

chapter 3

Vision & Concepts





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Chapter Organization

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3.1 Vision for the West Broadway Area

Currently a patchwork of dissimilar uses, the West Broadway area is expected to evolve from industrial lands and aged housing sites into a contemporary mixed-use, mixed-income neighborhood over the next 20 years. At the footsteps of the Broadway Bridge, the West Broadway area will be a new addition to the mosaic of neighborhoods in the city, enhancing the character and activity of Upper Land Park and the Greater Broadway District. Residents and patrons will enjoy a tree-lined neighborhood with retail and services on Broadway, improved amenities at Miller Regional Park and the Sacramento Marina, and shared-use path connections along the Sacramento and American River Parkways.

3.2 Key Themes Heard from the Community

Based on meeting conducted with the community and stakeholders, the following six themes represent the key considerations to be addressed as part of the vision for the West Broadway area. Issues and recommendations shared by the community are summarized by theme below.



A Mixed-Income Community	Complete Streets/Walkability	Business & Economic Improvement
<ul style="list-style-type: none"> • Support a diversity of housing and housing choices, including affordable senior housing. • Preserve affordability for existing residents. • Reduce the concentration of public housing with the inclusion of market-rate housing at Alder Grove and Marina Vista. • Upgrade the form and character of the public housing communities, including public spaces and streets. • Better integrate, rather than isolate, the public housing communities of Alder Grove and Marina Vista into the surrounding neighborhood area. 	<ul style="list-style-type: none"> • Plan for a complete streets network with a range of travel options for area residents. • Improve street, bike, and pedestrian connections internally to area schools, transit facilities, and riverfront bike paths. • Improve street, bike, and pedestrian connections outward to Broadway, Downtown, and adjacent neighborhoods. • Provide a grid street network to disperse traffic and improve walkability. • Improve the use of alternative transportation modes: <ul style="list-style-type: none"> ○ Connect bicyclists and pedestrians to Miller Regional Park via the existing tunnel under I-5. ○ Improve bus facilities at existing stops. 	<ul style="list-style-type: none"> • Promote industrial-style retail development similar to The Mill at Broadway Market Club project. • Take advantage of the area’s prime location to attract businesses and services. • Support improvement projects that help to further catalyze development in the area. • Extend the type of commercial retail and entertainment uses found in the eastern part of Broadway to west Broadway. • Facilitate the redevelopment of the fuel storage areas for new development. • Include public art, landscape gateways, and streetscape improvements to enhance the West Broadway area and the Greater Broadway District. • Add more jobs for area residents.



Neighborhood Needs and Amenities

- Attract a neighborhood grocery store.
- Provide neighborhood services, such as a library and places for youth to safely congregate, play, and learn.
- Improve Miller Regional Park as a regional and neighborhood amenity.
- Provide places to meet for larger groups and events on the Broadway corridor.
- Design new streets or update existing streets to be more pedestrian-friendly with trees, wider sidewalks, and streetscape amenities.



Neighborhood Security

- Activate Miller Regional Park to discourage illicit activities.
- Use “Crime Prevention through Environmental Design” principles to enhance public safety.
- Add creative lighting applications inside the tunnel connection under I-5 and along Broadway under the I-5 ramps.
- Provide bicycle and pedestrian routes to area schools.
- Design new roadways to facilitate slower speeds, and require appropriate traffic calming on existing streets when traffic exceeds posted limits.



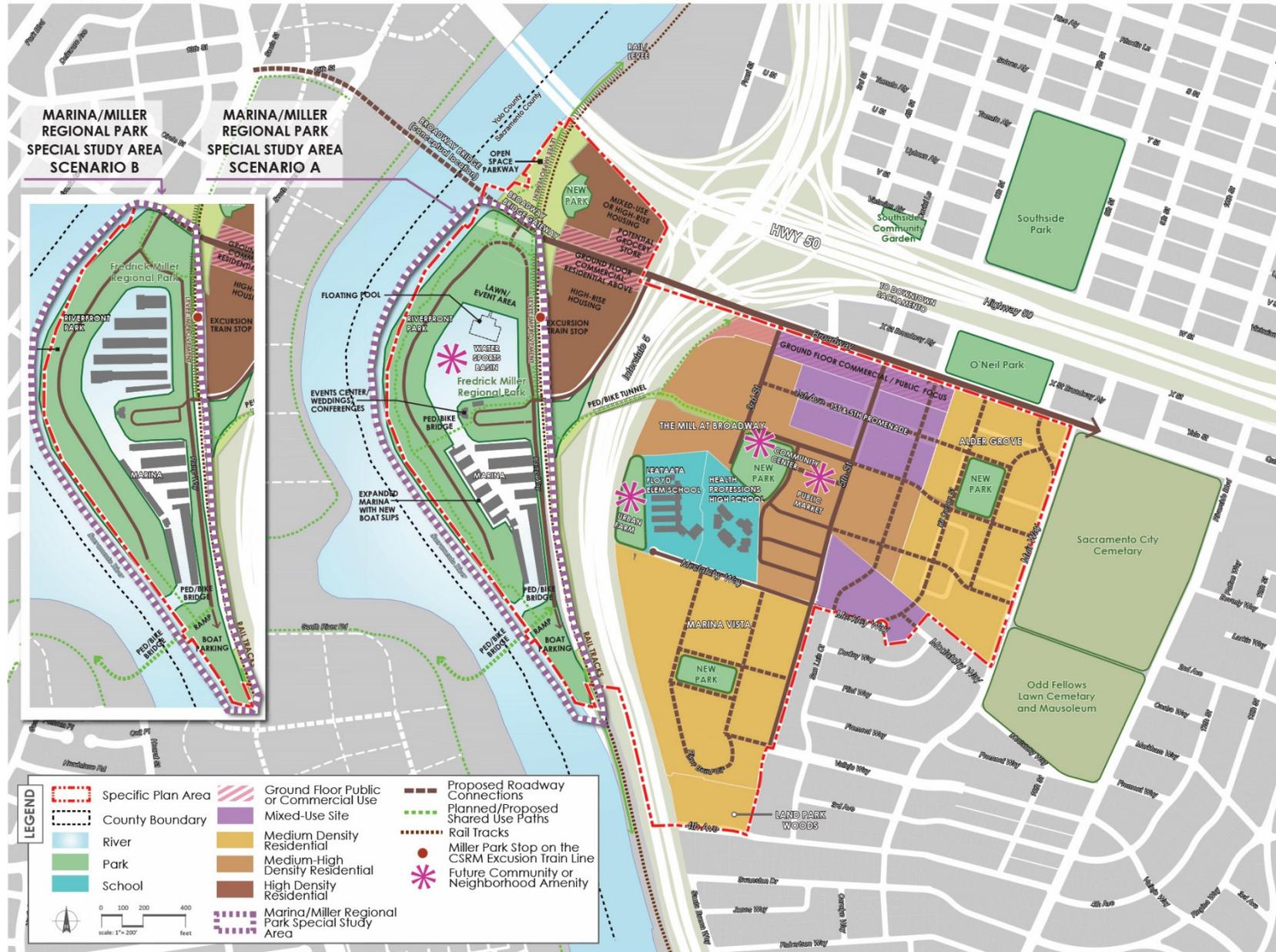
An Improved Miller Regional Park for the City

- Provide family-friendly activities and access to the riverfront.
- Provide areas for non-motorized water sports and recreation.
- Develop a landmark attraction, such as a carousel, or iconic bridge.
- Include outdoor space for community events (e.g., runs, bike races, other sporting events, music/concerts, festivals, and entertainment).
- Consider including an indoor event space for weddings, large meetings, etc.
- Consider potential for a new cultural facility or museum along the river trail.
- Restore and provide interpretation of the natural habitat along the river.

3.3 Plan Vision and Concepts

The Specific Plan Concept, shown in Figure 3-1, illustrates the vision for the West Broadway area and includes two concept scenarios for Miller Regional Park. The plan concept reflects the transformation of the West Broadway area with new land uses, a grid street pattern, and an interconnected open space network with convenient access to the commercial amenities on Broadway and the park and recreational uses along the Sacramento River.

Figure 3-1: Specific Plan Concept with Scenarios A and B for the Marina/Miller Regional Park Special Study Area



Source: City of Sacramento Data, adapted by Ascent in 2019

3.3.1 Planning Principles and Features

Based on input from the community visioning process, the following planning principles establish the priorities to guide the vision and concepts of the Specific Plan Area.

1. Capitalize on the plan's location near freeways, traditional neighborhoods in the city, the Broadway commercial corridor, and the river.

- Located adjacent to the major freeways connecting the region, the West Broadway area is planned as a new mixed-use neighborhood for traditional and urban housing, with neighborhood retail and service uses.
- Development in the West Broadway area will add to the neighborhood diversity of the Central City and Land Park Community Plan Areas.
- This Specific Plan will contribute to making Broadway a regional destination for recreation, entertainment, shopping, and other activities.
- Enhancements and activation of Miller Regional Park will support improvement of Sacramento's riverfront.

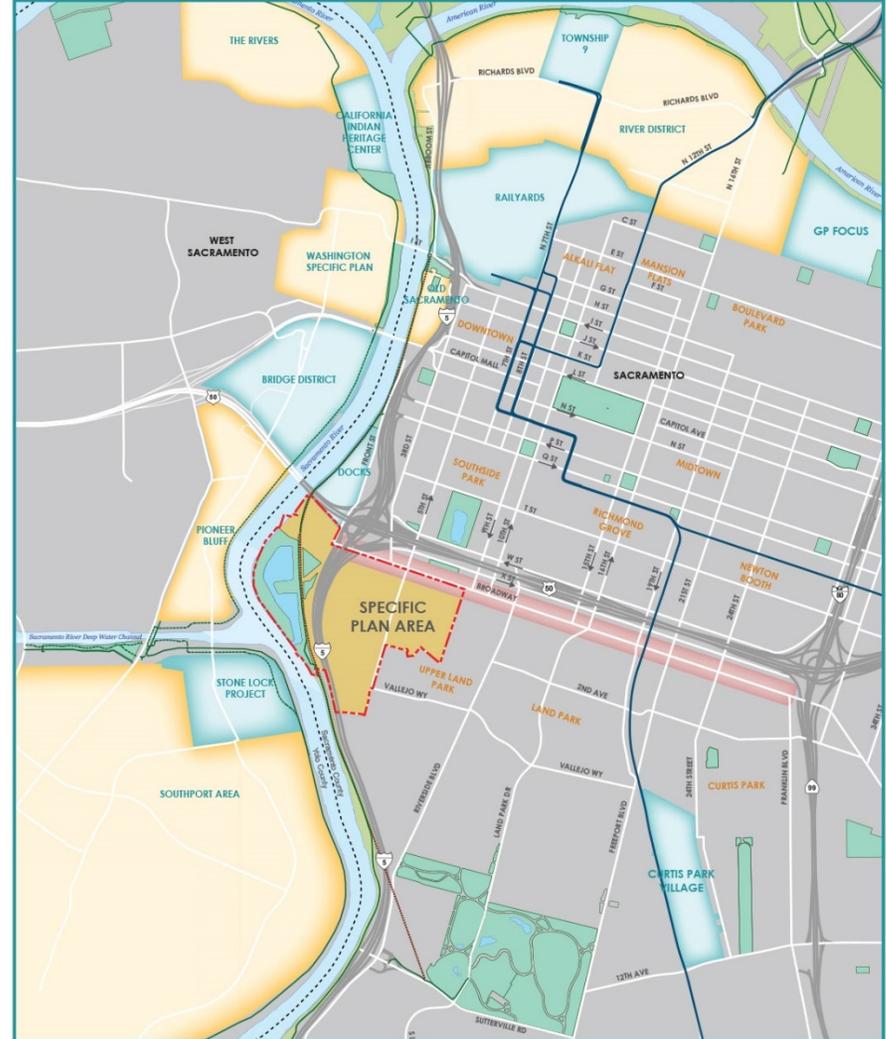
2. Stitch together dissimilar land uses in the Specific Plan Area into a cohesive and walkable mixed-use neighborhood.

- This Specific Plan provides a vision for replacement of outdated industrial land uses, including the fuel storage sites along the Sacramento riverfront.
- Specific Plan land uses will support a range of housing densities and products.
- Active uses and storefronts clustered along Broadway and 5th Street help support a pedestrian-friendly, mixed-use environment.

1. Capitalize on the Plan's Location

Easy regional freeway access from Interstate 5, US 50/Business 80, and Highway 99

Centrally located near city neighborhoods and planned development in Sacramento and West Sacramento



Neighborhood Context

2. Stitch together dissimilar land uses in the Specific Plan area into a cohesive and walkable mixed-use neighborhood

Rezone outdated land uses, such as the fuel storage tanks at the west end of Broadway

Allow residential densities that support a wide range of housing products and housing choices

Plan for "active uses" along Broadway and "industrial retail" development on the industrial lands along 1st Avenue and 5th Street



LAND USE CONCEPT

- 1 Replacement of fuel storage facilities with mixed-use retail and residential uses
- 2 Proposed active retail frontage and consistent building street edge on Broadway and 5th Street
- 3 Commercial and recreational uses to activate the park and marina
- 4 Proposed reconfiguration of Marina Vista and Alder Grove as a mixed-income community
- 5 Industrial retail inspired mixed-use development
- 6 Proposed site of Phase 5 of The Mill

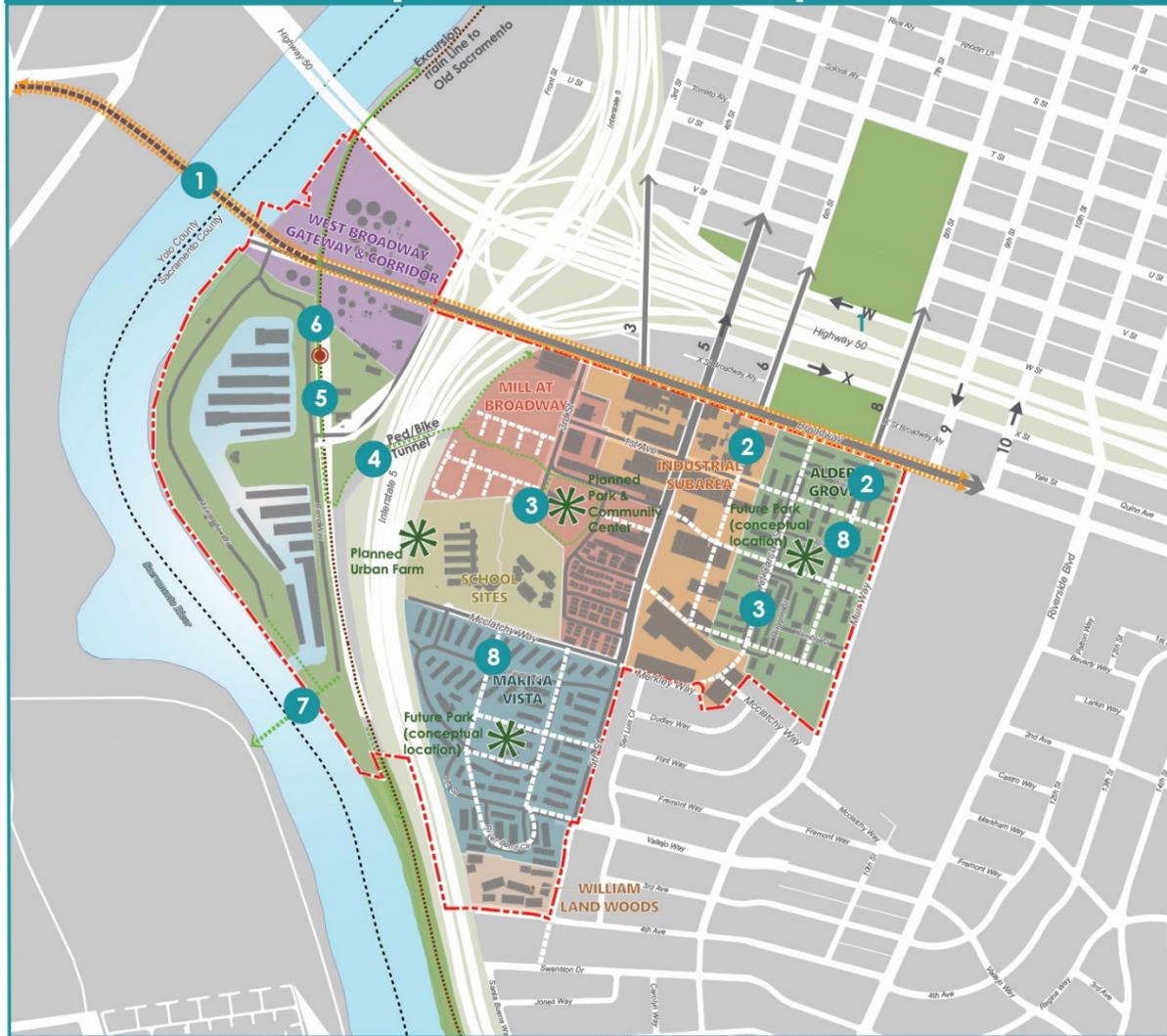
Use

4. Foster walkable neighborhoods through improvements to multimodal connectivity and traffic calming

Extend the Central City grid south to create walkable blocks and enhance local connectivity

Improve multimodal connections to parks, schools, trails, transit, and other community amenities

Improve bike and pedestrian improvements to the west end of Broadway



Circulation

CIRCULATION CONCEPT

- 1 Future Broadway Bridge connection
- 2 Extension of Downtown street grid with future redevelopment to establish more walkable blocks
- 3 Facilitate “safe routes to school”
- 4 Redesign the rail tunnel connection under I-5 for bike/pedestrian access to Miller Regional Park and river trails
- 5 Completion of shared-use path gap on the Sacramento River Parkway
- 6 Future Miller Park stop on the excursion train line to Old Sacramento
- 7 Future bike/pedestrian bridge river crossing
- 8 Gridded street network proposed with future redevelopment of Alder Grove and Marina Vista

3.4 Subarea Planning Concepts

1. West Broadway Gateway

Plans are underway for development of the Broadway Bridge, which would connect Sacramento along the Broadway corridor to West Sacramento. The future Broadway Bridge would provide an opportunity to reorient this subarea as a new western gateway into the city of Sacramento and to reclaim the real estate on the waterfront for other uses. This Specific Plan envisions the transformation of the existing fuel storage sites in this subarea into a new mixed-use residential community.

This community is envisioned to include high-rise residential and/or a residential and hotel development north of the Broadway Bridge and a mixed-use commercial and residential development that may be developed in conjunction with the adjacent parcel in the Miller Regional Park Special Study Area, south of Broadway.



Key Map: West Broadway Gateway Subarea

West Broadway Gateway Concepts



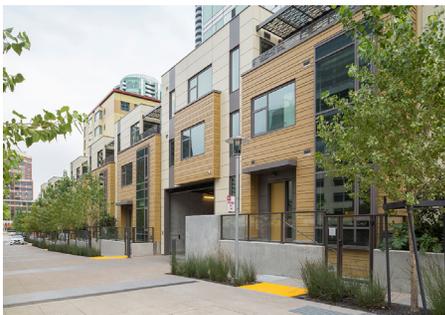
Gateway residential neighborhood



Mixed-use development



Neighborhood grocery store



Access to shared open space





Key Map: Industrial Subarea

2. Industrial Subarea

The Industrial Subarea, north of The Mill at Broadway subarea and south of the Alder Grove subarea, can be developed as a new commercial and multi-family residential or mixed-use development, organized by walkable neighborhood blocks. This Specific Plan supports the reuse of existing, intact industrial structures for modern industrial retail development and live-work opportunities, like the concepts shown in the images below. Broadway is envisioned as a complete street with enhancements that support pedestrian use and commercial activity, including wide sidewalks, landscape planters, corner bulb-outs, street furnishings, and ground-floor storefronts. 1st Avenue should be improved as a shaded pedestrian-oriented street designed to connect the areas east and west to other subareas in the Specific Plan Area. It should have a design that supports neighborhood activities.

Industrial Subarea Concepts



Industrial-inspired retail



Building reuse opportunity



Live-work



Urban parking solutions



Storefronts and wide sidewalks along Broadway



Mixed-use neighborhoods



3. The Mill at Broadway

This subarea represents the site of the Northwest Land Park Planned Unit Development where Phases 1–4 of The Mill at Broadway are under construction. Phase 5 (east of 5th Street) is under review by the City. Circulation improvements to support the overall connectivity of the Specific Plan Area, including the extension of 6th Street south through the Phase 5 site, are being integrated into the project’s design in coordination with the Specific Plan effort.

4. Alder Grove

This Specific Plan supports the potential development of this subarea as a mixed-income community with a roadway network of smaller blocks that are more compatible with and better integrated with the surrounding neighborhoods. Because this subarea is adjacent to Broadway, land use designations for the northern portion of this subarea will support the potential for higher-density multi-family development, consistent with the densities and intensities recommended in the City’s General Plan.

5. Marina Vista

This Specific Plan supports the potential development of this subarea as a mixed-income community with a roadway network of smaller blocks that are more compatible with and better integrated with the surrounding neighborhoods. It does not change the land use in the subarea but anticipates a future housing program that supports a more integrated mix of public and market-rate housing.

6. Subareas Not Anticipated to Change

The Land Park Woods subarea is not anticipated to change. Planning for the school sites is not governed by this Specific Plan, except that The Mill at Broadway development will contribute to a new urban farm in the School Sites subarea.



Key Map: Residential Subareas

Residential Subarea Concepts



A diversity of housing types



Walkable blocks and streets



Key Map: Marina/Miller Regional Park Special Study Area

7. Sacramento Marina/Miller Regional Park Special Study Area

Two concept scenarios proposed for the Special Study Area, referred to as Scenarios A and B, encompass the Sacramento Marina and Miller Regional Park. This Specific Plan does not make a recommendation regarding a preferred scenario as this decision will be made after additional market and feasibility analysis and public outreach following the adoption of this plan.

Scenario A is a preliminary concept that supports reconfiguration and redesign of Miller Regional Park and the Sacramento Marina to focus the marina boat docking functions on an expanded south basin of the marina, with alternative recreational opportunities provided in the north basin and beyond. Expansion of the south basin could be accomplished by narrowing the land on the peninsula between the marina and the Sacramento River and using that cut material as fill to expand the land area for additional park space and reduce the size of the north basin. As envisioned, the expanded Miller Regional Park under Scenario A can support a significant variety of public events and activities, such as water sports in the north basin; restaurants and an event center; a

Sacramento Marina/Miller Regional Park Scenario A Concepts



Viewing plaza



Place for sporting and special events



Lit multi-use trails



Waterfront recreation



Floating pool



An improved marina edge

stepped or seated lawn area for staging running, bike racing, volleyball, or other sporting events; music or special performance events; play areas; a public dock; steps into the river; and bike trail access along the Sacramento River and continuation of the Sacramento River Parkway parallel to the Sacramento Southern Railroad/State Park excursion train line, on the west side of Ramp Way.

Scenario B maintains the Sacramento Marina and Miller Regional Park west of the levee and excursion train line in its current condition, with limited improvement to park facilities. Modifications to the park would include continuation of the Sacramento River Parkway parallel to the train line; potential restoration improvements along the Sacramento River; and security improvements, such as lighting in the park and along bikeways. The fuel tank storage facilities, north of the park and south of Broadway (in the West Broadway Gateway Area), are also envisioned to be eventually removed, freeing these lands to potentially serve as an extension of Miller Regional Park.

The design concepts for Miller Regional Park are presented in Chapter 6 of this Specific Plan.

Sacramento Marina/Miller Regional Park Scenario B Concepts



River shoreline restoration



An improved marina edge



Sacramento River Parkway bike trail improvements



Lighting, park, and trail safety enhancements

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