



*City of Sacramento*

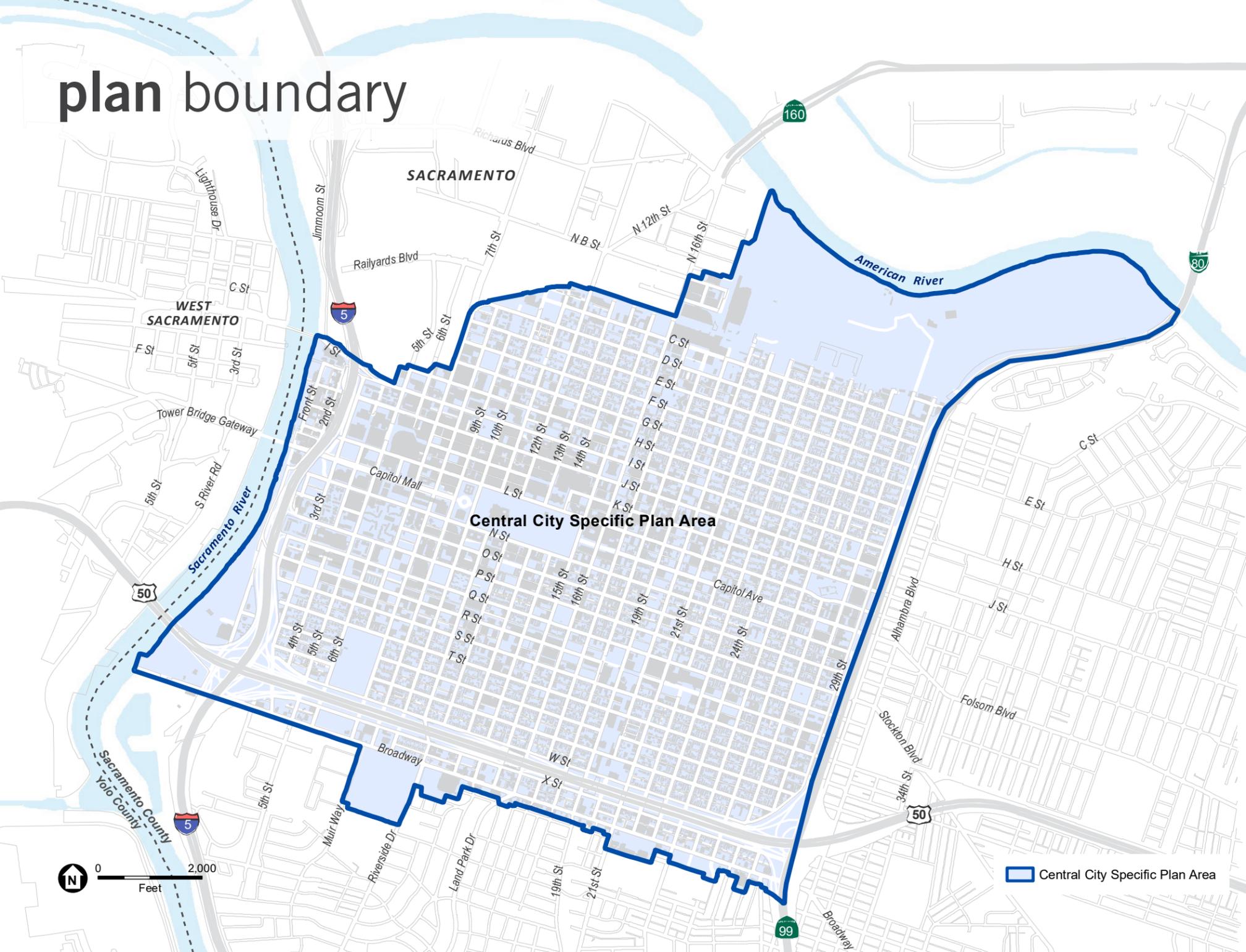
# CENTRAL CITY

**SPECIFIC PLAN**

**Community Outreach Summary Report**

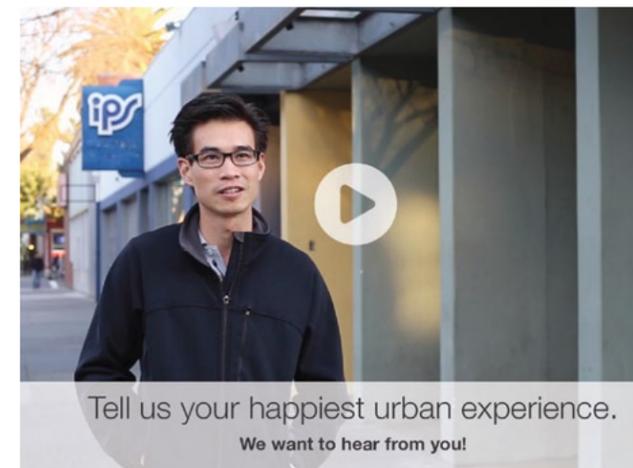
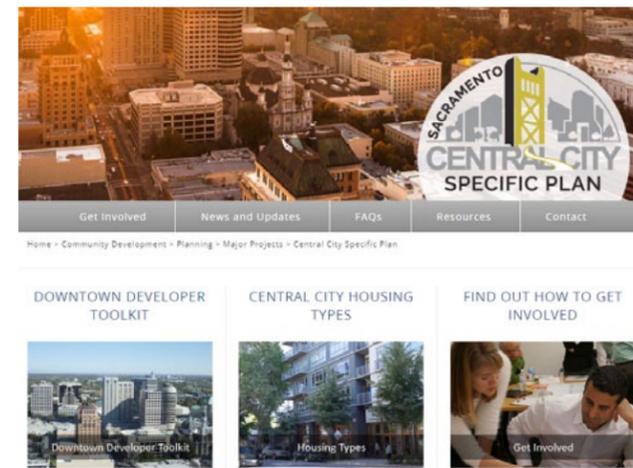
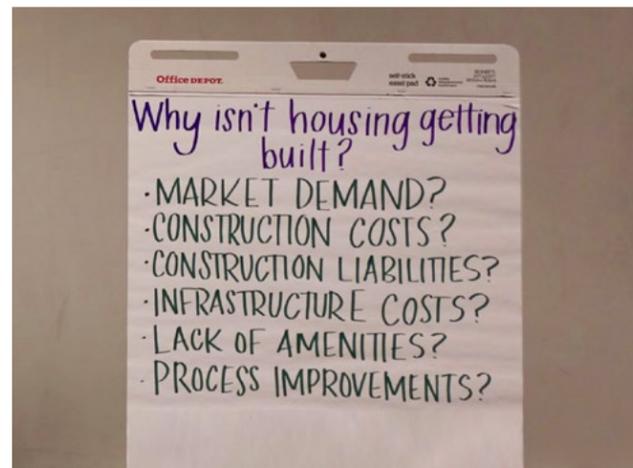
**February 2018**

# plan boundary



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## about the central city specific plan

The Sacramento Central City Specific Plan provides greater detail for where housing will be located, what it will look like, integration with transit and other mobility options, needed infrastructure improvements, the desired amenities to support additional residents, and a financial plan for infrastructure upgrades.

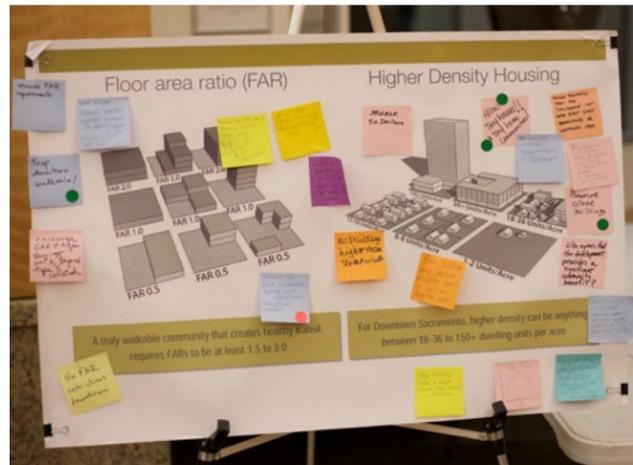
The Central City Specific Plan paves the way for at least 10,000 new housing units to live in the next 10 years, exclusive of those already entitled in the River District and the Railyards. In 2015, the Downtown Housing Initiative was launched to meet this goal. The Central City Specific Plan takes that initiative further by looking at growth opportunities for the next twenty years and beyond.

## community engagement approach

The project team developed and implemented a 14-month community engagement process to:

- Build community awareness around the need for increased residential development in the Central City and urban form
- Gather input community-wide from current and future residents about how to fit urban form into the fabric of existing neighborhoods in the Central City
- Develop an understanding of current challenges and barriers to infill development in the Central City
- Identify and assess potential policy initiatives to support building more residential development in the Central City

Early engagement work consisted of individual and small group meetings with key stakeholder groups to understand existing conditions within the project area. A Developer Advisory Group (DAG) composed of local private developers, affordable housing developers, architects, attorneys, and bankers was engaged to identify and discuss challenges, and barriers to achieving more infill development and to discuss potential opportunities that would create more housing in the project area.



## community engagement approach (cont.)

A series of five Stakeholder Representative Group (SRG) meetings that included representatives from local neighborhood associations, the business community, the development community, and other community-based organizations took place at different milestones of the plan's development.

To build awareness and encourage participation from the community at large, the project team implemented several public information strategies throughout the 14-month process. Targeted audiences included current and future residents, property and business owners, and visitors. Public notification and awareness campaign consisted of a series of informational videos which highlighted some of the topics

related to the Central City Specific Plan, including community design and placemaking, social sustainability, and economic development. An extensive community launch for each community-wide engagement strategy included media relations, social media, e-news distribution, website updates, and partnerships with stakeholder representatives.

A virtual community dialogue in February 2017 engaged the community at large in an early discussion about leveraging existing community amenities and expanding opportunities to bring more amenities to the Central City to maintain and improve its quality of life.

The project team also held two community open houses, one in March and a second in October 2017.

The first open house provided an opportunity for community members to review and provide input on different elements and key initiatives of the Central City Specific Plan.

The second open house took place after the draft specific plan was released, to provide forums for Sacramento community members to contribute their thoughts and ideas regarding the draft plan.



## project rebrand

*from the Downtown Specific Plan to the Central City Specific Plan*

In November 2017, the City changed the name of the Downtown Specific Plan to the Central City Specific Plan. While the plan is a guide that paves the way for more housing throughout the City, it also includes strategies to encourage varied housing options that reflect Sacramento's diversity. The City wanted to maintain distinctive characteristics of the City's neighborhoods and enhance their livability. The Central City Specific Plan offers different strategies for different neighborhoods – not just Downtown. Changing the name to the Central City Specific Plan better reflects these principles.

# community engagement timeline

## phase i

- Opportunity Site Analysis
- Market Analysis

### AUGUST 2016

#### DAG Interview Series

*Development process*  
*Market trends*  
*Housing innovations*

### DECEMBER 2016

#### SRG Meeting #1

(PBIDs)

#### SRG Meeting #2

(Neighborhood and Advocacy)

#### SRG Meeting #3

(Developers and Finance)

*Key findings of opportunity site analysis*  
*Key findings of market analysis*  
*What contributes to a healthy neighborhood?*  
*Sacramento housing market and product type*

## phase ii

- Cultural Resources Survey & Inventory Report
- Utility Infrastructure Analysis
- Financing Plan
- Peer Cities Development Cost Comparison
- Key Policy Initiatives
- Public Art Plan

### FEBRUARY 2017

#### Virtual Community Dialogue

*Community values, community amenities, public spaces, corridors*

### MARCH 2017

#### Informational Video Series

*“What makes Downtown Special”*  
*“Tell us your happiest urban experience”*  
*“What is your favorite public space downtown?”*  
*“Why are you choosing to invest in downtown?”*

#### Community Open House #1

*Address barriers to residential development*  
*Leverage existing community amenities*  
*Expand opportunities to bring more amenities*  
*Downtown*

#### SRG Meeting #4 (All)

*Key findings from Historic & Cultural Resources Analysis and Infrastructure Study*  
*Proposed Financing Plan & Key Policy Initiatives*

## phase iii

- Draft Central City Specific Plan
- Draft Environmental Impact Report

### OCTOBER 2017

#### SRG Meeting #5 (All)

*Preview the draft Downtown Specific Plan and draft Environmental Impact Report*

#### Community Open House #2

*Review and gather community input on the draft Downtown Specific Plan and draft Environmental Impact Report*



# phase i

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DAG Interview Series  
SRG Meeting #1  
SRG Meeting #2  
SRG Meeting #3



# developer advisory group interview series

On Wednesday, August 31, the project team facilitated a series of stakeholder focus group interviews with a Developer Advisory Group (DAG) which included representatives from the financial, market rate housing development, affordable housing development, planning and design, and legal community.

Discussion topics included:

- Barriers to market rate and affordable housing development downtown
- Opportunities to incentivize residential development
- Infrastructure and amenities needed
- Other recommendations

*The DAG included 18 representatives from the following professional communities:*

- Financial
- Market Rate Housing Development
- Affordable Housing Development
- Planning and Design
- Legal

# key findings: developer advisory group

## BARRIERS TO DEVELOPMENT DOWNTOWN

*market-rate housing*

- **Lack of available workforce capacity**, including construction as well as design professionals.
- **Challenging building permit review process**
- Required investment for **utility upgrades** is a moving target.
- Getting the **necessary rents for market-rate housing** in the Downtown core is challenging.

*affordable housing*

- Active **opposition from neighbors**.
- **Assemblage** of properties needed.
- City should find ways to encourage property owners of **dilapidated buildings** to redevelop.

## SUGGESTED REGULATORY CHANGES

- **Better partnership** with the City planning department, building inspectors, and fire marshals.
- Meetings with City staff and developers to **discuss the vision**.
- The City needs to develop an **urban design plan** and then consistently enforce it.

## OTHER COMMENTS

- **Planning at a commercial corridor level** is the key to revitalizing the grid.
- If developers want to attract all demographics, **parking is a necessary amenity**. There is no bus line or light rail route that is feasible for someone who has to commute.
- Developers need to have their planning approvals completed by the time they approach banks for loans.



# key findings: srg meeting #1

## Property and Business Improvement District (PBID) Group

*“What do you see as challenges and threats to development?”*

### \$ AFFORDABILITY

- There is currently a major discrepancy between the current market rate and the income young professionals earn.
- Development fees are too high and required too early in the process for smaller infill developers who want to build affordable units.

### 🚗 TRANSPORTATION

- Too few transportation choices outside of driving a personal vehicle.

### 🛡️ PUBLIC SAFETY

- Ineffective and insufficient street lighting.
- Vacant lots
- Neighborhood blight

### 👜 JOB GROWTH

- Today’s job level in Sacramento cannot afford or support market rate housing.

*“What contributes to a healthy business district?”*

affordability lower risk for developers neighborhood aesthetics  
community collaboration amenities

# stakeholder representative group meetings

In December 2016, the project team facilitated a series of three interest-based Stakeholder Representative Group (SRG) meetings to discuss issues related to the Opportunity Site Analysis and Market Analysis reports. **More than 40 stakeholders** representing property and business improvement districts, neighborhood and advocacy groups, developers, and finance professionals participated in the meetings. Meeting topics included:

- Discuss appropriate goals and objectives
- Discuss key findings of the opportunity site analysis and market analysis
- Discuss what contributes to a healthy business district
- Discuss the Sacramento housing market and product type

### SRG Meeting #1: December 12, 2016 Property and Business Improvement Districts (PBID) Group

- *Downtown Sacramento Partnership*
- *Midtown Association*
- *North State Building Industry Association*
- *The River District*

### SRG Meeting #2: December 12, 2016 Neighborhood and Advocacy Group

- *22 attendees*

### SRG Meeting #3: December 14, 2016 Developer and Finance Group

- *19 attendees*



# key findings: srg meeting #2

## Neighborhood and Advocacy Group

### What contributes to a healthy neighborhood?

#### AFFORDABILITY

- A push for more affordable housing
- Inclusive and equitable communities

#### CONNECTIVITY & PARKING

- A dense network of connected and comfortable bikeways and pedestrian walkways
- More funding for bus services with extended hours
- Reduced auto use and parking in downtown

#### AMENITIES

- More tree canopies and streetscapes
- Places that provide joint-use such as shared work spaces that encourage ground-level infill

#### MIX OF DEVELOPMENTS

- Mixed-income and mixed housing types
- A strong mix of businesses and residential neighborhoods

# key findings: srg meeting #3

## Developer and Finance Group

### “Why isn’t more housing getting built?”

#### AFFORDABILITY

- It is too expensive to build downtown, and most people can’t afford to live there either.
- Build-out is not feasible if the infrastructure costs don’t go down. There is old infrastructure in need of repair throughout the grid.
- Increased construction and land costs, and the competition of the Bay Area is making it difficult for projects to pencil out.
- Residential projects can only pencil out through economies of scale; zoning that enables greater density and increased FAR will be the key to solving this dilemma.

#### JOB GROWTH

- Two out of every three jobs in downtown is in government. We need a diverse economy with higher paying private sector jobs.

### “How can the City achieve higher-density, mixed-use housing in the Central City?”

#### AMENITIES

- Consider amenities that are missing downtown:
  - grocery stores
  - improved school system
  - public transportation that takes people where they need to go
  - streetcar
  - walkable streets

#### PARKING

- Parking is a challenge for developers when building infill development.
- Reduce parking requirements and looking for creative ways to address the challenge, as shared parking.

# phase ii

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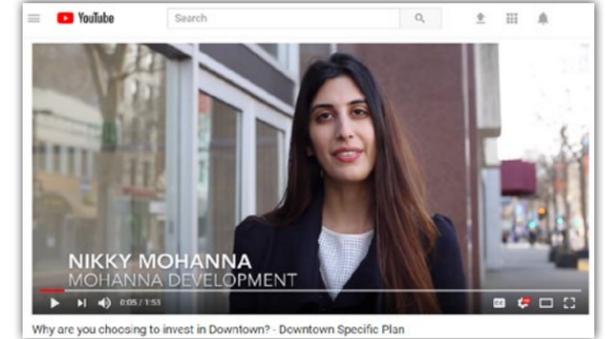
Community Awareness Campaign  
Virtual Community Dialogue  
Community Open House #1  
SRG Meeting #4



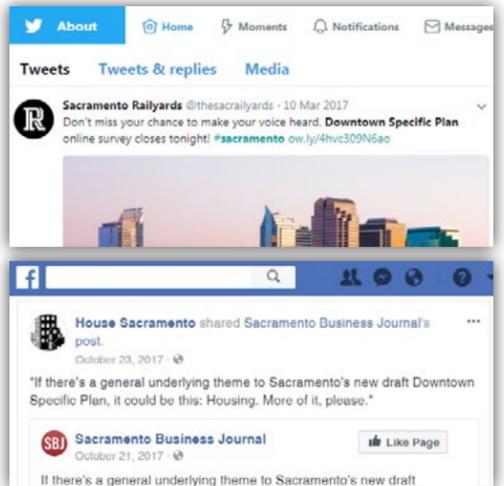
MEDIA RELATIONS



INFORMATIONAL VIDEO SERIES



COMMUNITY PARTNERSHIPS



# community awareness campaign

The project team built awareness throughout the Sacramento region of the Central City Specific Plan and its goals, the community engagement process, and opportunities to get involved.

An **interactive project website** provided information about the project, its schedule, and different urban infill housing types; project documents and maps; and timely updates for upcoming outreach opportunities. The website received **17,000+ unique visitors** throughout the project.

The project team coordinated **media relations** for the project, including developing media releases for local and regional news outlets. Articles about the project were published in the **Sacramento Bee, Sacramento Business Journal, and ABC 10.**

A **series of four informational videos** featured civic leaders, local developers, and citizen advocates as well as “person on the street” interviews discussing topics related to the specific plan. These topics included economic development, placemaking, community design, and social sustainability. The video series received **more than 1,500 views** on Facebook and Youtube.

The project team **partnered with Sacramento community-based organizations and community events** to spread the word about the project and opportunities for community participation at farmer’s markets, in storefronts, and online through social media and e-newsletters. **More than 80** local businesses and business districts, professional organizations, elected officials, active transportation advocates, and neighborhood associations shared information.

# virtual community dialogue

The project team launched a Virtual Community Dialogue between February 27 and March 13, 2017 to engage community members throughout the Sacramento region. **2,121 community members submitted their thoughts throughout the duration of the virtual dialogue.**

Virtual dialogue topics included:

## Community values

- What makes Sacramento special?
- What concerns, if any, do you have with adding more housing Downtown?

## Community amenities

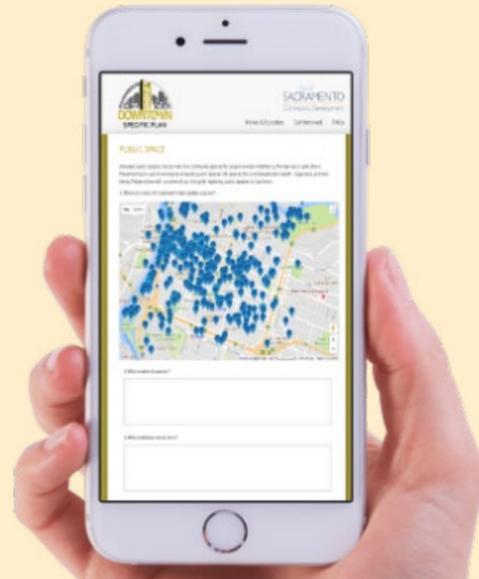
- What, and where, are your favorite existing amenities in Downtown?
- What amenities would you like to see in Downtown?
- Where are there opportunities for amenities Downtown?
- What would propel you to seriously consider moving Downtown?

## Public spaces

- What are some of Downtown's best public spaces?
- What makes these places special?
- What activities occur in these places?
- Where are there opportunities for great spaces?
- Tell us about one of your happiest urban experiences.

## Corridors

- Where are your top three streets / corridors in Downtown?
- What is special about them?
- Where is a street / corridor that can become a destination?



# key findings: virtual community dialogue

## CONCERNS WITH ADDING MORE HOUSING TO DOWNTOWN

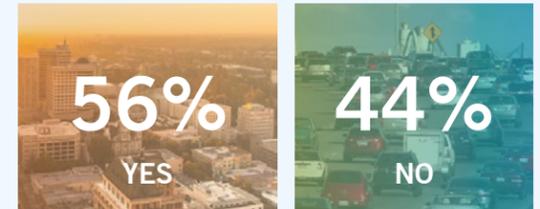


## ABOUT THE 2,121 RESPONDENTS

Do you **live** Downtown?



Do you **work** Downtown?



## WHAT MAKES SACRAMENTO SPECIAL?



# key findings: virtual community dialogue

## WHAT WOULD PROPEL YOU TO GIVE SERIOUS CONSIDERATION TO MOVING DOWNTOWN?



## AMENITIES DESIRED DOWNTOWN

healthcare facilities  
**grocery stores**  
 higher education facilities  
**museums** k-12 schools

## OPPORTUNITIES FOR GREAT PUBLIC SPACES

Broadway The Docks  
 Sutter's Landing Capitol Mall  
 St. Rose of Lima Park  
**McKinley Park**  
 Southside Park Railyards  
 Chinatown Marshall Park  
 R Street Corridor

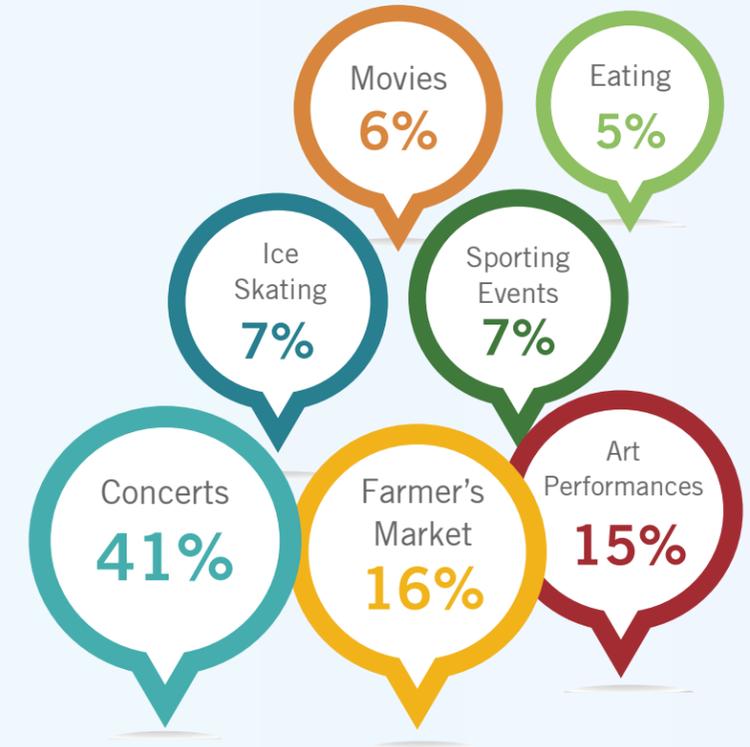
# key findings: virtual community dialogue

## PUBLIC ART AMENITIES DESIRED IN THE CENTRAL CITY



## WHAT ACTIVITIES OCCUR

### IN YOUR FAVORITE PUBLIC SPACES?





# key findings: community open house #1

## community open house #1

The first community open house for the Central City Specific Plan provided an opportunity for community members to review and provide input on different elements and key initiatives of the Central City Specific Plan. On March 20, 2017, 147 open house attendees provided more than 400 comments in response to the following topics:

### Infrastructure / Finance

- Current infrastructure needs for opportunity sites and the proposed plan to finance the costs for upgrading the infrastructure

### Mobility

- Bike, pedestrian, road, and transit networks from the City's Downtown Transportation Study "Sac Grid 3.0," riverfront connections, and parking policy ideas

### Environmental Impact Report

- The process for obtaining California Environmental Quality Act (CEQA) clearance and developing an environmental document for the project

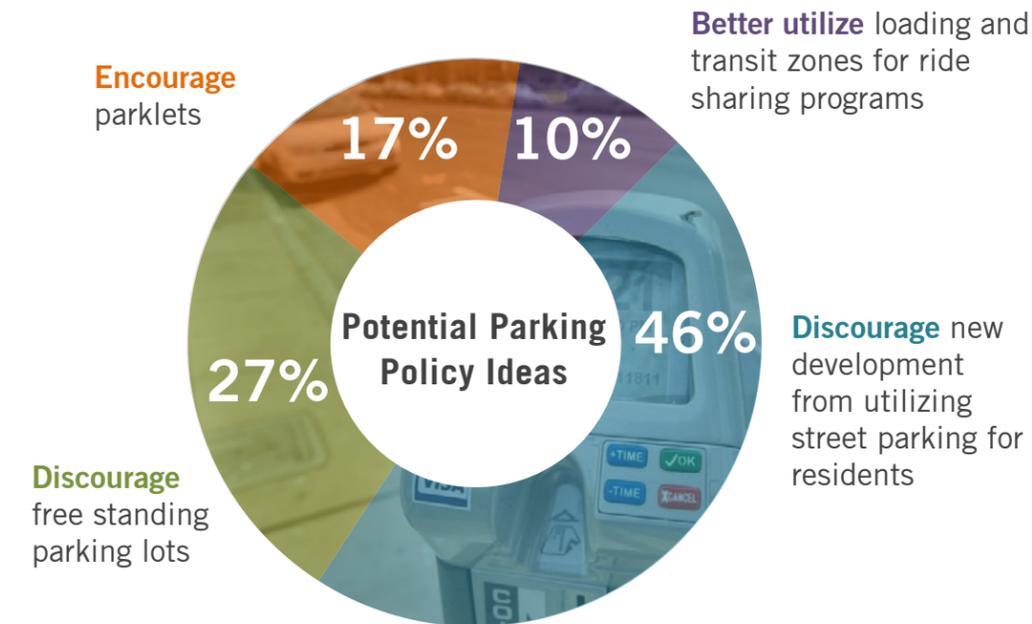
### Urban Design, Land Use, and Preservation

- Overview of the Urban Design, Land Use and Preservation initiatives, an overview of Floor Area Ratio (FAR), and Central City zoning maps

### Quality of Life

- Existing and requested amenities identified by community members in the virtual community dialogue, a map of feedback on potential locations for Public Art, a map of existing parks downtown, and examples of park activation and amenities

### WHICH POTENTIAL PARKING POLICY IDEAS DO YOU PREFER?



### HOW SHOULD THE CITY APPROACH FLOOR AREA RATIO (FAR) REQUIREMENTS?

#### FLOOR AREA RATIO (FAR) REQUIREMENTS?

**Encourage** high FAR with enough setbacks to not conflict with tree canopy



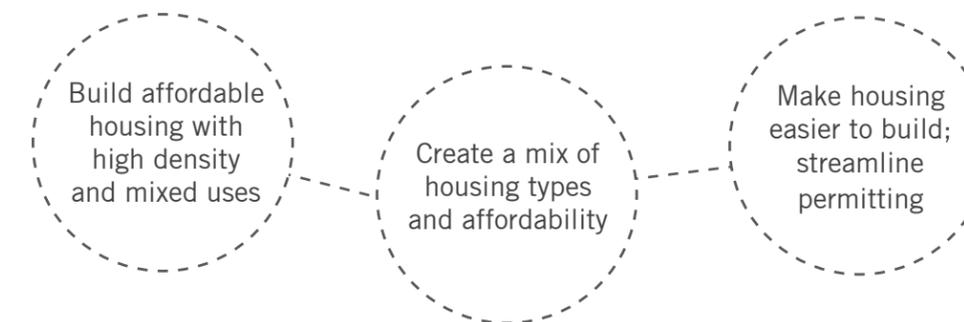
**Incentivize** more transit-oriented development



**Keep** Downtown walkable



### HOW THE CITY CAN AVOID DISPLACEMENT?





# key findings: srg meeting #4

## Key Policy Initiatives

### FLOOR AREA RATIO (FAR)

- Increased FAR has the potential to drive land speculation and sense of place.
- If developers are allowed to exceed the existing FAR, there needs to be clearly defined community benefits and any height increases need to be strictly limited.

### AFFORDABLE HOUSING

- Affordable housing is critical; there need to be good incentives for it.

### VARIED HOUSING STOCK

- Make sure that different housing options are equally dispersed throughout the plan area. Don't allow certain types of housing to be concentrated.

### INFRASTRUCTURE & FINANCING

- The City should continue to look for ways of getting streetlights in neighborhoods that don't have them.

## stakeholder representative group meeting #4

On March 29, 2017 the project team held the fourth SRG meeting with stakeholders from the PBID, Neighborhood and Advocacy, and Developer and Finance interests.

Twenty-seven stakeholder representatives from the developer and finance, neighborhood and advocacy, and PBID groups attended the meeting to:

- Review and discuss community input from the virtual community dialogue and community open house
- Discuss key findings from the Historic & Cultural Resources Analysis and Infrastructure Study
- Discuss the proposed Financing Plan and Key Policy Initiatives

# phase iii

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SRG Meeting #5

Community Open House #2



## stakeholder representative group meeting #5

On October 9, 2017 the project team held the fifth and final Stakeholder Representative Group meeting to provide stakeholders with an opportunity to preview the draft Central City Specific Plan and draft Environmental Impact Report (EIR) and provide their input.

**Twenty-six stakeholder representatives** attended the preview.

## community open house #2

Following the final Stakeholder Representative Group meeting, the project team held the second and final community open house to present and gather input on key elements of the draft Central City Specific Plan and draft Environmental Impact Report (EIR) for the plan.

The community open house served as a forum for Sacramento community members to contribute their thoughts and ideas regarding the draft of the Central City Specific Plan. Prior to the open house, the City hosted a preview of the draft plan for members of the Stakeholder Representative Group (SRG).

**More than 120 community members** attended the open house.

The open house topics included:

- Housing
- Urban Design, Land Use, and Preservation
- Transportation
- Infrastructure Finance
- Community Amenities
- California Environmental Quality Act (CEQA)
- Draft Downtown Specific Plan and Draft EIR

For more information about the  
Central City Specific Plan, visit

[www.CentralCitySpecificPlan.com](http://www.CentralCitySpecificPlan.com)

