



Community Open House - Summary of Feedback

Downtown Specific Plan Background

In 2015, the Downtown Housing Initiative was launched to bring 10,000 new places to live in the next 10 years to Downtown Sacramento. The Downtown Specific Plan takes that initiative further by looking at growth opportunities for the next twenty years and beyond.

Through plan development, the City will highlight and evaluate opportunity sites ready for development. The City will be working with development experts, community based interest groups, and the community at large to achieve the best plan possible through engagement tools including stakeholder meetings, community workshops, and online engagement.

Downtown Specific Plan Goals

- Create a Specific Plan that paves the way for at least 10,000 places to live in the next 10 years
- Develop a varied housing stock that reflects the diversity of Sacramento
- Incentivize Transit-Oriented Development throughout downtown Sacramento including along the streetcar corridor
- Remove barriers to housing development by streamlining the development and environmental review process
- Maintain the quality of life central city residents experience and further neighborhood livability by including supporting amenities along with housing



Stakeholder Representative Group Plan Preview

Prior to the Community Open House, the City hosted a Downtown preview of the Downtown Specific Plan for members of the Stakeholder Representative Group. Twenty six stakeholders were given the opportunity to view the Open House stations before the Community Open House began.

Community Open House Purpose

The community open house served as a forum for Sacramento community members to contribute their thoughts and ideas regarding the draft of the Downtown Specific Plan. The event was structured in an open house format organized around a series of information stations where attendees were invited to review information, ask questions, and provide feedback through comment cards.

A total of 123 community members attended the open house on Monday, October 9, 2017 at New City Hall, located at 915 I St, Sacramento, CA from 5:30 p.m. – 7:30 p.m.



City of Sacramento – Central City Specific Plan
Community Open House Summary
New City Hall, 915 I Street, Sacramento, CA 95814
Monday, October 9, 2017 | 5:30 p.m. – 7:30 p.m.

Community Open House Format

The Community Open House began with a short speech from the Project Team and an appearance by Mayor, Darrell Steinberg. The open house featured six information stations staffed by project team members with displays and maps featuring different elements and key initiatives of the Downtown Specific Plan. These stations included:

- *Housing* – This station featured displays with information from the first community open house for the Downtown Specific Plan. The displays included community input on housing affordability, a heat map of housing opportunities, the housing demographic profile, and the Downtown Housing Initiative featuring the goals for housing within the Downtown Specific Plan.
- *Urban Design, Land Use, and Preservation* – This station focused on proposed design, planning and development code amendments to existing plans as it pertains to areas within the Downtown core, Central City, and surrounding neighborhoods. Displays included an overview of community input from the first open house, an overview of Floor Area Ratio (FAR), and Special Planning District boards including District 1/1, District 2/2, and the Historic District.
- *Transportation* – This station provided insight on the community feedback from the first open house about Complete Street Infrastructure and Funding for Complete Streets. The displays included a Grid 3.0 of the Preferred Bike Network, a Grid 3.0 of the Preferred Pedestrian Network, a Grid 3.0 of the Preferred Road Network, and a Grid 3.0 of the Preferred Transit Network.
- *Infrastructure Finance* – This station presented information based off community input from the first open house on the topic of Infrastructure Predictability. The displays also included information on water and wastewater demand.
- *Community Amenities* – This station displayed a recommended public art location map as well as recommended public art types and descriptions. Displayed alongside of these maps was a parks map and a display on schools. This station integrated the input from community members from the previous open house regarding access to public art and schools downtown.
- *CEQA* – This station displayed information gathered from the previous open house on community input on the Environmental Impact Report predictability.
- *Draft Downtown Specific Plan, Draft Environmental Impact Report* – This station provided a copy of the Draft Downtown Specific Plan and Draft EIR for community members to review. Community members also could review the outreach plan for this project.





Summary of Displays and Activities Feedback

Overall, the project team received 31 comments related to the Downtown Specific Plan via submitted comment cards. The following provides a summary of feedback received from community members who attended the meeting and placed a comment card in our collection box.



- This project truly looks great! However, it sure is a lot to do. Hopefully the money is available to really have an impact. Homelessness is a problem that hopefully will not get in the way of progress here! Hopefully, also transportation will be improved in the process.
- I still do not see a concrete plan for a Class 1 bike path through Old Sacramento. The draft general plan envisioned and proposed a realistic bike path, but the city criticized the plan for including city-owned property. Hence, the final general plan all but dropped the idea. The City needs to resurrect and act on the plan to fulfill the City's aspiration for a Class 1 bike trail through Old Sacramento.
- How about you guys put more effort into helping the children and fixing schools than worrying about public art.
- Please rapidly expand network of protected bikeways to link downtown to Broadway and East Sacramento. Lanes should also cleanly connect to train stations, the stadium, and City Hall. Bike share should be throughout.
- There are 30 local Historic Districts, almost a dozen national register historic districts, and hundreds of landmarks. There are NO displays here talking about the role those places will play in the Downtown Specific Plan. Why?
 - I'm so pleased at the direction the City is taking on biking, here are more bike comments:
 - More funding for bike lanes
 - More perfected lanes
 - More connectivity to suburban areas
 - More bike parking
 - Higher FAR density coupled with Green Space
 - Lots more low-income housing needed
 - Homeless shelters needed
 - Please raise my taxes, I love democracy!
- Please ensure all transit options and road improvements make it easy for suburban commuters to commute from North and South Sacramento.
- I support more resources made accessible to low income community members such as low-income housing, safer bike lanes, and parks.

- The Downtown Housing Initiative is laughable if the target really is 10,000 units as shown on the poster board. There were 10,000 units in the pipeline when Mayor Johnson proposed a similar "initiative". The City is the only jurisdiction with the SACOG's region with the capacity and the mission to exceed SACOG's population projections, and it should. Rather than put high-rise in midtown where it is not zoned, it should be in the downtown core and the railyards where it is currently zoned. Stick to the general plan!
- I remain concerned about increased density in historic districts, and the parking problems that come with it. Please adopt with the proposed guidelines delivered by the Preservation Commission ASAP, and require off-street parking of developers.
- Bike lanes all the way down L Street! Don't end it on 15th street, it should go all the way to the arena. Bike lanes that randomly terminate are impractical and dangerous.
- I'm generally very supportive of the initiatives in the DSP! However, I'm concerned with the lack of connectivity of the bike plan across the boundary of the downtown core. There are serious safety issues for people biking on North 16th Street, for example, or P street when it crosses under the freeway and becomes Stockton Boulevard. The City should be very concerned about potential collisions at these locations and prioritize safer treatments.
- While the "public art" bicycle racks are nice looking, they often are not very practical and can be challenging to use. Please keep this in mind when going through the public art decision making.
- I don't want to see special events - mass participation, endurance events, specifically - further restricted due to new housing or transit (or other types of development). Any of these types of development in Downtown must be flexible, understanding that the Downtown District is a place for large-scale community gatherings, festivals, and celebrations - which may be disruptive to day-to-day life.
- Historic and older buildings should be saved or reused. Lot splits on older homes are NOT good. Need preferred bike lanes. I like the street lane reductions especially on 13th and 16th.
- I think a revitalization of the downtown core is vital to the success and growth of our city. Sacramento has so much potential but needs to cater to those living downtown and those who would like to live downtown. Walkability, bike ability, the tree canopy, and public art are a requirement to make Sacramento a true 18-hour city. This is a great step to a great urban core. Keep it up!
- I am in favor of expanding high density housing and bike-ability on the Sacramento grid and in the region at large. Sacramento continues to grow, for great reason, and creating infrastructure to benefit public health should be a high priority. Thank you for all your thoughts and planning efforts, we are great because of you!





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- Should include emphasis on water conservation, landscape design, and maintenance education. A good plan for implementation focus should be on affordable housing. Try to mitigate gentrification. Public art should include education elements with an emphasis on History in Sacramento. Possibly include information kiosks. Designs should be compatible with community and historic architecture as much as possible. Housing should be inculcator. Public transit should be emphasized. Support "Road Districts". Implement TOD mixed use.
- Please prioritize protected bike lanes - more bikes will make downtown bigger and safer!
- Transportation: Need better access (safer) to the Golden 1 Arena area, new 7th and K street housing. Wasn't this promised as part of Grid 3.0? Need to connect bike lane on 11th north of Broadway. That is the most dangerous part of the route into downtown where cars are turning on R street and conflicts occur. Great to see some Class 1 Bike Lanes happening soon! More of a connected network to major employment sites and civic destinations to come soon I hope! Love the public art, looking forward to more! More on Capitol Mall with more activity. More housing (all types), I already see people walking their dogs and its great!
- We need more bike facilities!
- 15th D to G conversion to 2 way / 2 lanes, 15th G south 3 to 2 lanes reduction, G and H East - West both convert to 2 way/ 2 lanes. Live at 15th and G. First 6 months there, we saw 5-6 rollover accidents on that corner. We strongly urge you to go forward with the "road diets" and conversions on this corner.
- 1. Lower all speed limits on downtown streets. 2. City support change in 85th% rule. 3. Speed enforcement isn't a bad idea. 4. Conduct speed surveys.
- There is a homeless crisis in this city that we must address through an "all-of-the-above" strategy - up zoning and diversity, inclusionary zoning, affordable housing, tiny homes, rowhouses (for young, unmarried, childless, professionals like me.) etc. Social equity at public meetings is integral - we can and should do better. Separated bikeways everywhere! Bus lanes on J and L Streets.
- I would like to see an expansion of the Downtown Housing Initiative. There is a huge demand for living Downtown, and by addressing this issue we can work to solve others. Adding more affordable and smaller units will allow more people to live in an area that will be primarily accessible by walking, biking, or public transit - not automobiles. This would in turn incentivize more bike and pedestrian friendly urban design, reducing congestion and pollution.





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Also, it would improve the local business economy by bringing more people to the area without causing more sprawl. More connected communities please!

- What's the point of the open house? Dog and pony show? There's no note taking or real input considered. It clearly is just to check the box it was done. There are a lot on these boards that are not correct or the root of the problem. Stakeholder comments are presented in a factual way, which is not necessarily true. Downtown is a mess of transients, which is not discussed.
- Are the concentrations of new housings in an infill? I'm quite concerned with the affordability of housing. How can the plan be more marketable to state workers? I think the housing prices will be more unaffordable for state workers. Good planned bicycle network connections. It's great to see that there are less gaps in the network. I hope there are more pedestrian connections.
- More bike lanes and traffic calming. Preserve/ plant more trees. Bike lane/ path on North 16th Street. More affordable and market rate housing, not just luxury. More street lighting in Midtown - preferably low-level lights that don't cause too much ambient light pollution (like Tahoe). Height limits of 5-7 stories in residential areas. Reduce parking requirements. More car share and bike parking congestion fee for cars driving in central city (as part of future state VMT charge program.)
- My concerns are of housing affordability. I think that should be priority #1.

Below are the emailed comments from community members:

- I appreciate the planning and in the inclusion of this city plan. I am concerned that there is no element addressing the growing over 50 population. Although there are elements which would benefit. I believe it is important to specifically call out that group and think about how to include them in this emerging plan. They are an untapped resource, and a vital part of our community.



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Notification

To promote the community open house, email notifications were sent to more than 2150 interested community members. To promote the Stakeholder Viewing, emails were sent to 164 stakeholders. The project team reached out to the diverse group of stakeholders involved in the project to further promote the community open house and the Stakeholder viewing prior to the Open House with their individual organizations and on their social media channels and newsletters if applicable.

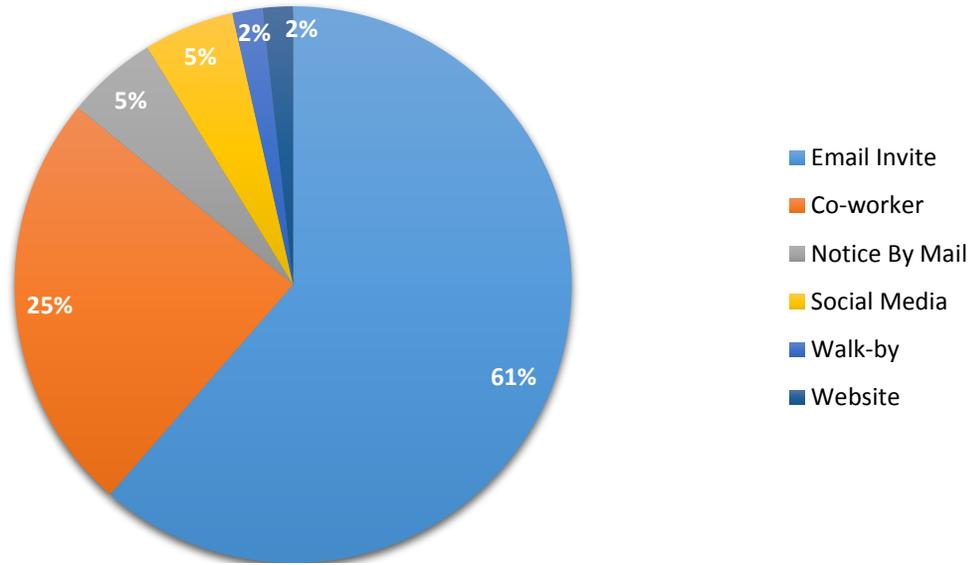
The open house was promoted on the City of Sacramento’s CDD and City Government social media channels, as well as Mayor Darrell Steinberg’s social media as well. The open house was shared and promoted online through social media or email by the following organizations:

- Sacramento Black Chamber of Commerce
- WALK Sacramento
- Greater Broadway Partnership
- R Street Partnership
- Sacramento Metro Chamber of Commerce
- The River District
- The Environmental Council of Sacramento (ECOS)
- Sacramento Area Bicycle Advocates (SABA)
- Washington Park Neighborhood Association
- CADA
- SMUD
- Greater Sacramento Urban League
- Sacramento Metropolitan Air Quality Management District
- Alkali Flats Neighborhood Association
- The Phoenix Schools Private Preschool
- Washington Elementary
- Midtown Neighborhood Association
- Upper Land Park Neighborhood Association
- Courtyard School
- Sacramento Unified School District
- North Natomas TMA
- Preservation Sacramento
- Downtown Sacramento Partnership
- Sacramento Hispanic Chamber of Commerce



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A total of 123 community members attended the community open house. When asked how they heard about the meeting, attendees responded:





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Appendix

- Flyer
- Comment Card
- Fact Sheet



Join Us

FOR THE UNVEILING OF THE DRAFT
Downtown Specific Plan
Community Open House

OCTOBER

9

MONDAY

**New City Hall
Lobby**

915 I STREET, SACRAMENTO

5:30 P.M. -

7:30 P.M.

The City of Sacramento is hosting an open house to share the draft Downtown Specific Plan, which will pave the way for at least 10,000 places to live in the next 10 years.

The Downtown Specific Plan will be presented to:

10/12 at 5:30 p.m.

Planning & Design
Commission

10/18 at 5:30 p.m.

Preservation
Commission

The Draft EIR, Specific Plan, and other Project Documents will be available on September 22 at

www.DowntownSpecificPlan.com



Place
postage
stamp here

AIM Consulting, Inc.
2523 J Street, Suite 202
Sacramento, CA 95816

Visit www.DowntownSpecificPlan.com for more information.

City of Sacramento Downtown Specific Plan

Outreach Overview – October 2017



Stakeholder Engagement

Developer Advisory Group

5 focus group interviews with local private developers, affordable housing developers, architects, attorneys, and bankers

Discussion topics included:

- Challenges and barriers to residential development
- Opportunities to incentivize residential development
- Communities amenities
- Other recommendations



Stakeholder Representative Group

4 meetings with key stakeholders representing members of Property and Business Improvement Districts (PBIDs), Neighborhood and Advocacy groups, and the Developer and Finance community



Discussion topics included:

- The Sacramento housing market and product type
- What contributes to a healthy neighborhood
- Historic & Cultural Resources Analysis and Infrastructure Study
- The Proposed Financing Plan
- Key Policy Initiatives

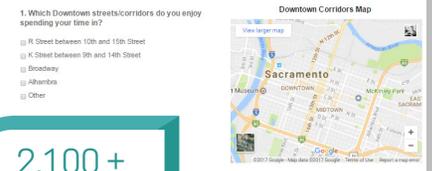
Review and provide input on the draft Downtown Specific Plan:
Monday, October 9 from 5:30 - 7:00 p.m. at New City Hall, 915 I Street

Community Outreach

Virtual Community Dialogue

A two-week forum for Sacramento community members to share their thoughts on four elements that relate to the Downtown Specific Plan's goals:

- Community Values
- Community Amenities
- Public Spaces
- Corridors

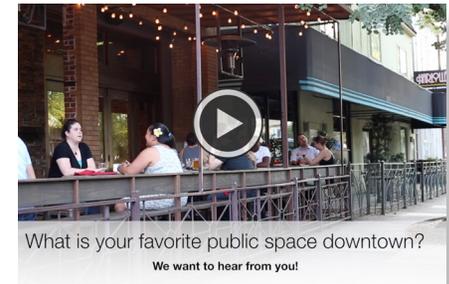


2,100+
responses

Video Series

“Why are you choosing to invest in Downtown?” featuring local developers

“What makes Downtown special,”
“Tell us your happiest urban experience,” and **“What is your favorite public space Downtown,”** featuring community members on K Street.



Community Open House #1

147 community members

provided input on how to:

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

