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MEDIA RELEASE

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City Receives 2011 State Planning Award of Excellence

River District Specific Plan Focused on Public Participation and Achievable Approaches to Planning

Sacramento, CA (July 29, 2011) – The City of Sacramento has been selected as the recipient of the American Planning Association (APA) California Chapter 2011 Award of Excellence for Comprehensive Planning for the River District Specific Plan. This award recognizes a comprehensive planning effort for a large jurisdiction that advances the art and science of planning. City staff will officially receive the award mid-September at APA's planning conference.

"The award is testament to the hard work, in-house talent, and the City Council's business-friendly way of thinking to create a process and a plan that is thorough, all-inclusive and a reflection of how the community wants the district to develop," said David Kwong, city's planning director. "This plan is not only achievable, but is truly a vision that is shared among all stakeholders."

The River District Specific Plan, a visionary and transformative planning document, was approved by City Council in February and establishes policy direction and guidance on how the 748-acre district would develop in the future. The plan also provides a framework to transition the area which is known for warehouses, retail and light manufacturing into a diverse community with mixed-use development opportunities, including commercial, housing and retail, as well as be connected by a multi-modal network of transportation options.

"The success in developing this plan was based on open and honest communication with all stakeholders and ensuring that the plan would be reflective of community input," said Patty Kleinknecht, executive director of The River District Property and Business Improvement District. "This plan is a blueprint for transformation and is intended to preserve the character of the River District while also embracing change."

In 2008, the City's Community Development and Economic Development staff embarked on a three year, in-house process to create the specific plan and supporting documents. At the end of that period, a tailored plan was produced to achieve the River District's eclectic future vision. To learn more about the River District Specific Plan, visit ***http://www.cityofsacramento.org/dsd/projects/riverdistrict.cfm***.

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