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○ ISSUE 2 | ○ VOLUME 1 | ○ SEPTEMBER 2006

matrix of the trade

INSIDE THE CITY OF SACRAMENTO'S
MATRIX PROGRAM

A Customer Focus

“Get the Customer to Success” This key operating principle has become the foundation for a growing cultural and organizational change for the City of Sacramento. In order to measure the results of process improvements designed to “Get the Customer to Success”, the Development Services Department initiated a Customer Focus Group. This group, comprised of a wide variety of developers and applicants, has grown to over 40 members, and held their third in a series of Development Community Partnership meetings on August 31st at the Sacramento Convention Center.

Focus group participants had an opportunity to hear from Bruce Starkweather, Past Chair of the Development Oversight Commission; Marty Hanneman, Assistant City Manager; and Bill Thomas, Director of Development. These panel members briefed the participants on the overall City perspective, the Development Services Department perspective and the Development Oversight Commission initiatives. In addition, focus group members were asked to voice their impressions on the City’s development services processes, level of customer services and future opportunities for input and involvement.

The comments received from the session will be shared with the City Manager’s office, the Development

Oversight Commission and City staff. In addition, an action plan to address any deficiencies identified by focus group members will be prepared. All participants will receive a written report containing input received at this session, and key themes will be identified.

Overall, focus group participants are pleased with the continued opportunity to have an open dialogue with City Management and Staff. In rating the question “How confident are you that the City is on the right track with its plans for further improving Development Services” (on a 1-10 scale), the weighted average was a very promising 8.74! Impressed with the Department’s accomplishments, the focus group participants have requested to include other development-related departments and outside agencies to future focus groups to continue to improve the development review process.

Our commitment will continue to be to our customers, and we will know that we are successful in our efforts to “get our customer to success” when our customers tell us that we have achieved that goal. Thank you to all of our customers for continuing to help us in our efforts to “Help Build a Great City”.



DSD OPERATING PRINCIPLES

- Get the customer to success
- Promote safety, livability, and economic vitality
- Value our co-workers and customers

PROJECT UPDATE 9 on F

MATRIX
team member
profile:
**WILLIE
HARRIS**



Willie Harris
Process Manager

Willie has been a Process Manager for Development Services for three years, focusing on high rise development. What sets Willie's day apart is that it is more than customer-focused, it is customer-driven, both by internal and external customers.

His cell phone rings off the hook, and the majority of the time, this means a trip to the job site. Without qualification, customers appreciate Willie. John Williams, job supervisor for The Towers, said "It's great to have a contact at the City, otherwise I'd be 'running all over the City.'"

Willie is equally enthusiastic about his role in the MATRIX. He enjoys the personal relationship he develops with all the parties he may come in contact with and he respects the expertise of his colleagues. In short, Willie delivers customer value by issue identification, resolution, and consensus-building.

"9 on F" located at 1419 & 1423 F Street is a single family residential project to construct nine, three-story, three-bedroom, two-bath units ranging in size from 1190 square feet to 1437 square feet. Developed by **49 Mile Inc. and 49 Mile Design Inc.**, a company that specializes in the design and development of urban infill residential and mixed-use projects, the project has recently received City Planning and Preservation approvals and is scheduled for completion by the fall of 2007.

The project was assigned a MATRIX team in the early preapplication stage which proved beneficial to the applicant and developer Jeremy Drucker of 49 Mile Inc. "The MATRIX process was helpful throughout the planning process and in particular during the early strategy-development phases. It

was extremely valuable for us to sit with a wide range of stakeholders and department officials at key points along the design process; MATRIX allowed us to review our project and quickly find solutions to what would otherwise be more difficult and more time-consuming planning problems," Jeremy explains.

Early comments from the MATRIX team included the importance of early input from neighborhood groups and stakeholders in addition to creating a design that would be in keeping with the existing Washington Historic District neighborhood streetscape which includes several high water Victorians. Following the preapplication meetings, in addition to incorporating staff comments, the applicant met several times with neighborhood groups and adjacent neighbors and was able to address many of their concerns.

With experience in affordable and market-rate design and land-use planning, the goal of 49 Mile is to develop socially thoughtful, ecologically sustainable and critically designed communities. "9 on F" provides an opportunity for housing ownership within the Central City and promotes infill development and efficient growth patterns where urban services are readily available. Now that the Planning approvals are complete, the MATRIX team has been called together again for the next phase of the project which includes several meetings with the applicant in preparation of the building permit submittal package.

For additional information about the project visit www.49mile.com or email mail@49mile.com or Sally Shore, Development Services at (916) 808-8001.

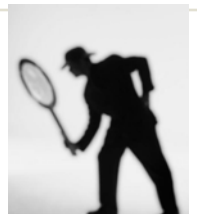


Photo courtesy of 49 mile.com

WE WANT TO HEAR FROM YOU!

Please let us know what projects you are interested in reading about, what questions you may have about the development process, or if you have an article about development you would like to share, email us!

MATRIX@cityofsacramento.org



Ask the MATRIX!



RESIDENTIAL 1-2

What You Need to Know

Residential 1 & 2 is a development type that can involve any number of detached single-family or duplex dwelling units as well as multiple accessory structures on a single site. It includes a wide range of projects such as sheds, decks, patio covers, interior remodels of kitchens and baths. It could also entail exterior façade changes and repairs as well as additions of varying complexity. The type of structures may include single-family residences, duplexes, half-plexes, residential subdivisions and townhouses or high density housing with individual ownership.

When applying for a residential building permit, applicants should make sure to have all the items noted in the “Guide to Residential Permits” booklet. This helpful guide is available at our permit centers, 915 I St., or at our North office, 2101 Arena Blvd. This information is also available on the DSD web site at:

www.cityofsacramento.org/dsd/development-process/residential/process.cfm

Depending upon the complexity of the project, some or all of the items listed in this booklet under “Permits” will be needed when applying for a permit.

HELPFUL REMINDERS TO APPLY FOR A RESIDENTIAL PERMIT

- If adding square footage to a home or doing exterior façade work, check to see if your home is a designated landmark, a property within a Designated Historic District, or within a Design Review District. Call (916) 808-5656 and ask for Planning.
- When plans are required, they should be clear and drawn to scale. A licensed California architect or engineer may be required for unusual or complex designs.
- If a project is a new structure or an addition, a site drawing will be required that shows the placement of the structure on the property in relation to property lines and public streets.

To apply, you will need to supply the following information:

- Description of the work
- Legal address of the project

For more information about Residential 1 and 2, please contact Paul Clayton, (916) 808-8950 or Brad Marchetti, (916) 808-7585.

MATRIX
team member
profile:
Ellen Schmidt



Ellen Schmidt
Associate Planner

Ellen started her career at the City as a Junior Architect in 1999 and is now an Associate Planner. She works on projects in all nine of the MATRIX development types - if they involve a historic resource. She reviews proposals for everything from minor dry rot repairs to major new construction. Ellen's interest in Preservation stemmed from her upbringing in Illinois. Both her parents enjoyed antiques and as a family, would attend old farm auctions on the weekends and bring home treasures. Her father had a wood-working shop in the basement and made many items in their home including a desk for her 13th birthday that she still owns. Her mother taught her how to sew, do needlework, paint and other artistic mediums. Ellen believes these early experiences lead her to a Bachelor's Degree in Architecture and prepared her for a career in Preservation by instilling a desire to create, the ability to think three dimensionally, and a love of all things old.



Small Business Night

Wednesday, October 18, 2006

5:30 p.m. to 7:30 p.m.

North Permit Center, 2101 Arena Blvd.
Ste. 200



The City of Sacramento launches a new service for current and future small business owners! In addition to services during regular business hours, the City will be offering Wednesday evening hours for small businesses.

Small Business Night Services include: general information and guidance on City code and permit requirements and fees for new and existing businesses, including new construction, tenant improvements, additions, and remodels, pre-application meetings, minor permit issuance, sign permits, business licenses, small business loan information and agency referrals.

Special thanks to the Development Services Customer Service Division for their assistance on this new program! For questions and to **schedule an appointment**, call Dan Waters at (916) 808-8925.

Development Services Department

New City Hall
915 I Street, 3rd Floor
Sacramento, California 95814

2101 Arena Blvd., 2nd Floor
Sacramento, CA 95834

(916) 808-5656
www.cityofsacramento.org/dsd



Lunch & Learn: Preservation 101

You're invited to attend a Lunch & Learn session on Preservation 101 on **Thursday, October 26, 2006 from noon - 1:30 p.m.** at the **North Natomas Permit Center, Training Conference Room (2101 Arena Blvd., 2nd Floor) - Sacramento.**

maTRIX of the Trade

Gloria Bacani
Evan Compton
Janis Franklin
Willie Harris
Wendy Klock-Johnson
Rhea Serran
Sally Shore



You may bring your brown bag lunch (light refreshments will be served) to this special session. The "Lunch and Learns" are informal sessions, sponsored by the Development Services Department, to provide continuous education regarding the development review process. The presenters are experts in the field of the topic being presented. **RSVP** to Gloria Bacani at gbcani@cityofsacramento.org, or call (916) 808-7467.



我們講中文
Hablamos Español
Мы говорим по-русски
ພວກເຮົາເວົ້າພາສາລາວໄດ້
Ped hais lus Hmoob
Chúng tôi nói tiếng Việt

916/808-5656

CITY COUNCIL

- Heather Fargo, Mayor
- Raymond L. Tretheway III, District 1
- Sandy Sheedy, District 2
- Steve Cohn, District 3
- Robert King Fong, District 4
- Lauren R. Hammond, District 5
- Kevin McCarty, District 6
- Robbie Waters, District 7
- Bonnie J. Pannell, District 8

CHARTER OFFICERS

- Eileen Teichert, City Attorney
- Shirley Concolino, City Clerk
- Ray Kerridge, City Manager
- Tom Friery, City Treasurer



CONTEST: What building am I?

I am a fourteen story brick faced building. I was designed by Leonard Starks and Edward Heming and constructed by Lindgren and Swinerton. I was built as part of a building frenzy that also produced the Memorial Auditorium and the former Alhambra Theatre. I was occupied in 1926 and my original tenant, a major social organization, remained for 51 years. My eclectic exterior has Classical and Renaissance Revival influences and is architecturally significant. I am under new ownership and now being renovated to include upgraded office space and ground floor restaurants such as McCormick and Schmick's.

Email your answer, name and contact information to:

MATRIX@cityofsacramento.org

Be the first to respond with the correct answer and win a prize!