Involved

Visit www.DowntownSpecificPlan.com

Media Coverage

- Email notifications to more than **10,000+** community members
- **4** Promotional Videos
- **25+** Social media shares
- **100+** Flyers at Local Businesses & Parking Garages
- **400+** Flyers Distributed at Farmers' Markets & Community Events
- Articles
 - The Sacramento Bee
 - Sacramento Business Journal
 - Sacramento City Express
 - Downtown Sacramento Partnership Daily & Monthly Headlines

