Stakeholder Meeting

Wednesday | March 29
Agenda Overview

- Introduction
- Downtown Specific Plan Overview
- Historic & Cultural Resources Analysis
- Infrastructure Study
- Financing Plan
- What We’ve Heard
- Key Policy Initiatives
- Next Steps
Introduction

• Name
• Organization
• Interest in the Downtown Specific Plan
Downtown Specific Plan Overview
Project Overview

• Implementation of 2015 Downtown Housing Initiative and 2035 General Plan

• Tools:
  • CEQA Streamlining
  • Infrastructure Study / Finance Plan
  • Opportunity Sites/Market Analysis
  • Grid 3.0
  • Amenities / Public Art
  • Zoning/Design Guidelines/General Plan Amendments
Historic & Cultural Resources Analysis
Existing R Street Historic District
“The buildings within this District face R Street from 10th Street running east to 12th Street. The construction dates run from 1910 to 1930 with the use concentrated in warehousing, commercial distribution and light industrial.”
Purpose of Current Study

• Are there additional resources in the R Street Corridor that could contribute to the existing R Street Historic District?
Methodology

• Review all available documentation (incl. NCIC record search)

• Survey the entire R Street corridor (I-5 to the west, Capital City Freeway to the east, Q Street to the north, and S Street to the south)

• Use the existing Railroad and Agricultural Contexts to evaluate resources for possible inclusion in the District

• Make recommendation for addition contributing resources and, if needed, an expanded boundary
Completed Tasks

- Surveyed 615 parcels with approx. 420 buildings/structures

Lawrence/State of California Warehouse (c1914)
Next Steps

• Complete evaluations/updates of 12 potential contributors
Opportunity Sites / General Plan Corridors
**Purpose**

- Provide information with regards to Cultural Resources in the City’s core on identified Opportunity Sites along General Plan corridors.
Methodology

• Review all available documentation (incl. NCIC record search)
• Reconnaissance survey of each Opportunity Site
• Research property history in order to determine date of construction
• Fully evaluate a subset of Opportunity Sites identified by the City
• Make recommendations for additional work, if any, that would be necessary for development or redevelopment of the site
Status

• Draft report is currently being reviewed by the City
Historic Resources Design Guidelines
Purpose

- Provide design guidelines for the use and adaptive re-use of historic structures within the opportunity sites in Historic Districts and along the proposed Streetcar Route
Historic Districts

- 5 Historic Districts along Streetcar Route, and opportunity sites in 1 additional district:
  - Capitol
  - Cathedral Square
  - [Cesar Chavez Memorial] Plaza Park
  - Memorial Auditorium
  - Merchant Street
  - R Street District (proposed)
Methodology

• Review all available City documentation regarding the 6 designated historic districts, and conduct reconnaissance survey of each
• Discuss individual contributors, as well as unifying building types, materials, characteristics, and styles within districts
• Provide guidelines recommendations for adaptive re-use of contributors, and new infill construction within or adjacent to the 6 City designated historic districts
• Provide guidelines for general recommendations for the adaptive reuse of designated historical resources within the DSP area
Infrastructure Study
Figure 4: Downtown Specific Plan-Water Mains

Legend

Proposed Improvements
- 8" Water
- 12" Water
- 2000
- 2080

Existing Mains
- Water
- Street

Land Use
- Downtown Density
- Parks
- Opportunity Sites
- Planning Projects
- Projects Under Construction
- Commercial/Office Only
- Districts
Financing Plan
Finance Plan Overview/Context

- **Infrastructure and Public Facilities**
  - Describes estimated cost and phasing
    - Backbone Infrastructure: Roads, Sewer, Water, Drainage
    - Public Facilities: Police, Fire, Library, Parks
  - Identifies financing methods
  - Evaluates financial feasibility
  - Identifies operation and maintenance financing
  - Identifies implementation measures
**Infill Financing Sources**

- **Development Based Funding**
  - Project Exactions, Development Impact Fees (existing and new), Private Equity, etc.

- **Land Secured Funding and Financing**
  - Community Facilities Districts
  - Special Benefit Assessment Districts

- **City Funding and Financing**
  - General Obligation Bonds, Parcel Taxes, EIFD, etc.

- **Regional, State and Federal Programs**
Other Considerations

• Funding Sources for Existing Deficiencies

• Relationship between infrastructure improvement location and planned new development

• SCIP financing and other bridge financing mechanisms
Community Outreach

What We’ve Heard
Community Outreach to Date

• Virtual Community Dialogue
  • February 27 – March 10

• Community Open House
  • March 20

• Served as a forum for Sacramento community members to contribute their thoughts, and ideas regarding the Downtown Specific Plan

• Asked the community to provide input on how to:
  • Address barriers to residential development
  • Leverage existing community amenities
  • Expand opportunities to bring more amenities to Downtown to maintain/improve quality of life
Community Notification

• 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
Results

Virtual Community Dialogue
• 2,121 Respondents
• 4,075+ Unique Visitors to the Project Website

Community Open House
• 147 Open House Attendees
• 401 Comments (Post-Its & Comment Cards)
Percentage of Respondents that Live in Downtown Sacramento

- Downtown Sacramento Resident: 61%
- Resident Outside of Downtown Sacramento: 39%
Percentage of Respondents that Work in Downtown

- Work Downtown: 56%
- Do Not Work Downtown: 44%
The virtual community dialogue focused on four key elements:

• Community Values
• Community Amenities
• Public Spaces
• Corridors
Community Values:

• The virtual community dialogue asked respondents to share which community values they think make Sacramento Special, and what their concerns are regarding adding more housing to Downtown.
What makes Sacramento special?

- Walkability
- Bikability
- Dining
- Diversity of People
- Entertainment
- Strong Social Networks
- Natural Amenities
- Parks/Recreation Facilities
- Museums
- Other*

* Trees, Capitol Building, Old Sacramento, Historic Roots, Farm-to-Fork
What concerns, if any, do you have with adding more housing Downtown?

*Decrease in the Quality of Life Concerns: Homelessness, Noise Pollution, Too Many High-rises, Crime

**Other Concerns: Gentrification, Loss of Neighborhood Character, Lack of Affordable Housing, Lack of Parking, Over-Crowding
Community Amenities:

• Respondents identified their favorite existing amenities in Downtown, and amenities they would like to see that are not currently there.

• Respondents who are not Downtown residents also provided their thoughts on what would make them seriously consider moving to Downtown.
What are your favorite existing amenities in Downtown?

- Parks and Open Spaces: 2020
- Art Galleries: 559
- Entertainment Venues: 762
- Museums: 372
- Restaurants: 1444
- American River Trail: 1222
- Other: 196
What Amenities Would You Like To See in Downtown?

- Grocery Stores
- Healthcare Facilities
- K-12 Schools
- Museums
- Higher Education Facilities

What Amenities Would You Like To See?

- Pet Stores
- Art Installations
- Safe Biking
- Multi-Cultural Museum
- Nugget Market
- Tunnels
- Restaurants
- River Bike Path
- Hair Salons
- Lighting
- Grocery Stores
- Lunch Trucks
- Kaiser Permanente
- Music Festivals
- Art Festivals
- Power House Science Museum
- Bicycle Path
- Murals
- Sports Museum
- I-80 Expansion
- Railyards
- Protected Bike Lane
- History Museum
Where are there opportunities for amenities Downtown?

Each red pin shows the number of respondents that dropped a pin in that area.
What would propel you to give serious consideration to moving Downtown?

Other Considerations: More Small Businesses, More Bike Connectivity, Inexpensive Parking, More Community Gardens, More Public Spaces
Public Spaces:

- Respondents identified what they think some of Downtown’s best public spaces are, and provided details about what makes them special.
Where are some of Downtown’s best public spaces?

Other Public Spaces: Fremont Park, Southside Park, American River Parkway, Old Sacramento, Sutter’s Fort
What makes these public spaces special?

- Historic Value 26%
- Large Open Space 20%
- Cleanliness 15%
- Walkability 7%
- Shade 26%
- Other Considerations 2%
- Greenery 2%
- Live Music 2%
- Other Considerations: Art, Live Music, Free Events, Lighting, Safety
Corridors

• Respondents were asked to identify the top three streets/corridors in Downtown where they enjoy spending their time and what makes these streets/corridors special

• Respondents identified a street/corridor that can become a destination
What Are Your Top Three Streets / Corridors in Downtown Where You Enjoy Spending Your Time?

- R Street between 10th and 15th Street
- K Street between 9th and 14th Street
- Broadway
- Alhambra
- Other Streets / Corridors: J Street Midtown, K Street Midtown, L Street Midtown, 16th Street Midtown, 12th Street Midtown
What is Special About These Streets/Corridors?

- Diverse: 25%
- Vibrant: 28%
- Walkable: 18%
- Shopping: 3%
- Dining: 7%
- Nightlife: 6%
- Cleanliness: 3%
- Theaters: 2%
- Safety: 1%
- Art: 3%
- Transit: 3%
- Other Qualities: 1%

Other Qualities: Accessible, Low Traffic, Historic, Active, Sense of Community
Key Policy Initiatives
Downtown Specific Plan Update

- Overview of Changes:
  - Land use
  - Urban design
  - Historic preservation
  - Anti-displacement
  - Mobility
  - Amenities
  - Public Art
Key Policy Initiatives

• New Special Planning District:
  • Allow increased heights and densities consistent with General Plan
  • Incorporate R Street Special Planning District
  • Prohibit auto oriented uses such as:
    • Stand alone surface parking lots
    • Mini-storage
  • Allow more staff-level review of projects
  • Allow housing by right in all zones, including M-1
Key Policy Initiatives

- General Plan Amendments:
  - Allow projects to exceed Floor to Area Ratios (FAR) by a maximum percentage
  - Consider making minor increases to the maximum FAR
  - Amend maps as necessary to indicate new streetcar and light rail alignments
Key Policy Initiatives

- **Zoning Code Amendments:**
  - Rezoning unlikely
  - Create maximum parking requirements for all commercial uses
  - Reduce open space requirements based on urban land use designations
Key Policy Initiatives

- Design Guideline Amendments:
  - Provide unique guidelines for development along streetcar and transit lines
  - Protect Tree Canopy
  - Guide alley activation
  - Add Crime Prevention Through Environmental Design
  - Discourage new curb cuts and driveways
Key Policy Initiatives

• Historic Preservation:
  • Historic and Cultural Resources Chapter
  • Adaptive Reuse Guidelines
  • Amendments to the Planning and Development Code (Preservation Incentive Programs)
  • R Street Corridor Historic District Survey Report
  • Analysis of Opportunity Sites for Eligible Historic Resources
Key Policy Initiatives

- Anti-displacement policies:
  - Maximize resources for affordable housing
  - Increase overall housing supply
  - Encourage alternative housing types
  - Incentivize locally owned businesses
Key Policy Initiatives

• Mobility Policies:
  • Adopt Grid 3.0 (Downtown Transportation Study)
  • Protect neighborhood parking
  • Identify Electric Vehicle charging stations
  • Improve wayfinding
  • Improve signal lights
Key Policy Initiatives

• Amenities:
  • Encourage amenities that improve quality of live and increase the demand for housing
  • Improve utilization of existing parks
  • Coordinate with schools
Public Art Plan

• Identify locations within the vicinity of the streetcar corridor
• Prioritize function of the art vs. design
• Provide guidelines for overall plan area for location and function of art
Next Steps

• Public Review of Draft Environmental Document – Summer 2017
• Community Workshop – Summer 2017
• Commission Hearing – November 2017
• Plan Adoption – December 2017
More information at...

www.DowntownSpecificPlan.com