



WEST BROADWAY


SPECIFIC PLAN

Community Workshop # 1

JULY 25, 2018

5:30 – 7:30 P.M.

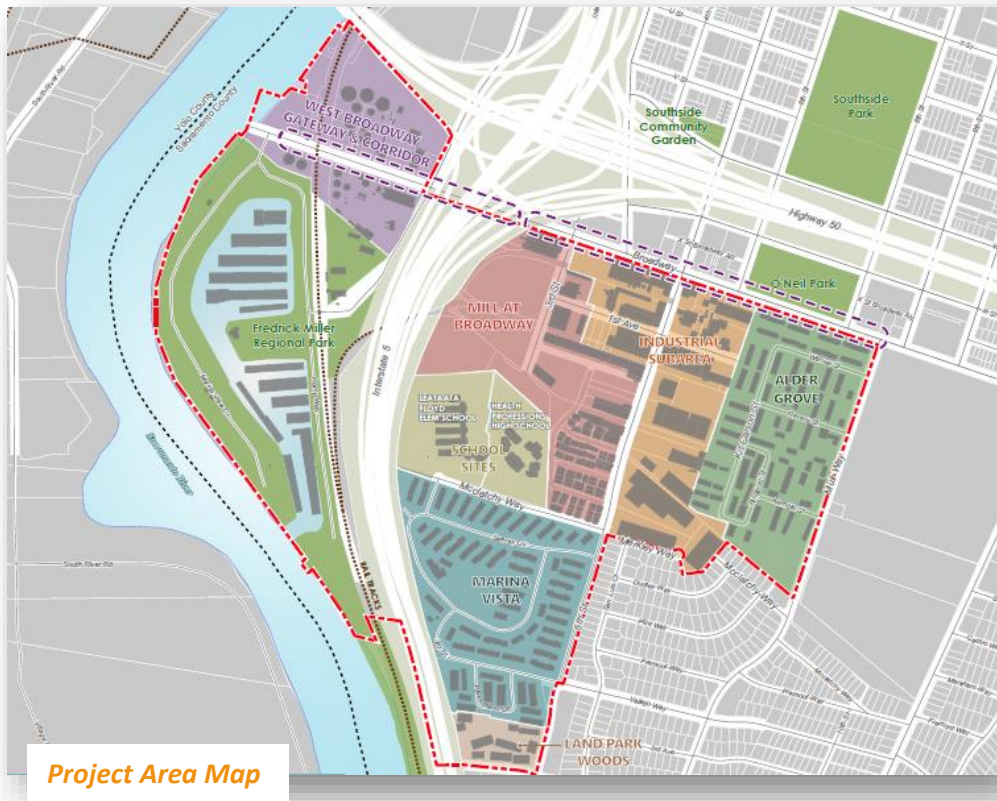
Leataata Floyd Elementary School



Summary of Feedback

Introduction

The City of Sacramento is seeking public input in the planning process to prepare the West Broadway Specific Plan, which will provide a vision and comprehensive plan for development and redevelopment within the area over the next 20 years.



Project Overview

The over-arching goal of the West Broadway Specific Plan is to integrate the existing patchwork of dissimilar land uses into a cohesive, well connected neighborhood. Plan topics will include land use and urban form, vehicular, pedestrian, bicycle, and transit improvements, infrastructure improvements, and neighborhood amenities. The planning process will also consider ways to replace or repurpose outdated industrial uses, incorporate new mixed-use infill development, improve multi-modal connectivity, activate Miller Regional Park and the Sacramento marina, and better integrate with surrounding Upper Land Park and Land Park Neighborhoods. The process will also include consideration of a new vision for Miller Park and the Sacramento Marina. The West Broadway Specific Plan will include land use plans, goals, policies, design guidelines, standards, and implementing actions to support the vision.

The study area is bound by U.S. Highway 50 and Broadway on the north, Muir Way and 5th Street on the east and 4th Avenue on the south.

Purpose and Format

The purpose of the community workshop was to engage stakeholder groups including adjacent property owners, business interests, and community-based organizations in addition to community members and residents who live, work, visit or travel through the West Broadway Specific Plan area. Desired outcomes for the workshop included:

- Provide community members with an overview and understanding of the West Broadway Specific Plan project and its environmental review process
- Receive input on:
 - Existing conditions
 - Guiding principles of the Specific Plan
 - Preliminary concepts that could be included in the Specific Plan



Community members at the workshop.

Prior to the open house portion of the meeting, the attendees were welcomed by Gladys Cornell, President of AIM Consulting, and Vice Mayor, Steve Hansen.

The community workshop consisted of presentations by Helen Selph, Associate Planner with the City of Sacramento and Allen Folks, Director of Urban Design and Planning at Ascent Environmental, in which they discussed the purpose of the West Broadway Specific Plan and the five information stations that were set up around the room for the open house portion of the meeting. The information stations set up around the room for attendees to review and comment on included the following topics:

- Project Background
- Regional Context
- Transportation / Circulation
- Preliminary Concepts and Guiding Principles
- Environmental Review



From right to left: Vice Mayor Steve Hansen; Helen Selph, City of Sacramento; Allen Folks, Ascent; Gladys Cornell, AIM Consulting

Community Feedback

Ninety-four community members attended the community workshop on Wednesday. The project team received more than 110 comments through the project boards around the room and 15 feedback forms were submitted. Below is a summary of the feedback received from the project boards:

Project Background

What other objectives should be considered by the Specific Plan?

Housing

- I'm excited about the City's vision to revitalize this area and I hope that it can happen without jeopardizing the existing public housing communities and will create more housing for all Sacramentans and more housing for low income / very low income / extremely low income.
- Ensure market rate housing is considered. Public housing is already concentrated in one area.
- Without affordable homes, there will be no community.
- The Mill is all market rate. Balance new development with subsidized, moderate/low income housing.

Business and Development

- Be sure to bring in local businesses to the area.

Bicycle Connections

- Improve the bike path along the river.
- Broadway bridge is critical to improving connections.
- Lighting and security at Miller Park along the bike path is much needed to provide safe connectivity.
- Connect the Barn in West Sacramento with Miller Park.
- Connect Old Sacramento with the new development.



Vice Mayor Steve Hansen discussing the Plan with a community member.

Community Engagement for the Plan

- Ensure meaningful, culturally appropriate community engagement; ensure all resident voices, especially public housing residents are included.

Regional Context

Bicycle and Pedestrian Safety

- Safety at Miller Park needs to be addressed.
- Consider lots of lighting at Miller Park, currently there is lots of crime and drugs. Must have security for families to feel safe.
- Special consideration for safe connectivity for bikeways on Broadway.
- Access and walkable sidewalks for seniors. The entrance to Miller Park is not pedestrian friendly.

Amenities

- Improve local schools. Make it attractive to all incomes.
- Get rid of existing oil tank facilities, we need to go fossil free anyway.
- The markets on R street cater to midtown but are not affordable for the local residents.
- The parking lot under I-5 needs trees and landscaping; it could be turned into an event facility.
- Create an area like R Street in Midtown.
- Get a Safeway or Sprouts in the area.
- Sprouts would make people happy in the area – healthy food store that's affordable.
- A grocery store is desperately needed near the Mill.

Housing

- Allow for community involvement and commenting on the redevelopment of Alder Grove / Marina Vista.
- There is a big opportunity to create more stability for residents – for example deed-restricted affordable housing, incentives for new businesses moving in, WBSPD to hire workforce from the neighborhood. The big issues are potential for displacement of low-income residents.

Transportation/Circulation

Traffic Calming

- Traffic calming and bike paths on Vallejo, Muir Way, and 5th street.
- Keep the streets "neighborhood size." Time the street lights on 15th and 16th with the speed limit to allow flow.
- Slow down traffic on 5th street, we need strategies for not causing traffic jams.
- Traffic calming measures on 5th.
- Need speed tables on 5th Street.
- Speed tables on 5th street (from McClatchy to Broadway).

Public Transit

- Need light rail to go further west along Broadway to connect to Downtown.
- Need bus and bench covers along 5th Street.
- Special event transportation to and from the DOCO.
- Would love a street car connecting West Broadway to Curtis Park and Oak Park.
- Provide affordable / free transit access, passes, and bikes to existing public housing residents.

Street Improvements

- 5th Street could use buffered bike lanes because it is the only way out of the area.
- We desperately need better lighting on 5th street between Broadway and the Mill. Walking home is scary now.
- Need to restripe and repave 5th street.
- Muir way needs to be restriped, it has illogical changes around the curbs on a very wide road.
- Protected left turn lane needed on 5th street.
- Stop sign needed at San Luis Court.
- Buffered or protected bikeways on 5th Street.
- We need more protected bikeways on every street
- 5th Street needs repaving, sidewalks, and bike lanes.
- The 5-way intersection at San Luis Court and 4th Avenue needs stop signs on San Luis Court – lots of fast right turn traffic onto 4th Avenue.
- Need a 4-way stoplight at 5th and Broadway.
- Need left turn lights at 5th and Broadway.
- Longer lights in a busy intersection.
- The off-ramps on Broadway near the bike trail need to be improved.

Bike Connections

- We need better bike connectivity from the Downtown Commons to the Mill at Broadway.
- We need a better bike route to go to and from the Mill.
- Have a pedestrian/cyclist bridge connect to the existing bike path near the south of the Marina.
- Create better access from the existing Marina and bike path.
- Create a grid network of streets focusing on bike and pedestrian access east to west.



Jennifer Donlon Wyant discussing proposed bicycle connections with community members.

Other

- The future bridge should have an extraordinary design, like the Sundial bridge.
- More outdoor eateries.
- I am concerned about the traffic impacts on Upper Land Park neighborhoods east of the new developments. There are more vehicles cutting across to Riverside Boulevard from the West.

Preliminary Concepts

Preliminary Concept A: Expanded Riverfront Park and Marina Concept

Preliminary Concept A offers an option for the Specific Plan to expand the Riverfront Park and Marina and add different amenities to the space like a large event space, water sports and play areas, restaurants and retail, and a reconfigured marina with shoreline restoration. Below are the comments received from the Preliminary Concept A board:

Neighborhood

- Need the height of buildings along Broadway to build up.

Amenities

- There needs to be a visual and sound buffer for freeway, especially with the new park.
- No more marijuana stores and grow-houses on Broadway. Keep the corridor from becoming concentrated.
- Maybe an indoor water facility in Miller Park, like Riverside Plunge in the 1890s?

- While museums are valuable, Sacramento doesn't have enough usable riverfront space.
- I like this plan.
- Activate Miller Park with music, culturally appropriate programming, boating, canoe / kayak rentals for low income kids.

Connections

- Build more crosswalks on 5th Street for kids and pedestrians to walk across to school.
- What if we could take the train to a game or a movie at DOCO?
- Although not in the specific plan area, the bike path to Old Sacramento needs to be made more pleasant and safer at night.
- More cross walks on 5th Street.

Trees and Planting

- Plant trees.
- This is good for exposure to native plants and water for the local youth who do not have the opportunity to visit greater Sacramento parks and waterways.
- Connection to nature is very important.
- The public needs enough trees for a large canopy of shade trees.
- More trees on 5th Street.

Other

- How do we deal with the homeless, I see this project increasing homeless traffic?
- Plan A would force Marina patrons to move to the other side of the Marina, which has poor patron access and has currently higher crime / theft rates due to the beach access.
- When stitching together the neighborhoods, consider the look of Downtown with tree-lined streets and walkable sidewalks, and crosswalks.
- Love the bike/pack outdoor events. What about increasing security? Miller Park is currently full of drugs and crime and prostitution, how will we deal with it.
- Restore as much of the original footprint of the original Miller Park for use by the larger Sacramento Community as well as West Broadway residents.
- Small neighborhood streets to match existing upper land park.



Allen Folks, Ascent, discussing the preliminary concepts of the West Broadway Specific Plan.

Preliminary Concept B: Enhanced Marina and Museum Concept

Preliminary Concept B offers an option for the Specific Plan to enhance the Marina and museum through design and activate the space with restaurants and retail and adding a pedestrian-friendly 'stepped bank' for water access. Below are the comments received from the Preliminary Concept B board:

Neighborhood and Housing

- Add more arteries to divert traffic commuting through the neighborhood.
- Ensure anti-displacement measures incorporated not planning and development.
- Build affordable housing.
- Living community for seniors?
- Protect current residents - particularly those in public housing - from gentrification effects like being displaced, services not appropriate, etc.

Amenities

- Mixed-use buildings instead of industrial across from the Mill.
- Build a cat café.
- Plan B is the best, put in a Ferris wheel like in London.
- A museum is a great idea.
- Yes, a museum.
- Nathan Colley museum, local civil rights.
- I love the steps down to the river.

Connectivity

- Create access to Raley Field.
- Connectivity between neighborhoods - big fan of the new street alignments

Safety

- Issues with human waste and discarded drug needles in the other areas of Sacramento, how do we keep the park clean?
- There are parts of the river bike paths and parks in North Sacramento that I don't feel safe visiting with young children.



Bruce Monighan, City of Sacramento, discussing the Preliminary Concepts boards.

Other

- Have focus groups provide input from the existing Alder Grove, Marina Vista, and public housing residents.
- Are there enough youth activity options?
- I have a concern with space for parking / parking impacts for the existing residents.

Aspirational Images

What activities or amenities should be provided at Miller Regional Park?

- More amenities in Miller Park, public art installations, seating, lighting.
- Love all the Miller Park suggestions in the photos.
- Concert space in Miller Park.
- Miller Park design must be public and have safe and friendly access
- Love the concert and event space.
- It would be great to have a community meeting space for gatherings and meetings.
- Making access for kayaks, paddle boards, or small boats would be great.
- Expand Marina Park.
- Need attention to a diving possibility along the river. Also, water capture to stop road flooding from rain.
- Vegetative buffers along I-5 for noise reduction, especially for Miller Park.
- Community garden.
- Create a walkable and bicycle friendly area. Make it easy to run / walk with strollers. Create an easy area to take out of town family on walks.
- Plenty of shade needed and encourage physical activity.
- Safety enhancements.
- More biking.
- A boardwalk.
- A kayaking space.
- Watersports center is a great idea – it can be used by more people other than boat owners.
- Expansion of the Riverfront. The Marina is a great way to utilize the existing space to encourage people to use the park



Future Residential

- Affordable housing.
- Market rate and less public housing, but still protect the existing SHRA residents.
- Ensure affordable housing, especially for existing residents.

- Public housing is public housing, same people, expensive buildings, negative impact on the surrounding communities, it will detract from the plan.
- Designs to replicate the older homes in Land Park.

What additional amenities or uses should be desired in the existing neighborhood?

- Prioritize community engagement throughout the process with residents of Alder Grove and Marina Vista.
- Bring in public art projects.



Broadway Corridor Improvements

- Would a vehicle bridge increase traffic in the area?
- Complete street corridor – we need a connection from the Mill to bike infrastructure.
- Preserve / repurpose historic structures along Broadway.

1st and 5th Industrial Retail

- Short-term rental area for a coworking space.
- Retail space.

Other

- Downtown Bend, on the River Walk.
- Attract young families.
- Hire residents for construction, and other jobs for the development projects.
- Option A has a lot of potential to become a public attraction to all.
- Love the idea of a pedestrian area and a library.
- More outdoor seating, trees, and lighting.

Feedback Forms

Below is a compilation of the community feedback received from feedback forms submitted.

Potential issues and/or opportunities in the Specific Plan

- I am concerned with the families living in the Mercy Housing Projects, are the homes you are building going to be affordable to low-income families?
- Home purchase, new careers, no-worry commute, good lighting for walkers.
- Broadway Bridge should have an extraordinary design, like the Sun Dial Bridge. Make it a destination.

- I am very concerned that the project team will not do enough to sanction and protect affordable housing in this part of the city – not only should the plan include strong protections for the public housing communities already within the plan area, they should be an inclusionary requirement for new developments so that new residents of every income class are able to find a place to live. The city is facing an affordable housing crisis and merely holding the number of affordable units is an inadequate response.
- Historic Preservation of portions of Alder Grove (New Helvetia) that reflect its historic significance as Sacramento's first major public housing project for working families and WWII-era veterans.
- There is little or no consideration for the Mill, Upper Land Park, Land Park, traffic from the 800-1000 units at the Mill, 1200-1500 housing units will turn Broadway into a parking lot.
- My main concern is the homeless posing safety issues. There are already sections of the North Sacramento bike paths that can't be used by single women and young families for fear of being attacked. Also, the human waste and drugs are concerns. I won't take my children or visitors to a park, I'm afraid they'll step on waste or drug needles, no matter how much money the City spends.
- How will changes affect affordability for current residents?
- We would enjoy having a Riverwalk area similar to San Antonio, Texas incorporated in the Sacramento concept of development along our riverfront.
- Big opportunity to give access to the river. Really need to develop higher buildings along Broadway, commercial, on street level and residential above.
- Autonomous water taxis: put the boat design out to local colleges. Invite ride-sharing companies to partner.



Preliminary Concept A: Expanded Riverfront Park and Marina

- Move restaurants on the Sacramento River south of Old Sacramento, add events to the Riverfront Park.
- Overall, I think this plan concept is preferable, but a museum would be great.
- I like this plan it seems more beneficial to the area.
- Currently the south basin of the Marina has poor patron access but is more accessible to the public from the beach and boats exposing south basin docks to increased theft.
- This is a much better option. Perfect place for an observatory, a Ferris Wheel, activity center, indoor pool, carousel, art, states, outdoor amphitheater, etc.
- Put the bridge design out to world-class architectural firms.

- Yes, to Volleyball, spray park, art, and restaurants.

Preliminary Concept B: Enhanced Marina and Museum

- Museum would be a good idea. We need better boat parking at the Marina, and better parking for drivers. Request new area / residing in this area, visitors, visiting area.
- Yes, the Marina needs a boost, needs cultivated culture.

Activities or amenities that should be provided at Miller Regional Park

- Feed the homeless with canned food / sock / clothing drives.
- Biking, boating, revised bike trail.
- Public gathering areas with events.
- If riparian restoration happens, interpretive signs.
- Additional outdoor spaces for large community events and activities (concerts, festivals, and athletic events).
- Athletic events and to be utilized. This area is turning into a homeless camp.
- We are a young family. We love museums but will not visit them as much as a Riverfront/boardwalk park. A well-planned park/boardwalk would be an everyday activity. Biking/walking/running path, paddle boarding, large play/water fountain for kids and dogs.
- Retain fishing access, possibly an amphitheater area like Stone Creek park in Rancho Cordova.

Additional Amenities desired in the Specific Plan Area

Housing

- Maintain and improve existing affordable housing, no high-rises that will look like New York's low-income housing. Add trees/landscape to housing projects, keep open space there.
- Remove some public housing and replace with market rate housing and some commercial. Use Land Park woods as the Land Park Public Housing Village.

Access

- A running or walking loop when out of town visitors come to stay can make an afternoon of the Marina / Park loop.
- Improved access for patrons of the Sacramento Marina in the south basin. L-dock is currently a very long walk.

Other

- In proximity of the planned area, a mid-priced supermarket (Raley's or Sprouts).

Additional Comments

- Redesign of the area is making California very happy. Sports event sections are good for the economy.
- The many new amenities proposed in this plan are great – parkways in an area which currently has so few and those amenities should be accessible to all residents of Sacramento, in addition to more affluent visitors and newcomers.

- Have consideration of residents in the Mill, Upper Land Park, and Land Park. We vote that we don't want more public housing warehouses, traffic congestion – if we wanted San Francisco lifestyles we would move there.
- Tram or trolley connecting West and East Broadway to Oak Park, we would use it every day for activities and visiting shops along Broadway.
- Traffic between freeway and the Marina is already challenging when there are events, this could be made worse and influence people to choose a different marina.

Notification

The City of Sacramento released a Notice of Preparation of the Environmental Impact Report, including an announcement for the Community Workshop and Scoping Meeting, and posted information regarding the meeting on the project webpage. Notification fliers were sent via e-mail to more than 990 community members to inform them about the upcoming workshop and scoping meeting. Fliers and were posted at the following local businesses:

- Sellands
- Jamie's Broadway Grille
- 5th Street Restaurant and Bar Supply
- A1 Towing
- Bardis Homes
- Flawless Boxing and Fitness
- Horizon Distributors
- Move Studio
- Sacramento Marina
- Saldviar Auto Body
- Setzer Forest Products Inc.

Additionally, the project team placed signage at a Mill at Broadway July 4th event, outside the Sacramento Marina, in the parking lot of businesses on Broadway and 6th Streets, and outside the Sunday Farmer's Market on X Street to further notify the community.

Below are the community-based organizations, neighborhood associations, media outlets, and local agencies who shared the community workshop and public scoping meeting information on their media platforms or through e-newsletters:

- City of Sacramento Community Development Department
- Environmental Council of Sacramento (ECOS)
- Land Park Community Association
- Resident Advisory Board
- Sacramento Business Journal
- Sacramento Hispanic Chamber of Commerce
- Sacramento Regional Transit
- Sacramento Railyards
- Vice Mayor Steve Hansen
- Greater Sacramento Economic Council
- Upper Land Park Neighborhood
- House Sacramento

When attendees signed in at the workshop, they were asked to share how they heard about the event. Below is a summary of their responses.

