



Stakeholder Meeting

Wednesday | March 29



Agenda Overview

- Introduction
- Downtown Specific Plan Overview
- Historic & Cultural Resources Analysis
- Infrastructure Study
- Financing Plan
- What We've Heard
- Key Policy Initiatives
- Next Steps



Introduction

- Name
- Organization
- Interest in the
Downtown Specific Plan



Downtown Specific Plan Overview

SACRAMENTO 2035 GENERAL PLAN



Adopted
March 3, 2015

Planning & Development Code

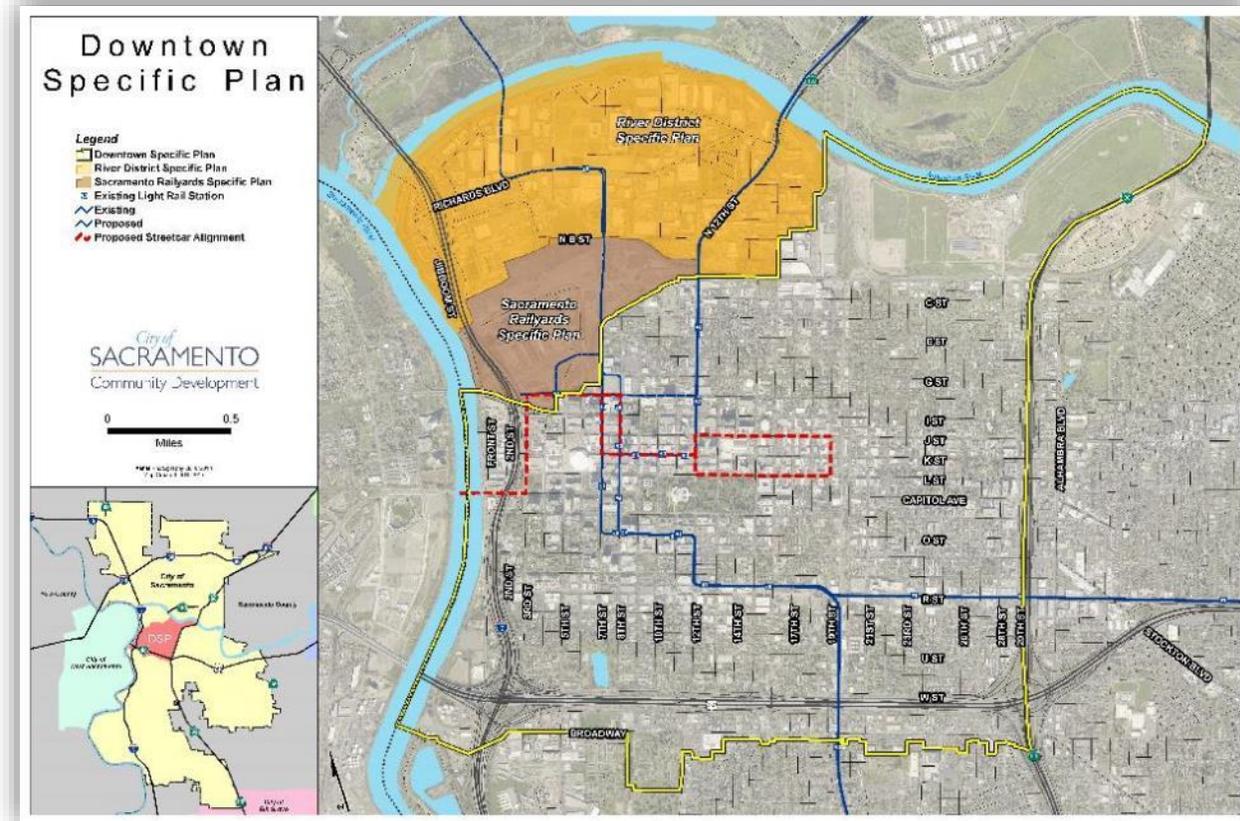


City of
SACRAMENTO
Community Development

Adopted by City Council on April 9, 2013

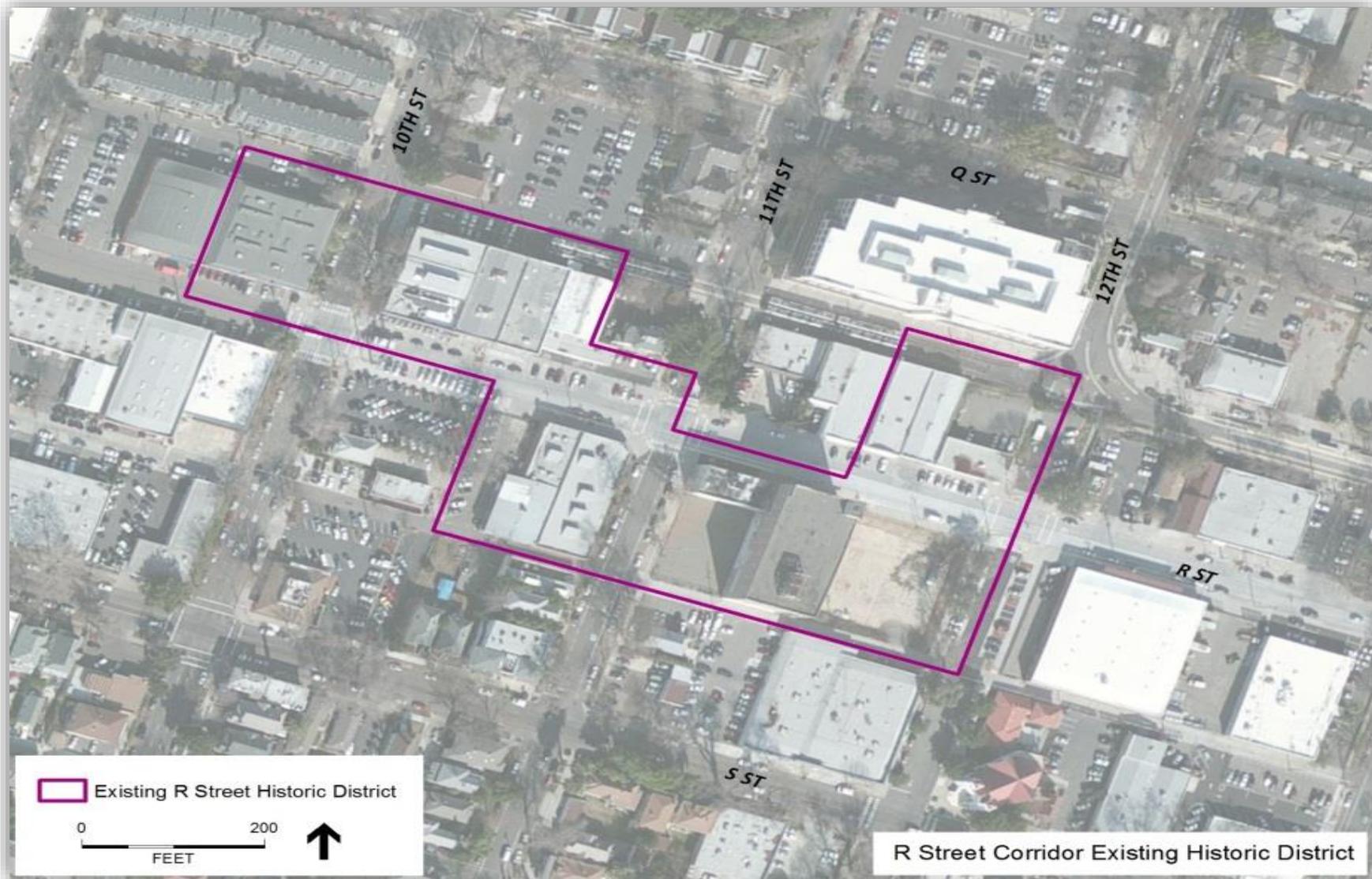
Project Overview

- Implementation of 2015 Downtown Housing Initiative and 2035 General Plan
- Tools:
 - CEQA Streamlining
 - Infrastructure Study / Finance Plan
 - Opportunity Sites/Market Analysis
 - Grid 3.0
 - Amenities / Public Art
 - Zoning/Design Guidelines/General Plan Amendments



Historic & Cultural Resources Analysis

Existing R Street Historic District



“The buildings within this District face R Street from 10th Street running east to 12th Street. The construction dates run from 1910 to 1930 with the use concentrated in warehousing, commercial distribution and light industrial.”



Purpose of Current Study

- Are there additional resources in the R Street Corridor that could contribute to the existing R Street Historic District?

Methodology

- Review all available documentation (incl. NCIC record search)
- Survey the entire R Street corridor (I-5 to the west, Capital City Freeway to the east, Q Street to the north, and S Street to the south)
- Use the existing Railroad and Agricultural Contexts to evaluate resources for possible inclusion in the District
- Make recommendation for addition contributing resources and, if needed, an expanded boundary



R Street Corridor Existing Historic District and Possible Additions

Completed Tasks

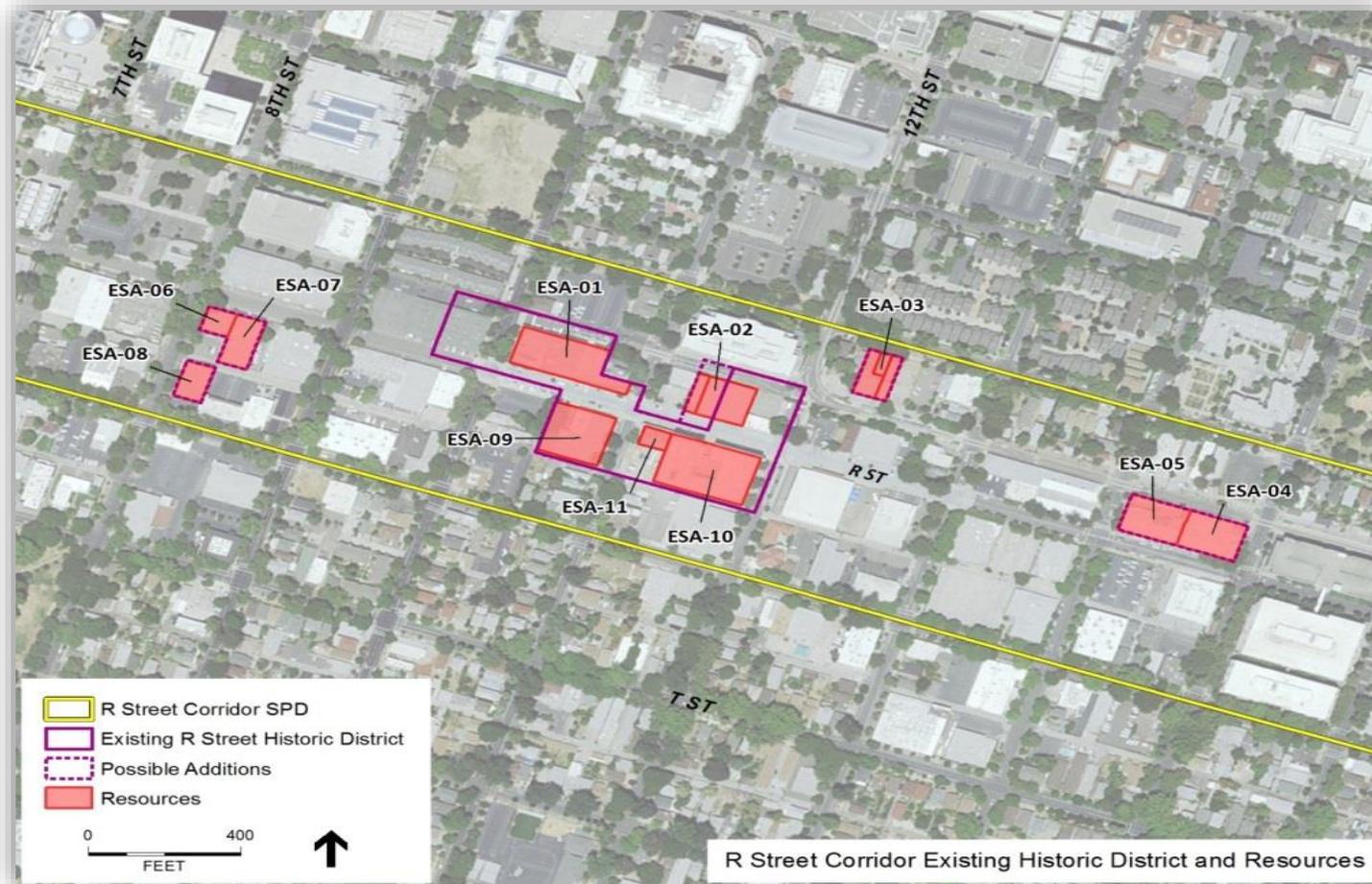
- Surveyed 615 parcels with approx. 420 buildings/structures

Lawrence/State of California
Warehouse (c1914)



Next Steps

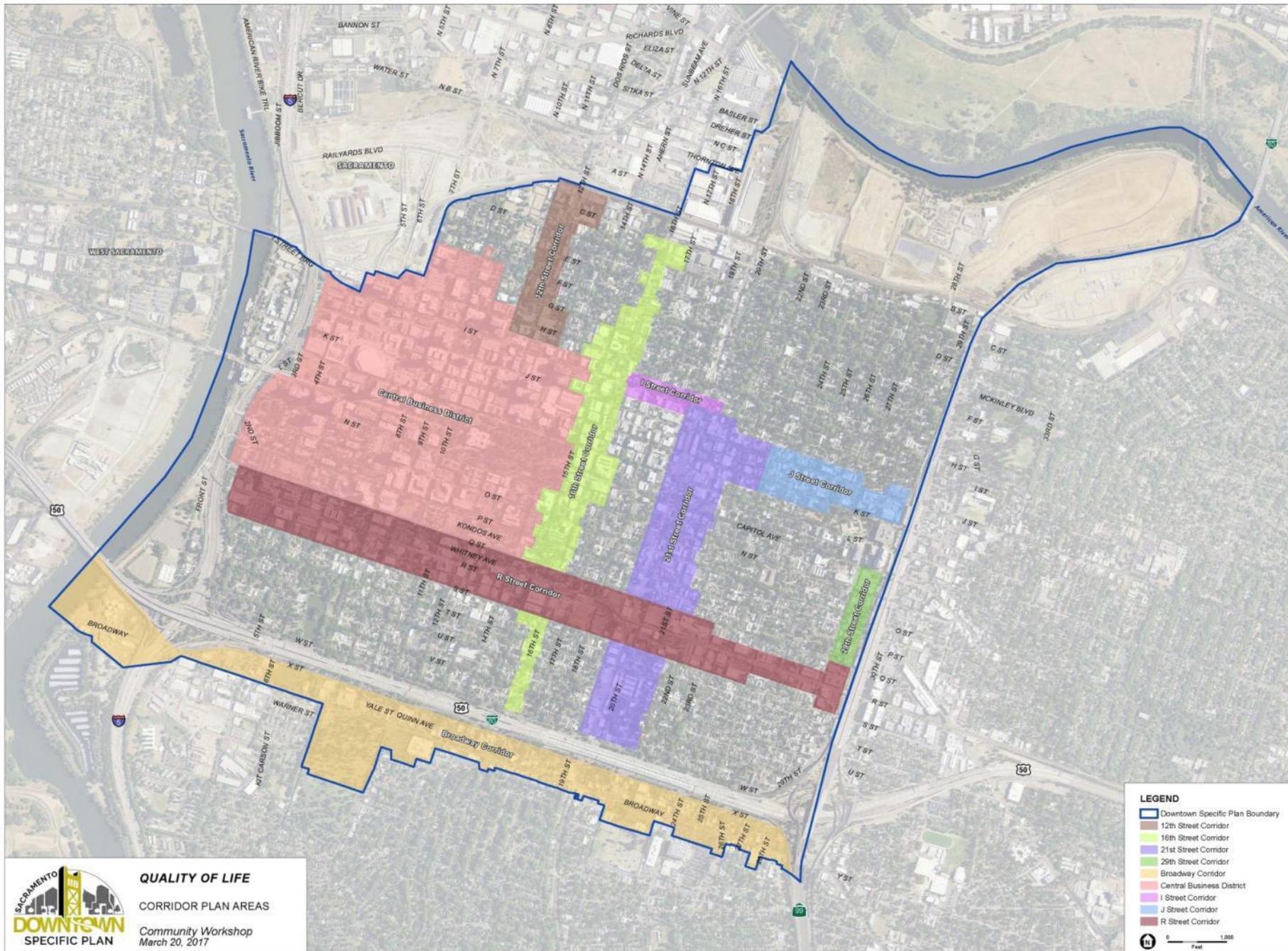
- Complete evaluations/updates of 12 potential contributors



Opportunity Sites /
General Plan Corridors

Purpose

- Provide information with regards to Cultural Resources in the City's core on identified Opportunity Sites along General Plan corridors



QUALITY OF LIFE

CORRIDOR PLAN AREAS

Community Workshop
March 20, 2017

Methodology

- Review all available documentation (incl. NCIC record search)
- Reconnaissance survey of each Opportunity Site
- Research property history in order to determine date of construction
- Fully evaluate a subset of Opportunity Sites identified by the City
- Make recommendations for additional work, if any, that would be necessary for development or redevelopment of the site

Status

- Draft report is currently being reviewed by the City



Historic Resources Design Guidelines

Purpose

- Provide design guidelines for the use and adaptive re-use of historic structures within the opportunity sites in Historic Districts and along the proposed Streetcar Route

Historic Districts

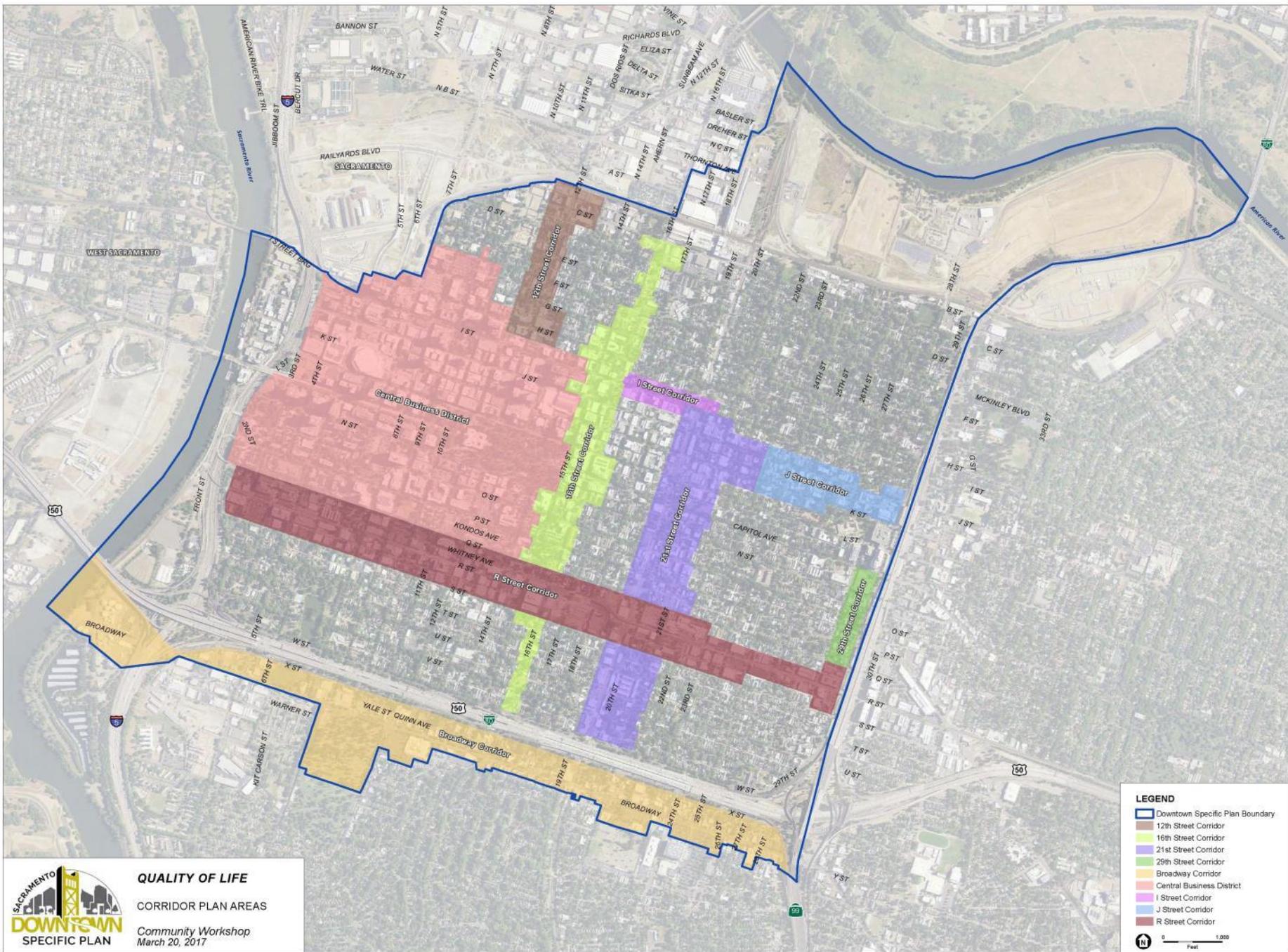
- 5 Historic Districts along Streetcar Route, and opportunity sites in 1 additional district:
 - Capitol
 - Cathedral Square
 - [Cesar Chavez Memorial] Plaza Park
 - Memorial Auditorium
 - Merchant Street
 - R Street District (proposed)



Methodology

- Review all available City documentation regarding the 6 designated historic districts, and conduct reconnaissance survey of each
- Discuss individual contributors, as well as unifying building types, materials, characteristics, and styles within districts
- Provide guidelines recommendations for adaptive re-use of contributors, and new infill construction within or adjacent to the 6 City designated historic districts
- Provide guidelines for general recommendations for the adaptive reuse of designated historical resources within the DSP area

Infrastructure Study



QUALITY OF LIFE
 CORRIDOR PLAN AREAS
 Community Workshop
 March 20, 2017

LEGEND

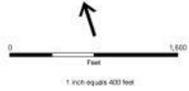
- Downtown Specific Plan Boundary
- 12th Street Corridor
- 16th Street Corridor
- 21st Street Corridor
- 29th Street Corridor
- Broadway Corridor
- Central Business District
- I Street Corridor
- J Street Corridor
- R Street Corridor

0 1,000 Feet

Figure 1: Downtown Specific Plan-Land Use

Legend

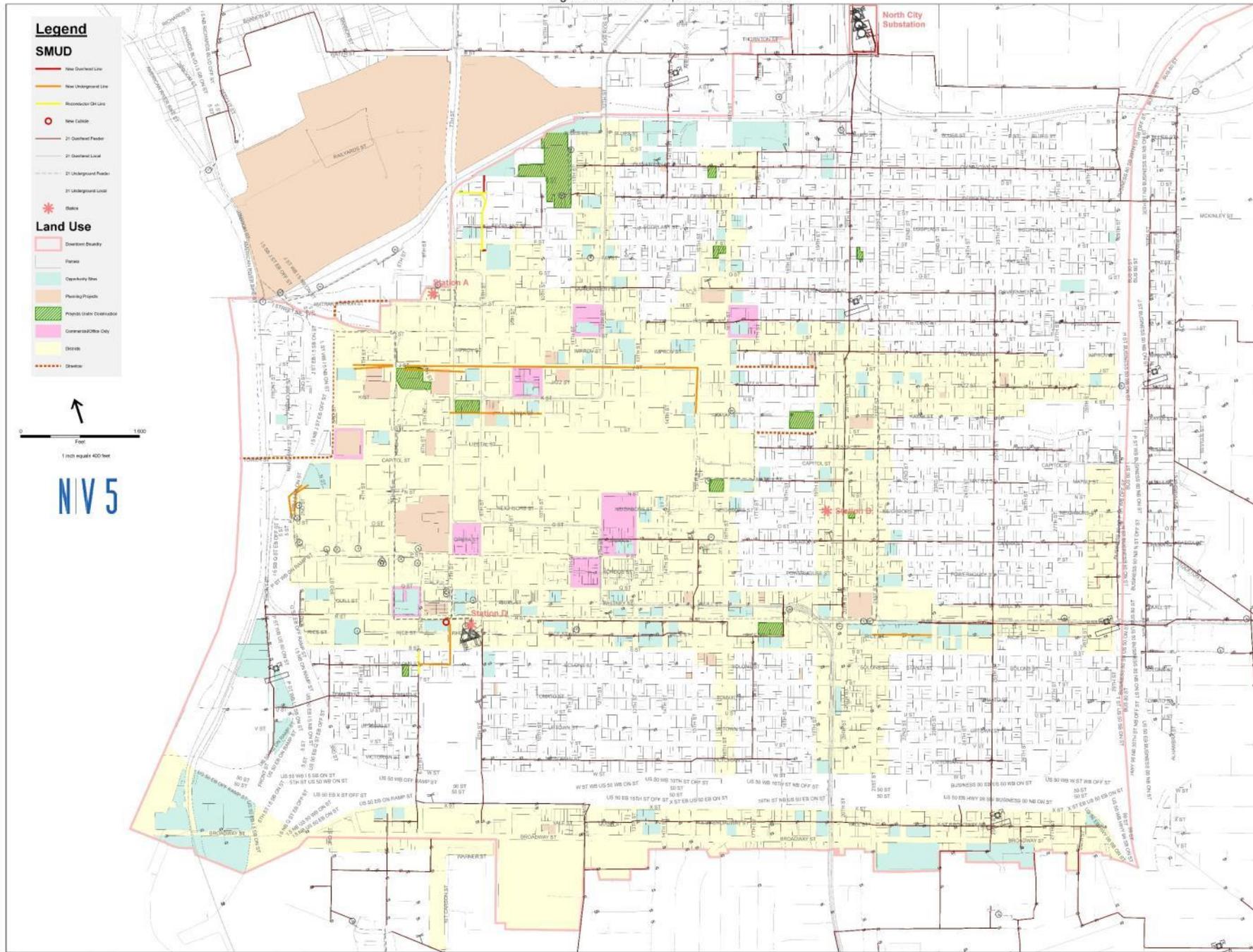
- Streetcar
- Downtown Boundary
- Parcels
- Opportunity Sites
- Planning Projects
- Projects Under Construction
- Commercial/Office Only
- Districts



NV5



Figure 5: Downtown Specific Plan-Electrical



Financing Plan

Finance Plan Overview/Context

- Infrastructure and Public Facilities
 - Describes estimated cost and phasing
 - Backbone Infrastructure: Roads, Sewer, Water, Drainage
 - Public Facilities: Police, Fire, Library, Parks
 - Identifies financing methods
 - Evaluates financial feasibility
 - Identifies operation and maintenance financing
 - Identifies implementation measures

Infill Financing Sources

- Development Based Funding
 - Project Exactions, Development Impact Fees (existing and new), Private Equity, etc.
- Land Secured Funding and Financing
 - Community Facilities Districts
 - Special Benefit Assessment Districts
- City Funding and Financing
 - General Obligation Bonds, Parcel Taxes, EIFD, etc.
- Regional, State and Federal Programs

Other Considerations

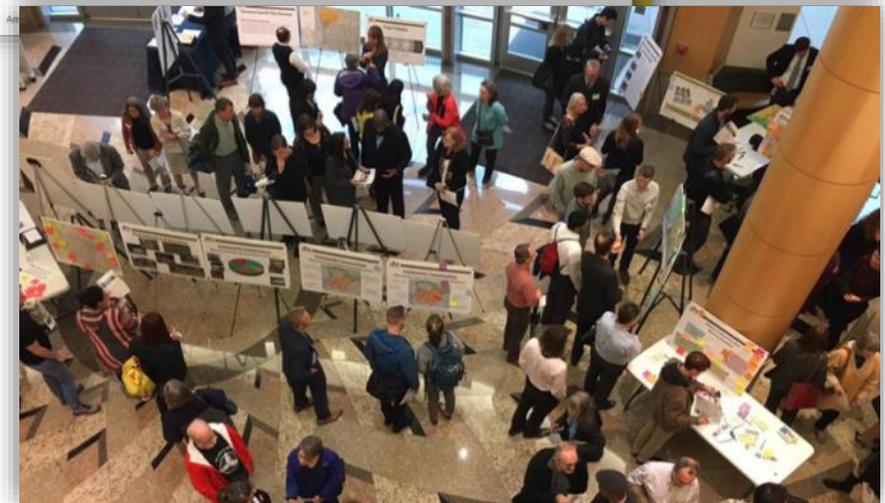
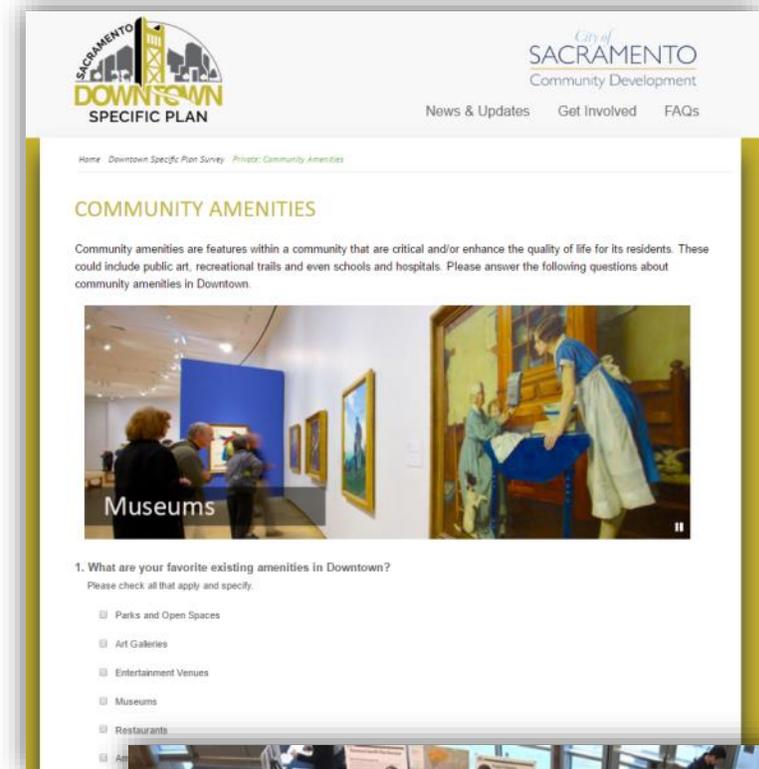
- Funding Sources for Existing Deficiencies
- Relationship between infrastructure improvement location and planned new development
- SCIP financing and other bridge financing mechanisms

Community Outreach

What We've Heard

Community Outreach to Date

- Virtual Community Dialogue
 - February 27 – March 10
- Community Open House
 - March 20
- Served as a forum for Sacramento community members to contribute their thoughts, and ideas regarding the Downtown Specific Plan
- Asked the community to provide input on how to:
 - Address barriers to residential development
 - Leverage existing community amenities
 - Expand opportunities to bring more amenities to Downtown to maintain/improve quality of life



Community Notification

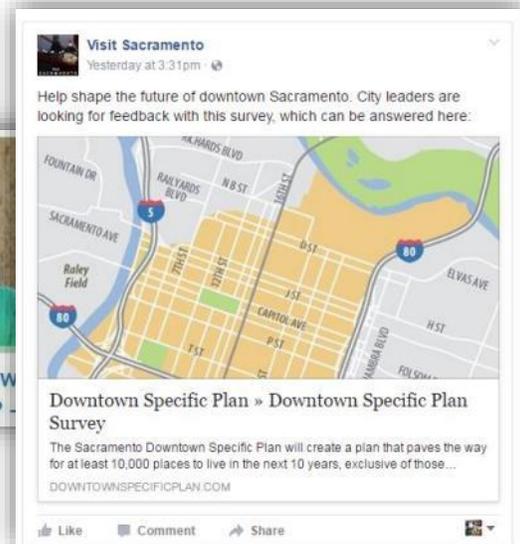
- Email notifications to more than **10,000+** community members
- **4** Promotional Videos
- **25+** Social media shares
- **100+** Flyers at Local Businesses & Parking Garages



- **400+** Flyers Distributed at Farmers' Markets & Community Events

Articles

- The Sacramento Bee
- Sacramento Business Journal
- Sacramento City Express
- Downtown Sacramento Partnership Daily & Monthly Headlines



Results

Virtual Community Dialogue

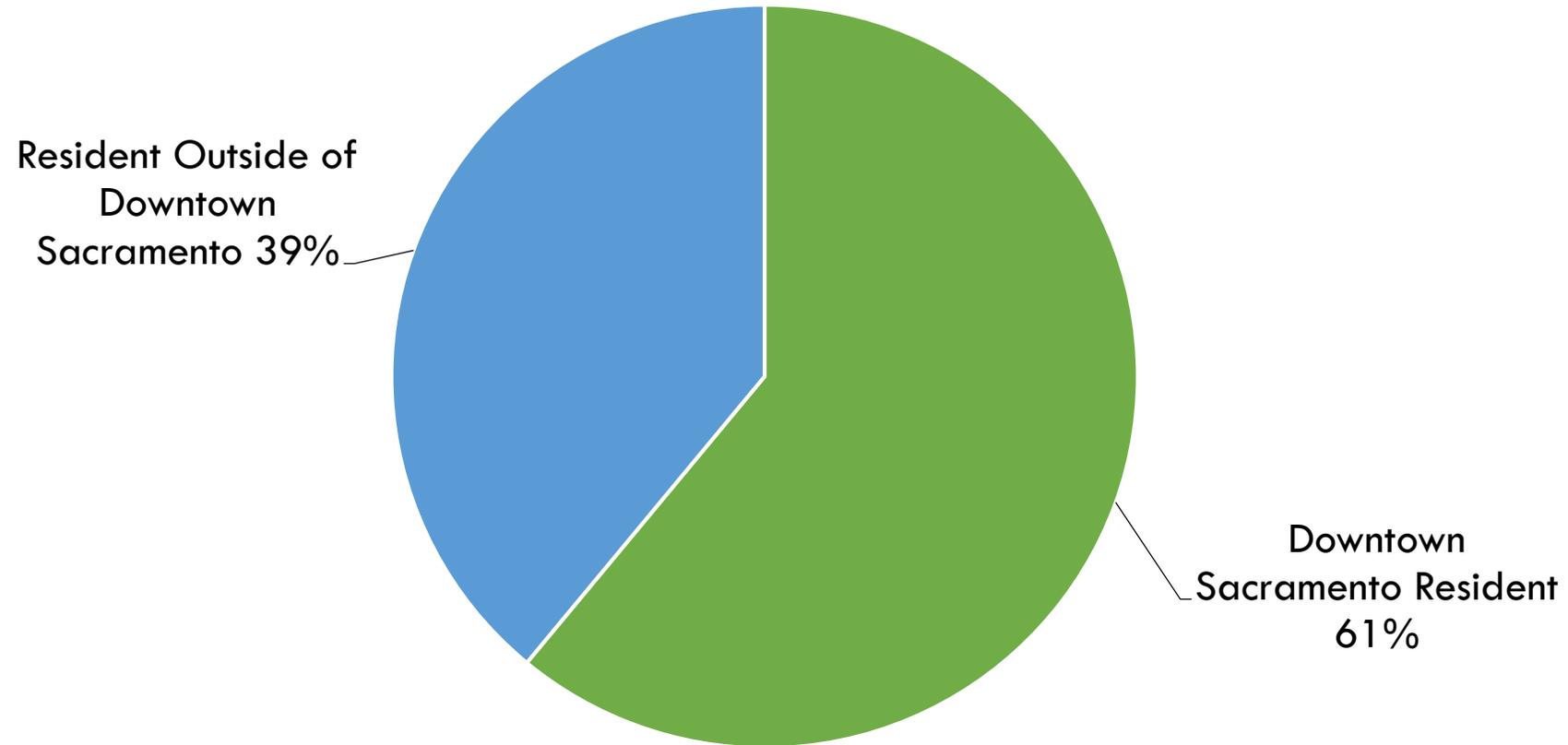
- **2,121** Respondents
- **4,075+** Unique Visitors to the Project Website

Community Open House

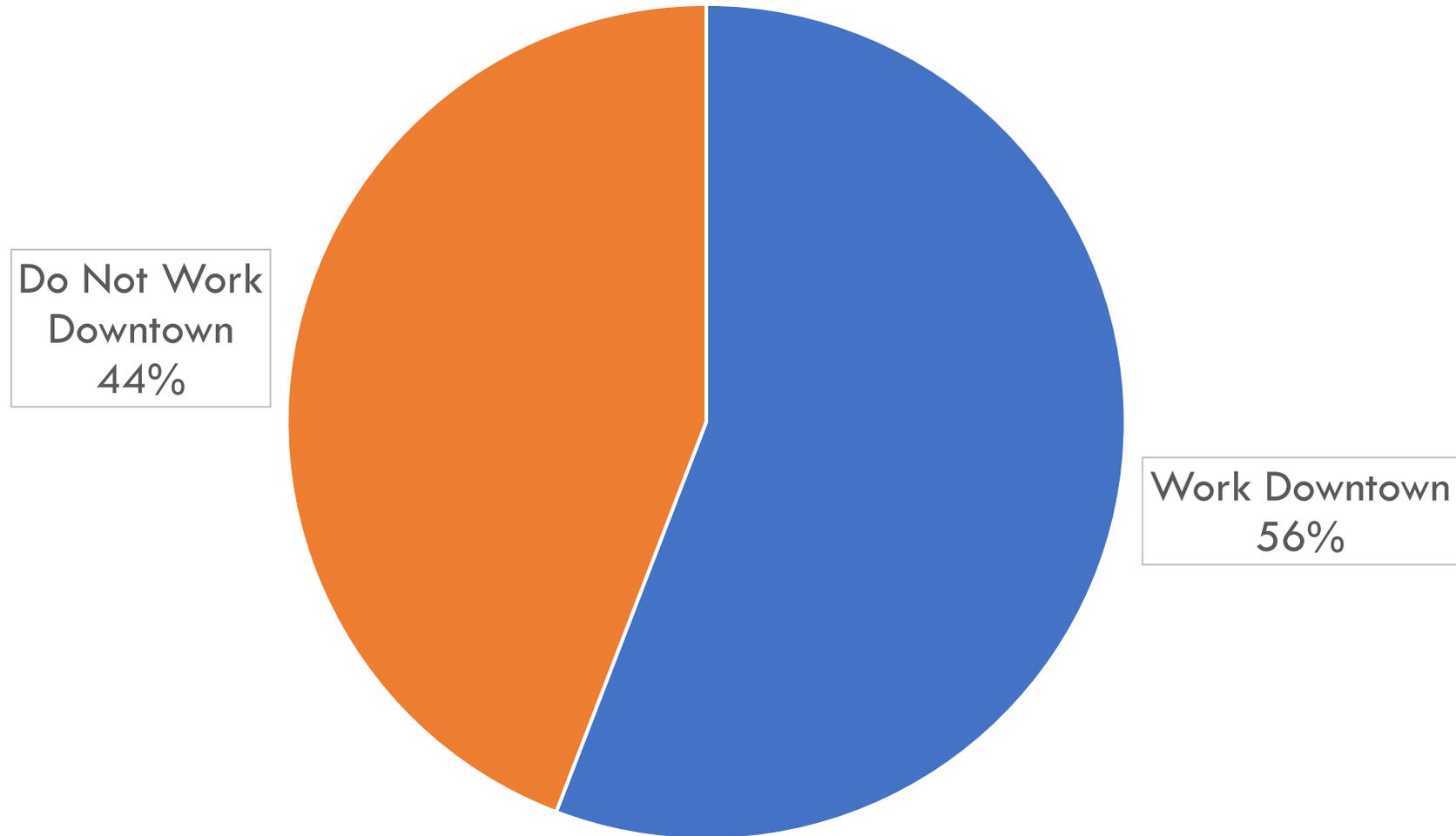
- **147** Open House Attendees
- **401** Comments (Post-Its & Comment Cards)



Percentage of Respondents that Live in Downtown



Percentage of Respondents that Work in Downtown



The virtual community dialogue focused on four key elements:

- Community Values
- Community Amenities
- Public Spaces
- Corridors

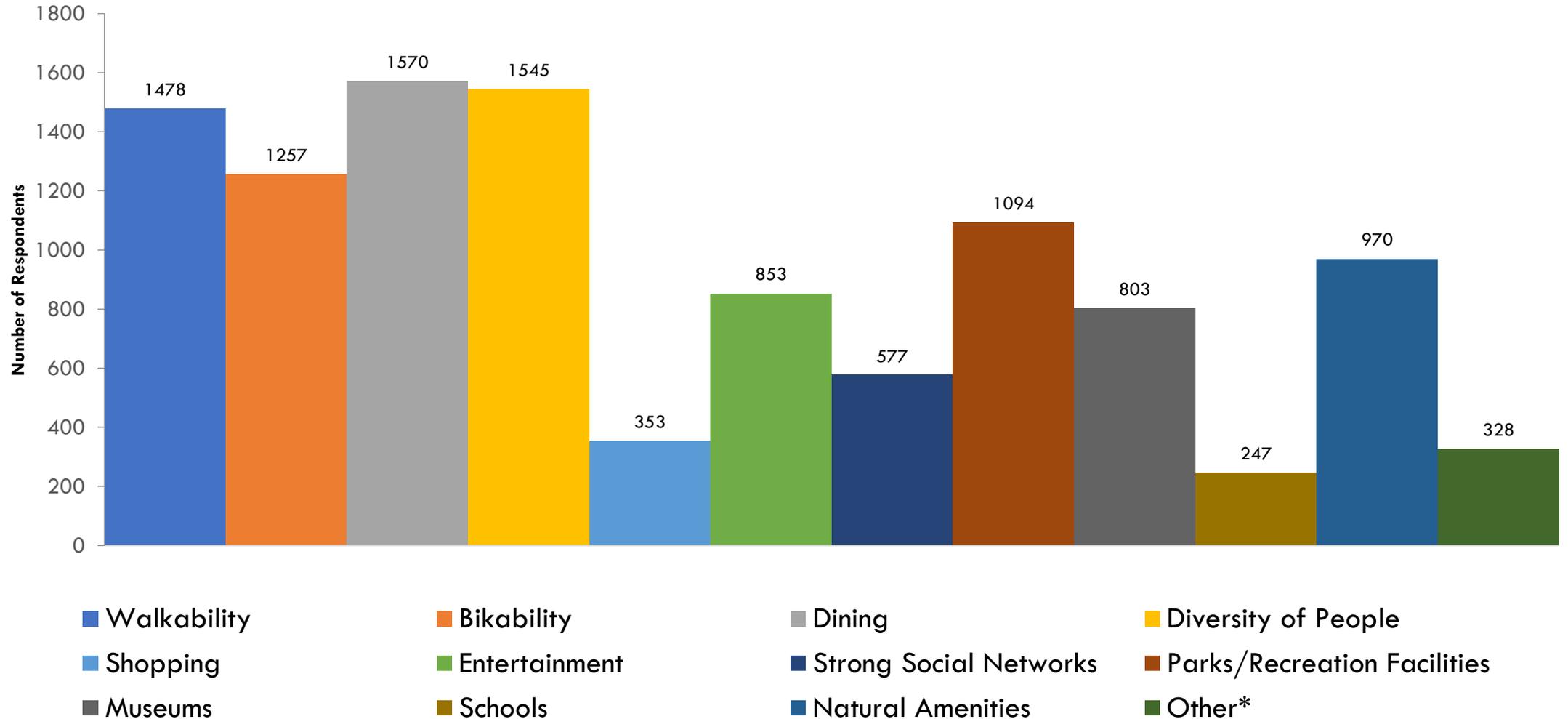


Community Values:

- The virtual community dialogue asked respondents to share which community values they think make Sacramento Special, and what their concerns are regarding adding more housing to Downtown.

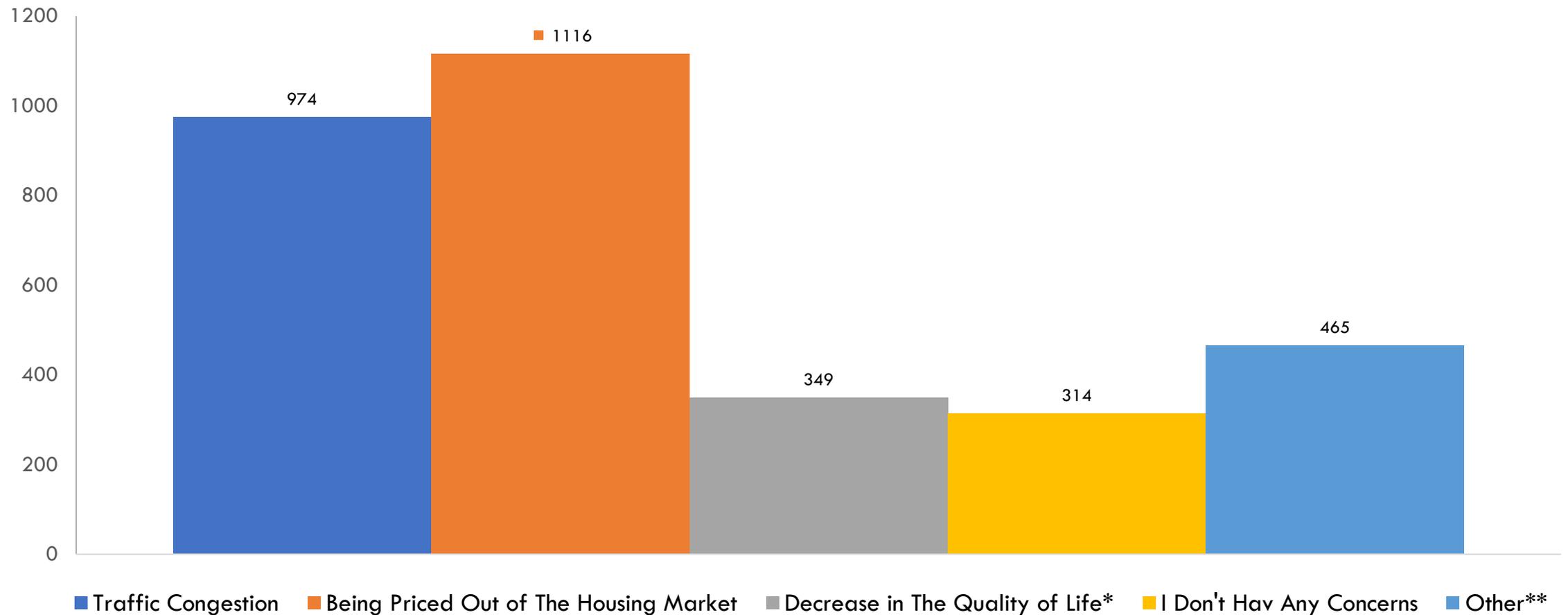


What makes Sacramento special?



* Trees, Capitol Building, Old Sacramento, Historic Roots, Farm-to-Fork

What concerns, if any, do you have with adding more housing Downtown?



*Decrease in the Quality of Life Concerns: Homelessness, Noise Pollution, Too Many High-rises, Crime

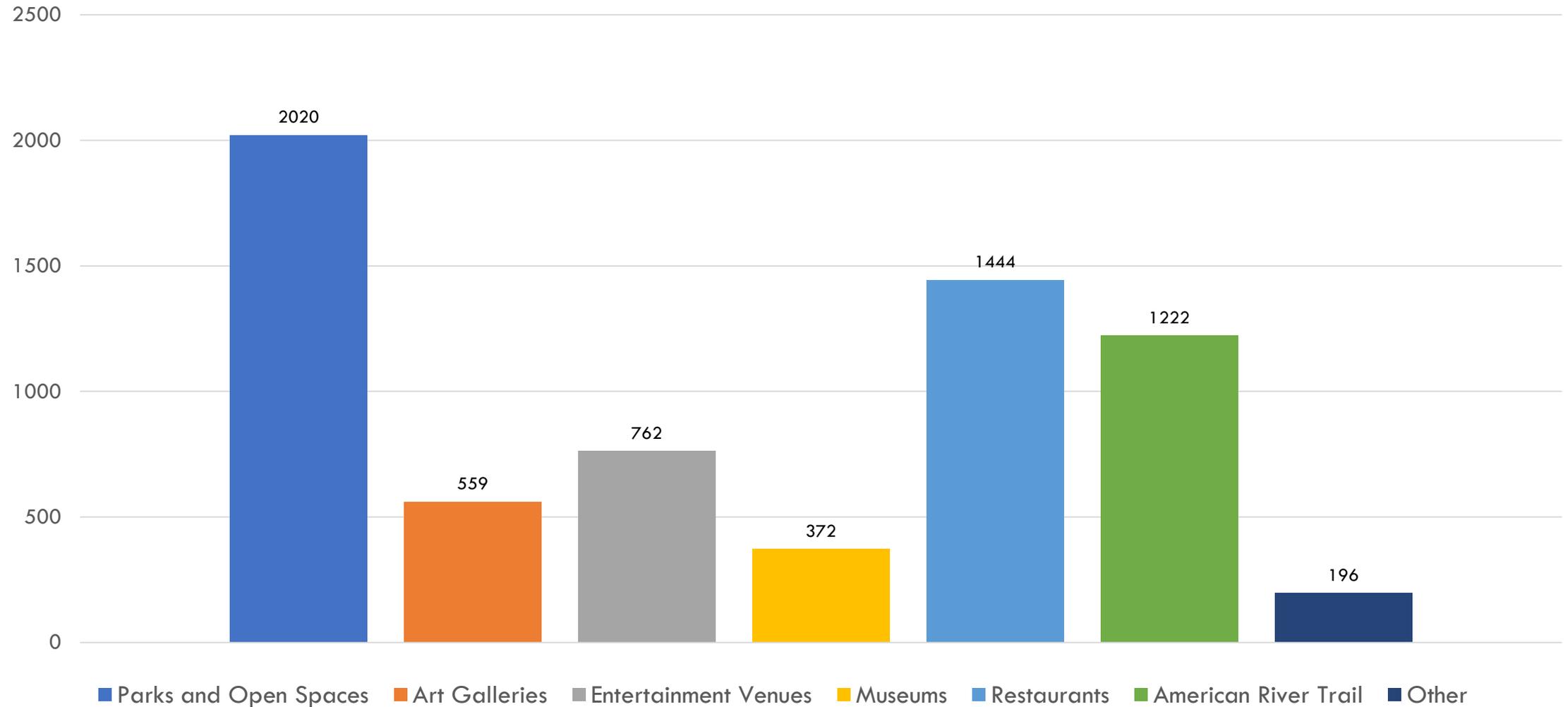
**Other Concerns: Gentrification, Loss of Neighborhood Character, Lack of Affordable Housing, Lack of Parking, Over-Crowding

Community Amenities:

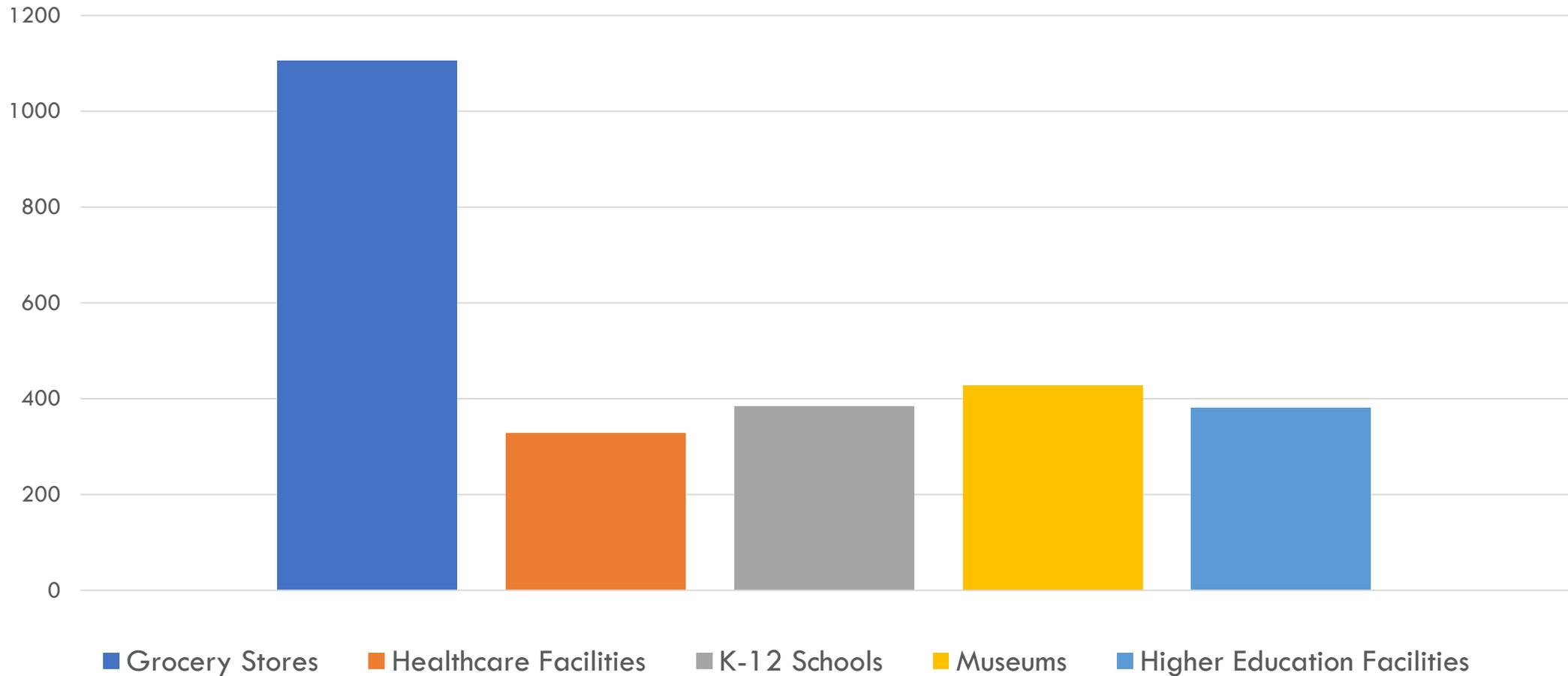
- Respondents identified their favorite existing amenities in Downtown, and amenities they would like to see that are not currently there
- Respondents who are not Downtown residents also provided their thoughts on what would make them seriously consider moving to Downtown



What are your favorite existing amenities in Downtown?



What Amenities Would You Like To See in Downtown?



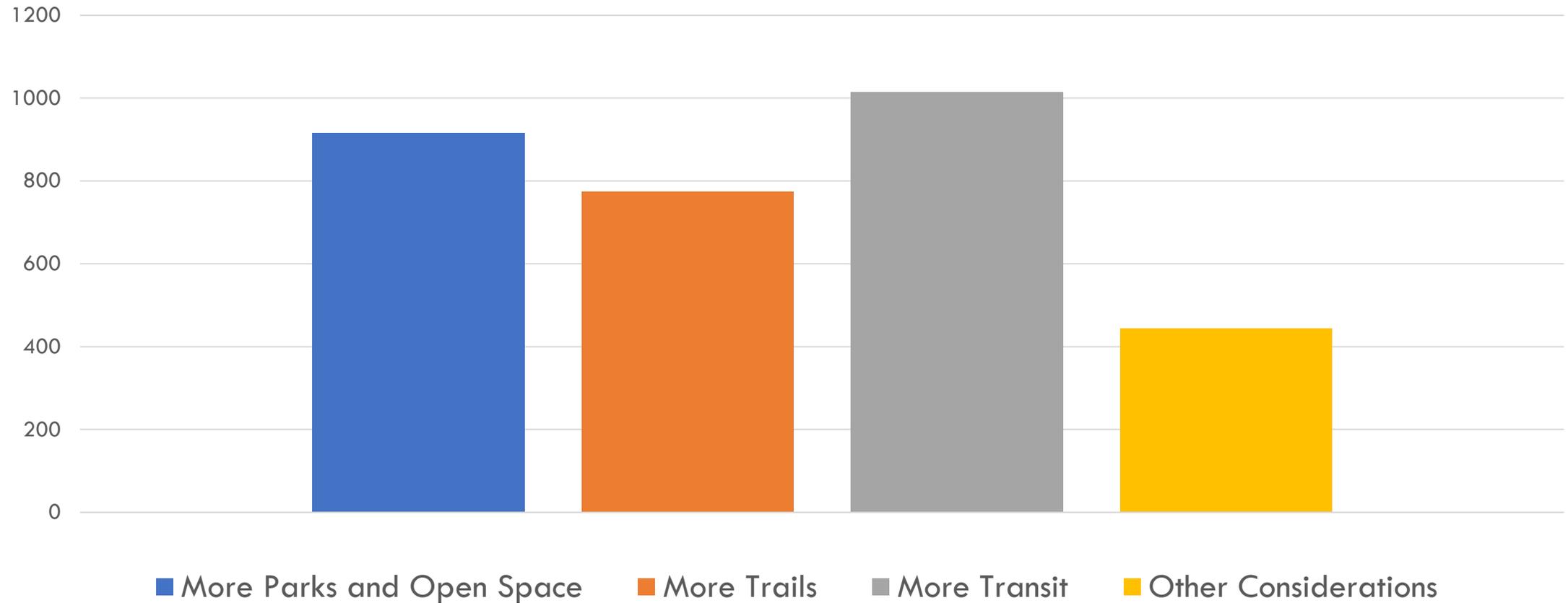
Museum Types: Aquarium, Children's Museum, Powerhouse Science Museum, Riverfront Science & Technology Museum, Auto Museum

What Amenities Would You Like To See?

A word cloud of amenities on a light green background. The words are arranged in a roughly rectangular shape, with varying font sizes and colors. The colors include purple, blue, green, brown, and red. The largest words are 'Grocery Stores', 'Science Museum', 'Railyards', 'Art Installations', and 'Music Festivals'. Other prominent words include 'Pet Stores', 'Dog Parks', 'Aquarium', 'Tunnels', 'Bicycle Path', 'Murals', 'Sports Museum', 'Protected Bike Lane', 'Nugget Market', 'Safe Biking', 'Restaurants', 'River Bike Path.', 'Lunch Trucks', 'Kaiser Permanente', 'Hair Salons', 'Lighting', 'Art Festivals', 'Multi-Cultural Museum', 'History Museum', and 'I-80 Expansion'.

Pet Stores Art Installations
Dog Parks Safe Biking
Multi-Cultural Museum Nugget Market
Aquarium Tunnels Restaurants River Bike Path.
Hair Salons Art Festivals Lighting Grocery Stores
Music Festivals Lunch Trucks
Kaiser Permanente
Power House Science Museum
Bicycle Path Murals Railyards
Sports Museum Protected Bike Lane
History Museum I-80 Expansion

What would propel you to give serious consideration to moving Downtown?



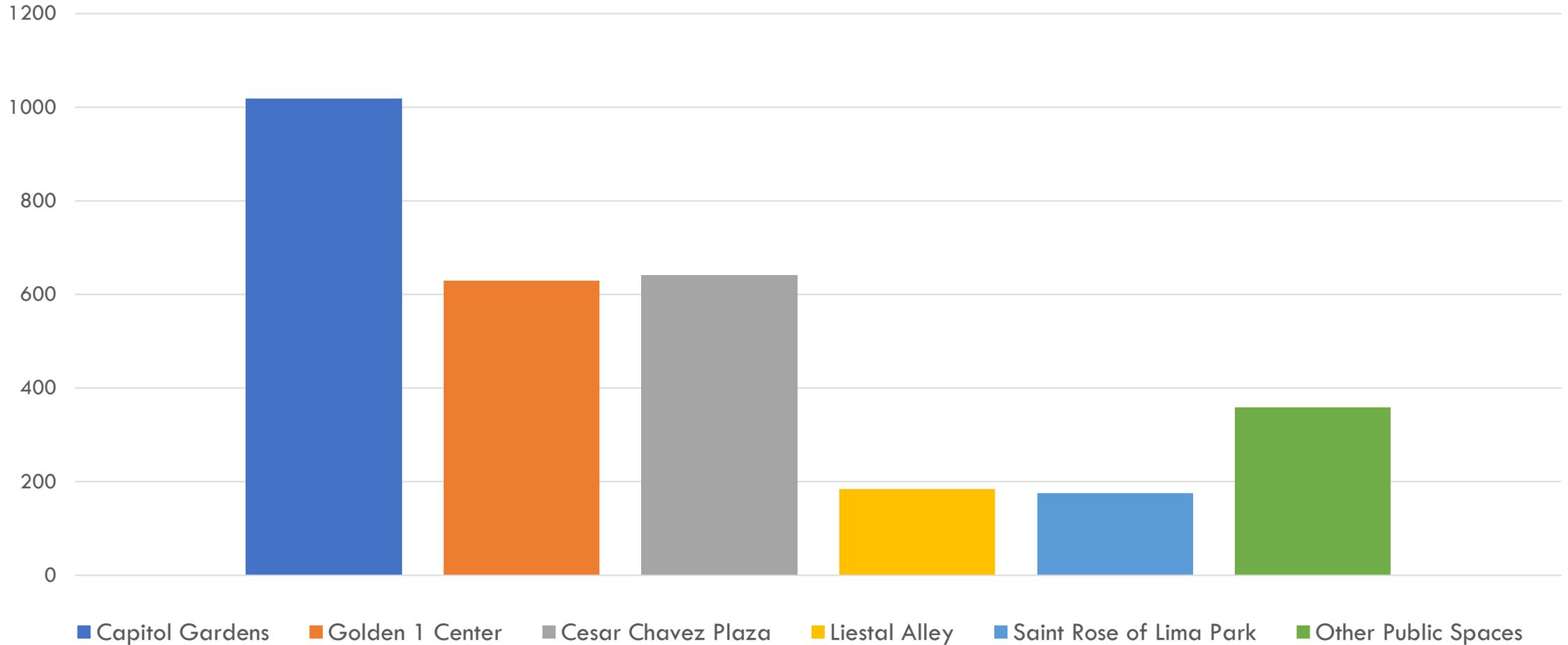
Other Considerations: More Small Businesses, More Bike Connectivity, Inexpensive Parking, More Community Gardens, More Public Spaces

Public Spaces:

- Respondents identified what they think some of Downtown's best public spaces are, and provided details about what makes them special

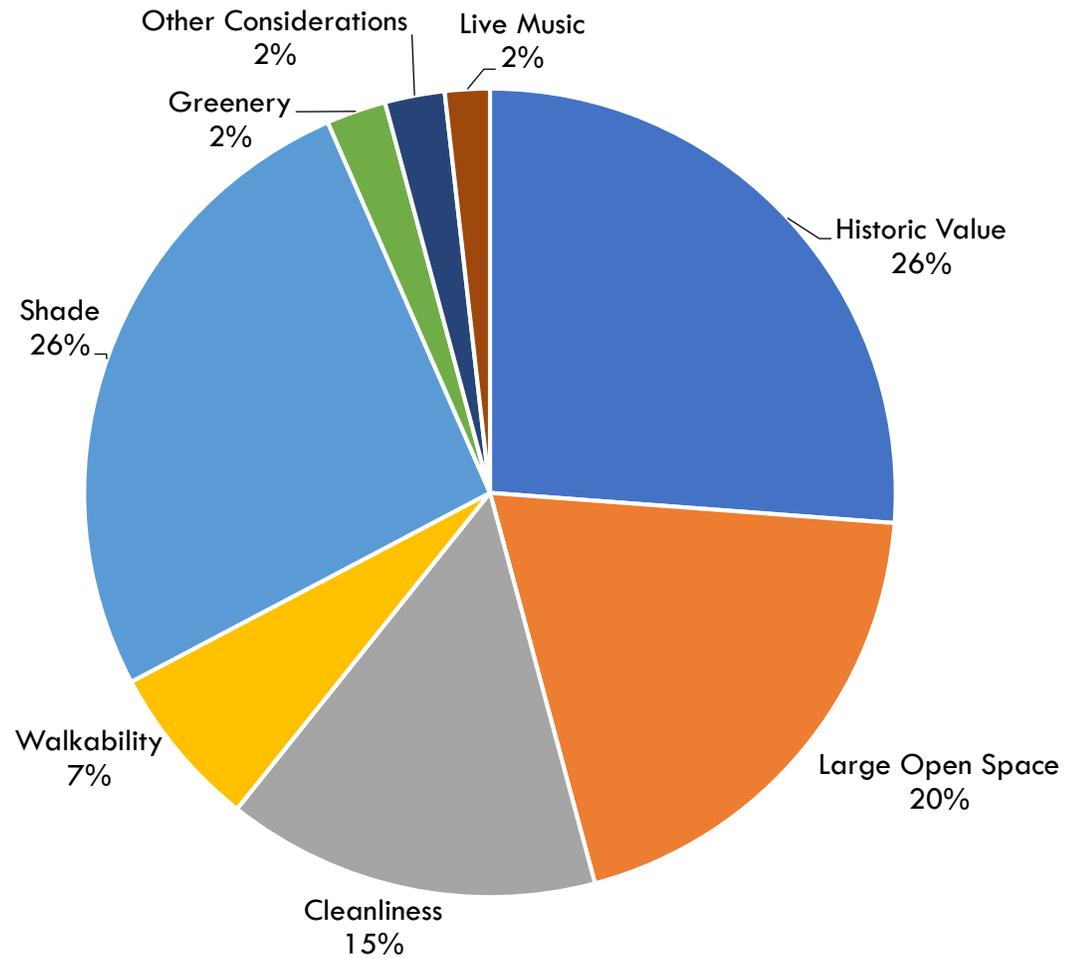


Where are some of Downtown's best public spaces?



Other Public Spaces: Fremont Park, Southside Park, American River Parkway, Old Sacramento, Sutter's Fort

What makes these public spaces special?



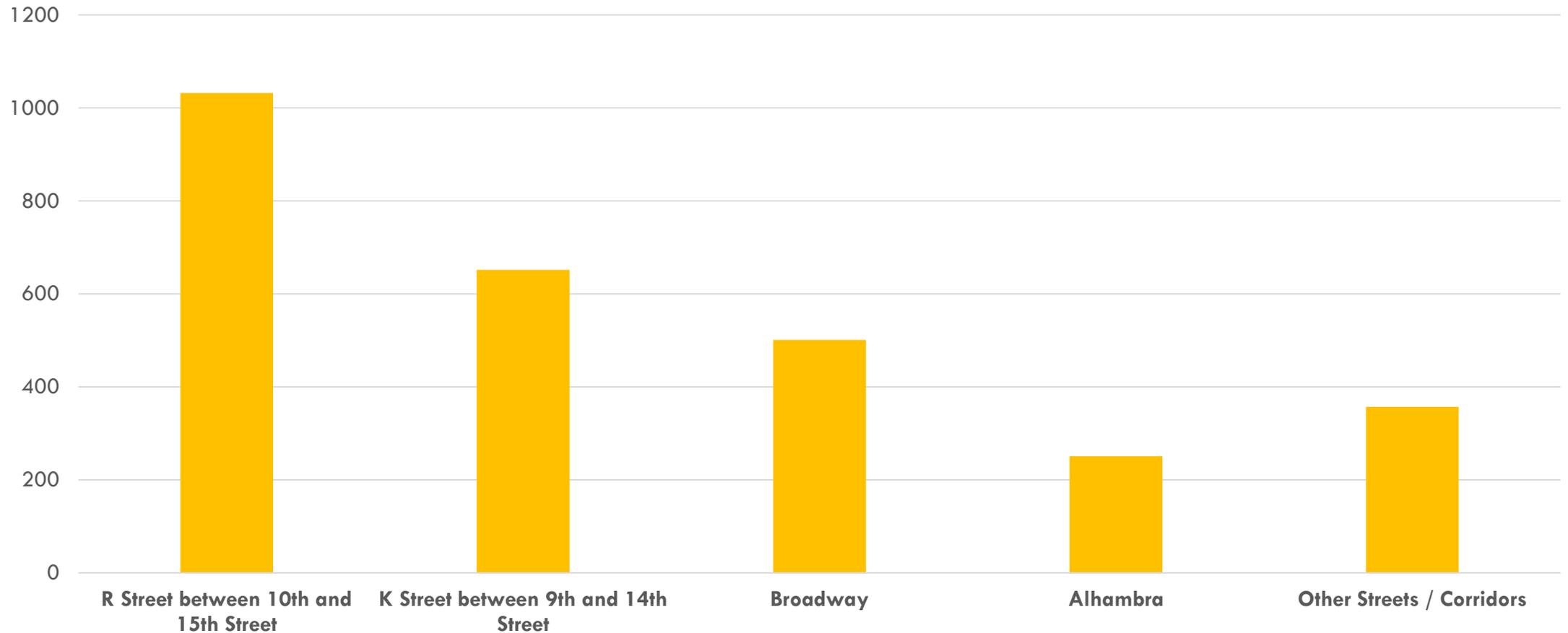
Other Considerations: Art, Live Music, Free Events, Lighting, Safety

Corridors

- Respondents were asked to identify the top three streets/corridors in Downtown where they enjoy spending their time and what makes these streets/corridors special
- Respondents identified a street/corridor that can become a destination

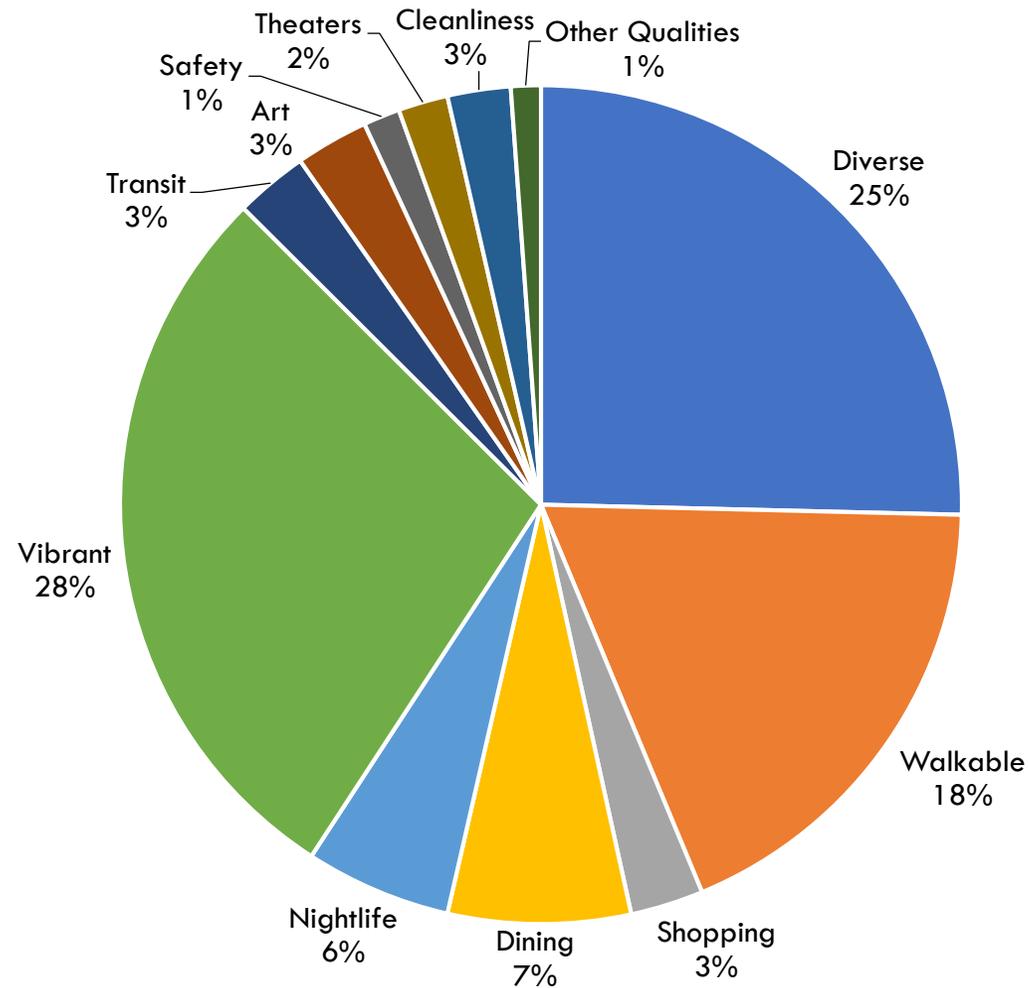


What Are Your Top Three Streets / Corridors in Downtown Where You Enjoy Spending Your Time?



Other Streets / Corridors: J Street Midtown, K Street Midtown, L Street Midtown , 16th Street Midtown, 12th Street Midtown

What is Special About These Streets/Corridors?



Other Qualities: Accessible, Low Traffic, Historic, Active, Sense of Community

Key Policy Initiatives

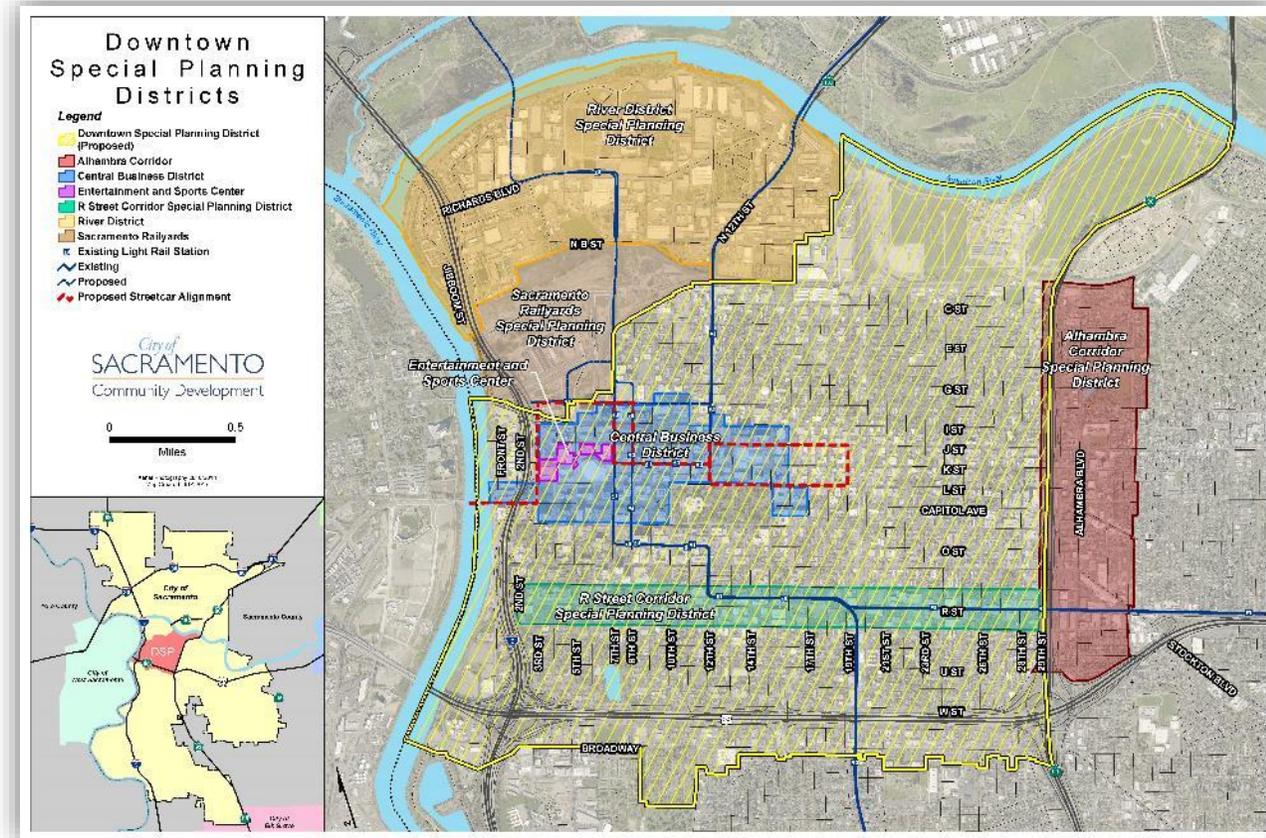
Downtown Specific Plan Update

- Overview of Changes:
 - Land use
 - Urban design
 - Historic preservation
 - Anti-displacement
 - Mobility
 - Amenities
 - Public Art



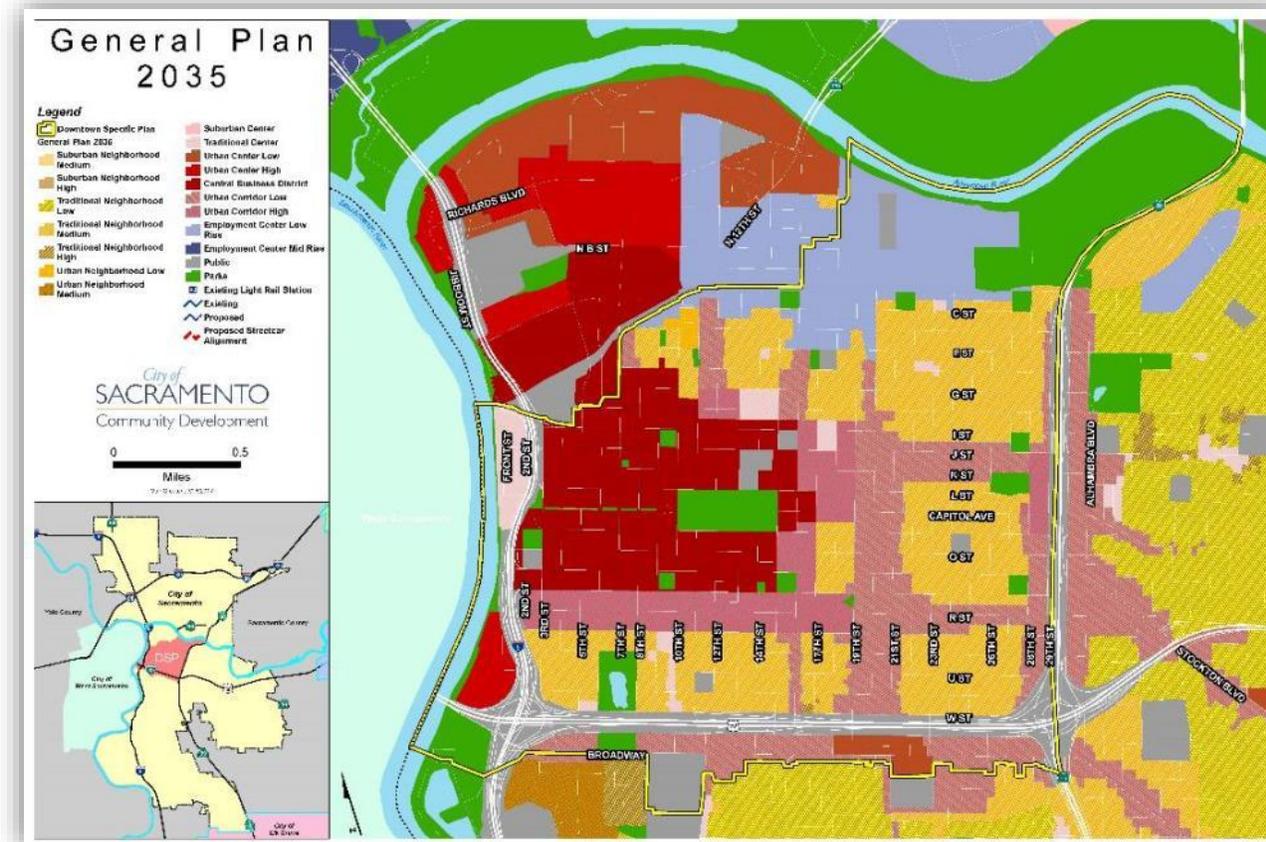
Key Policy Initiatives

- **New Special Planning District:**
 - Allow increased heights and densities consistent with General Plan
 - Incorporate R Street Special Planning District
 - Prohibit auto oriented uses such as:
 - Stand alone surface parking lots
 - Mini-storage
 - Allow more staff-level review of projects
 - Allow housing by right in all zones, including M-1



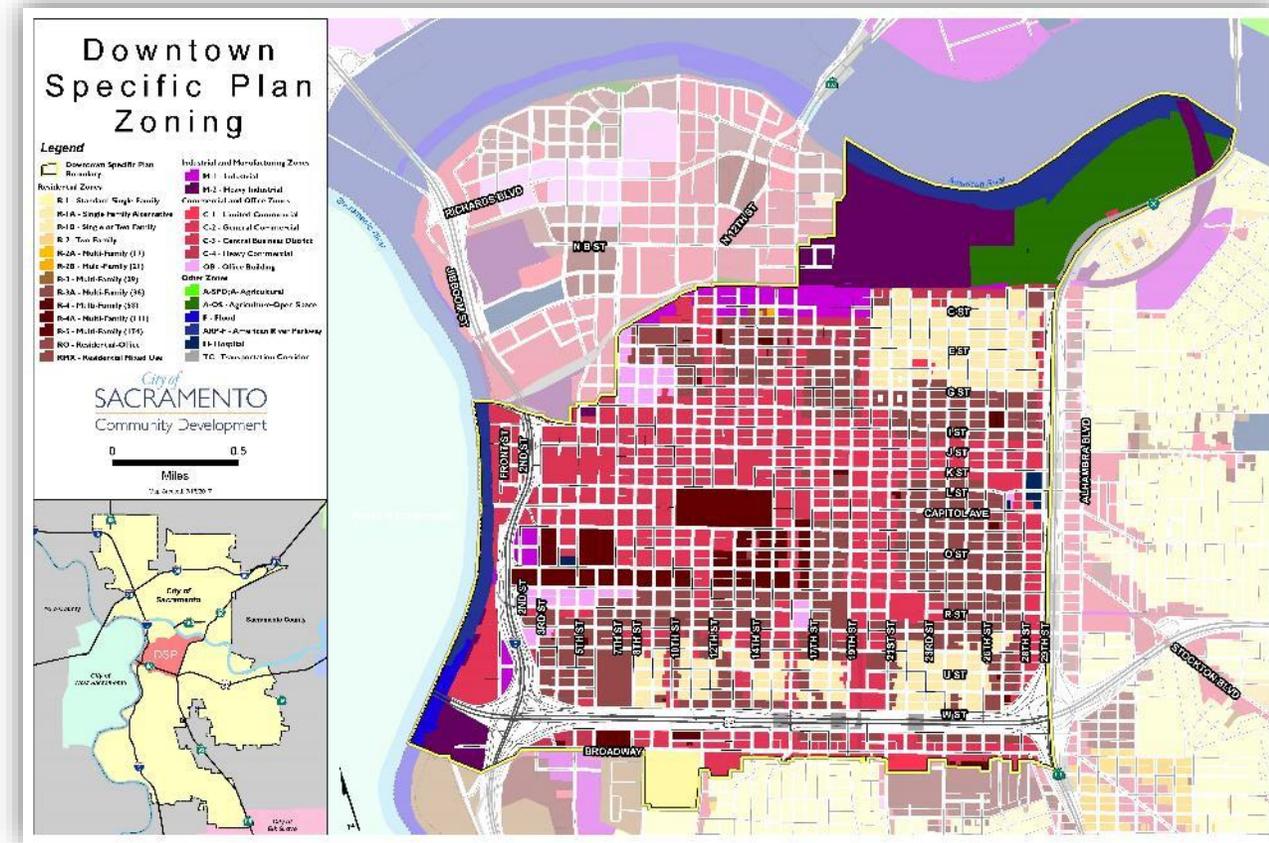
Key Policy Initiatives

- General Plan Amendments:
 - Allow projects to exceed Floor to Area Ratios (FAR) by a maximum percentage
 - Consider making minor increases to the maximum FAR
 - Amend maps as necessary to indicate new streetcar and light rail alignments



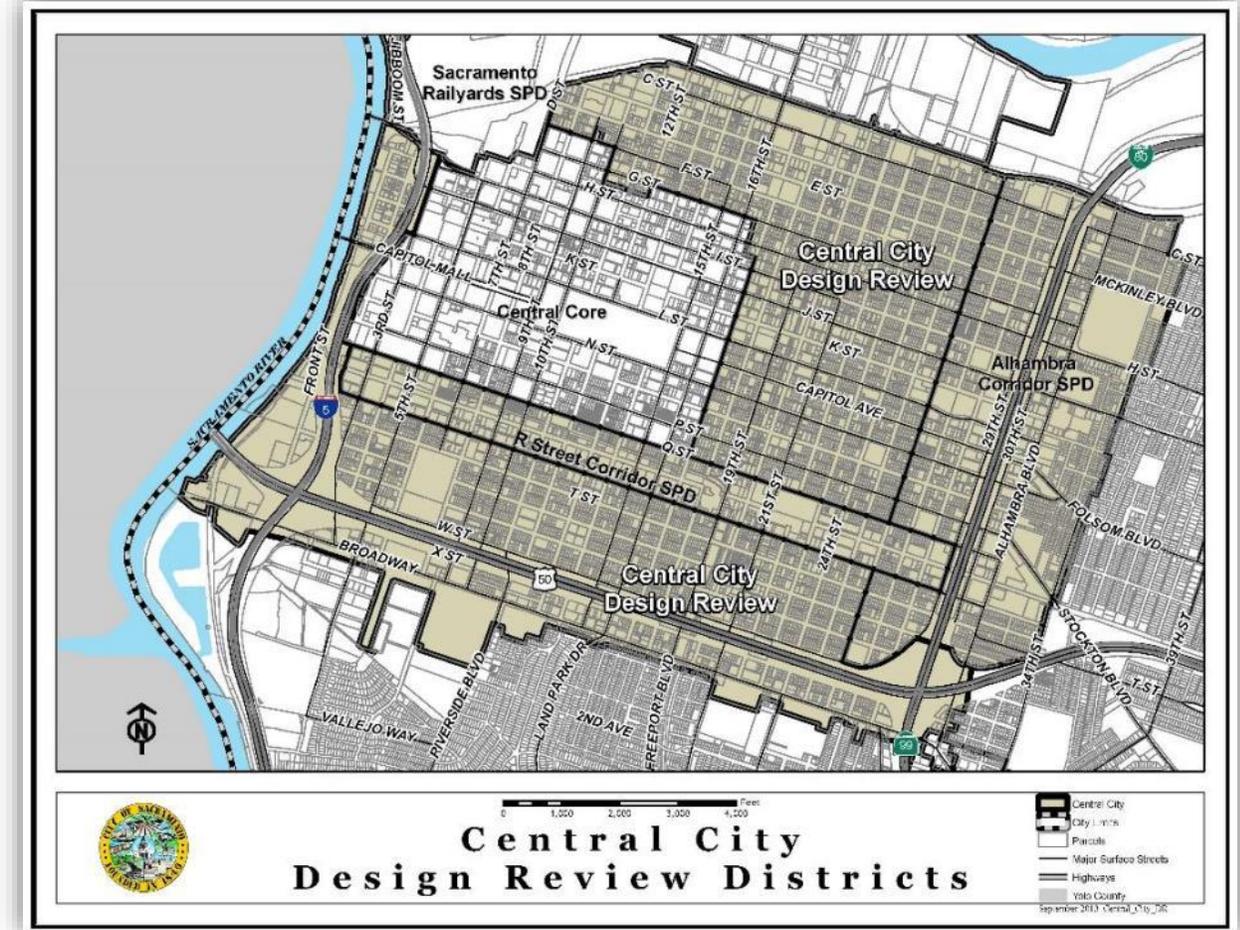
Key Policy Initiatives

- Zoning Code Amendments:
 - Rezoning unlikely
 - Create maximum parking requirements for all commercial uses
 - Reduce open space requirements based on urban land use designations



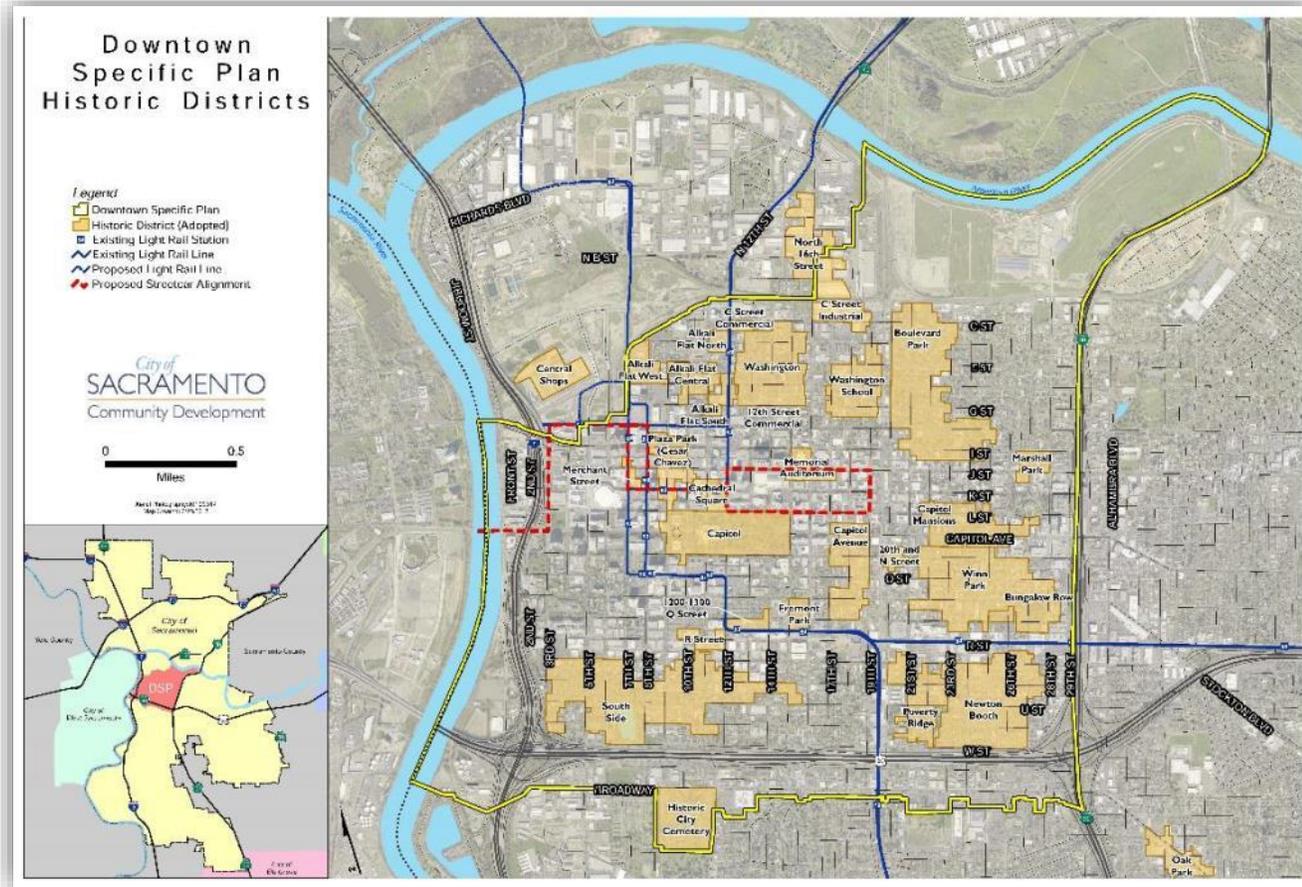
Key Policy Initiatives

- Design Guideline Amendments:
 - Provide unique guidelines for development along streetcar and transit lines
 - Protect Tree Canopy
 - Guide alley activation
 - Add Crime Prevention Through Environmental Design
 - Discourage new curb cuts and driveways



Key Policy Initiatives

- **Historic Preservation:**
 - Historic and Cultural Resources Chapter
 - Adaptive Reuse Guidelines
 - Amendments to the Planning and Development Code (Preservation Incentive Programs)
 - R Street Corridor Historic District Survey Report
 - Analysis of Opportunity Sites for Eligible Historic Resources



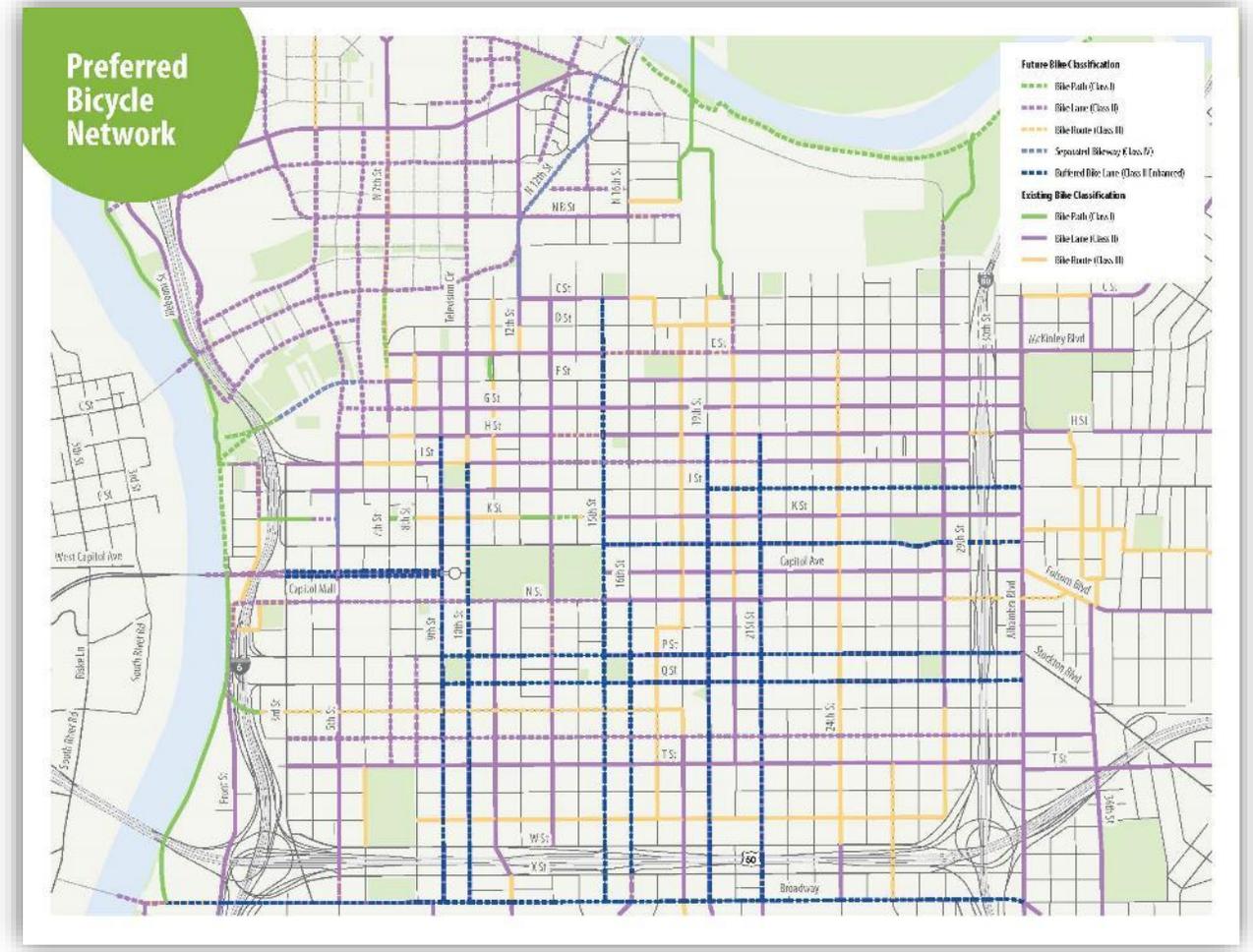
Key Policy Initiatives

- Anti-displacement policies:
 - Maximize resources for affordable housing
 - Increase overall housing supply
 - Encourage alternative housing types
 - Incentivize locally owned businesses



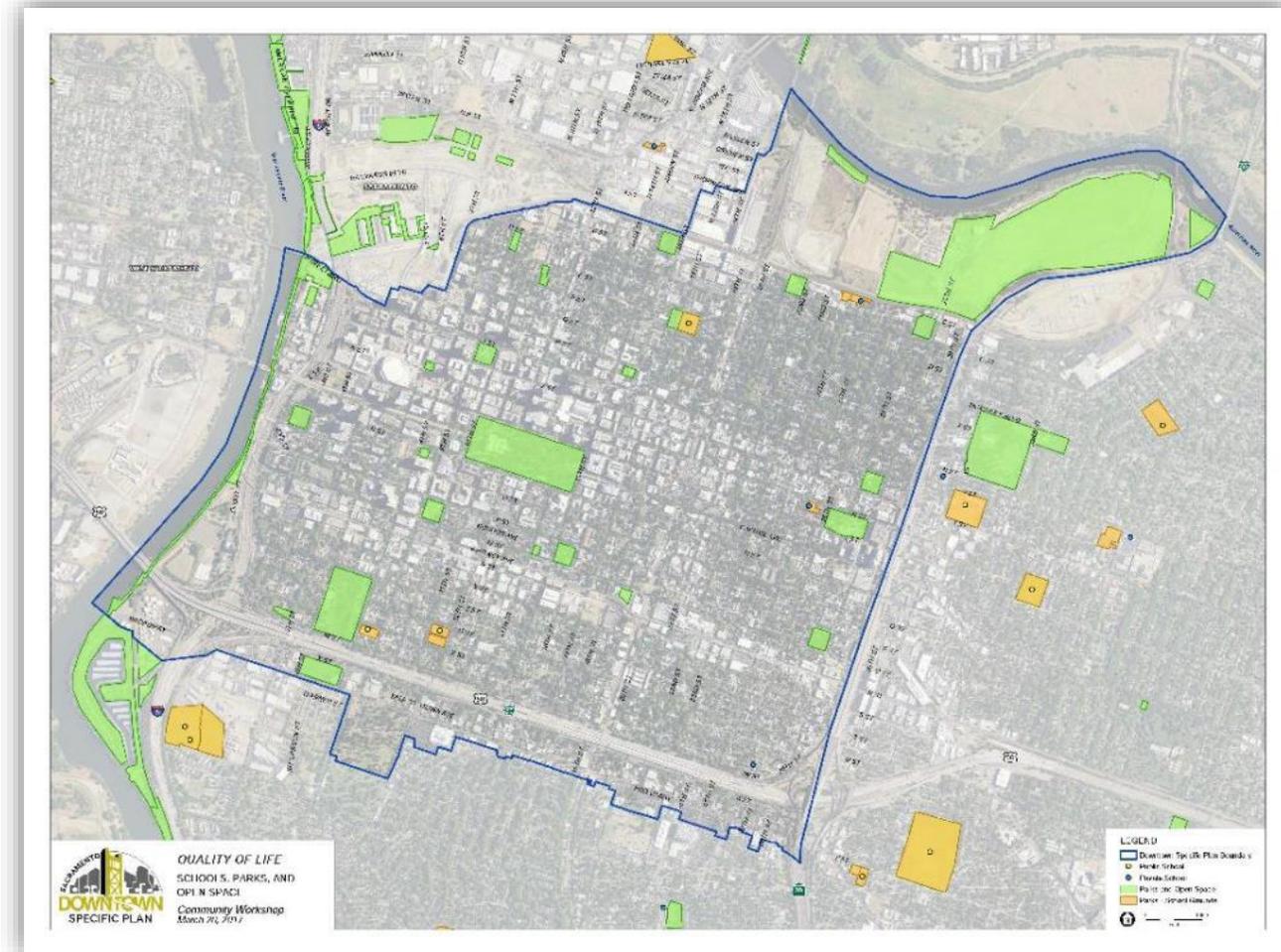
Key Policy Initiatives

- **Mobility Policies:**
 - Adopt Grid 3.0 (Downtown Transportation Study)
 - Protect neighborhood parking
 - Identify Electric Vehicle charging stations
 - Improve wayfinding
 - Improve signal lights



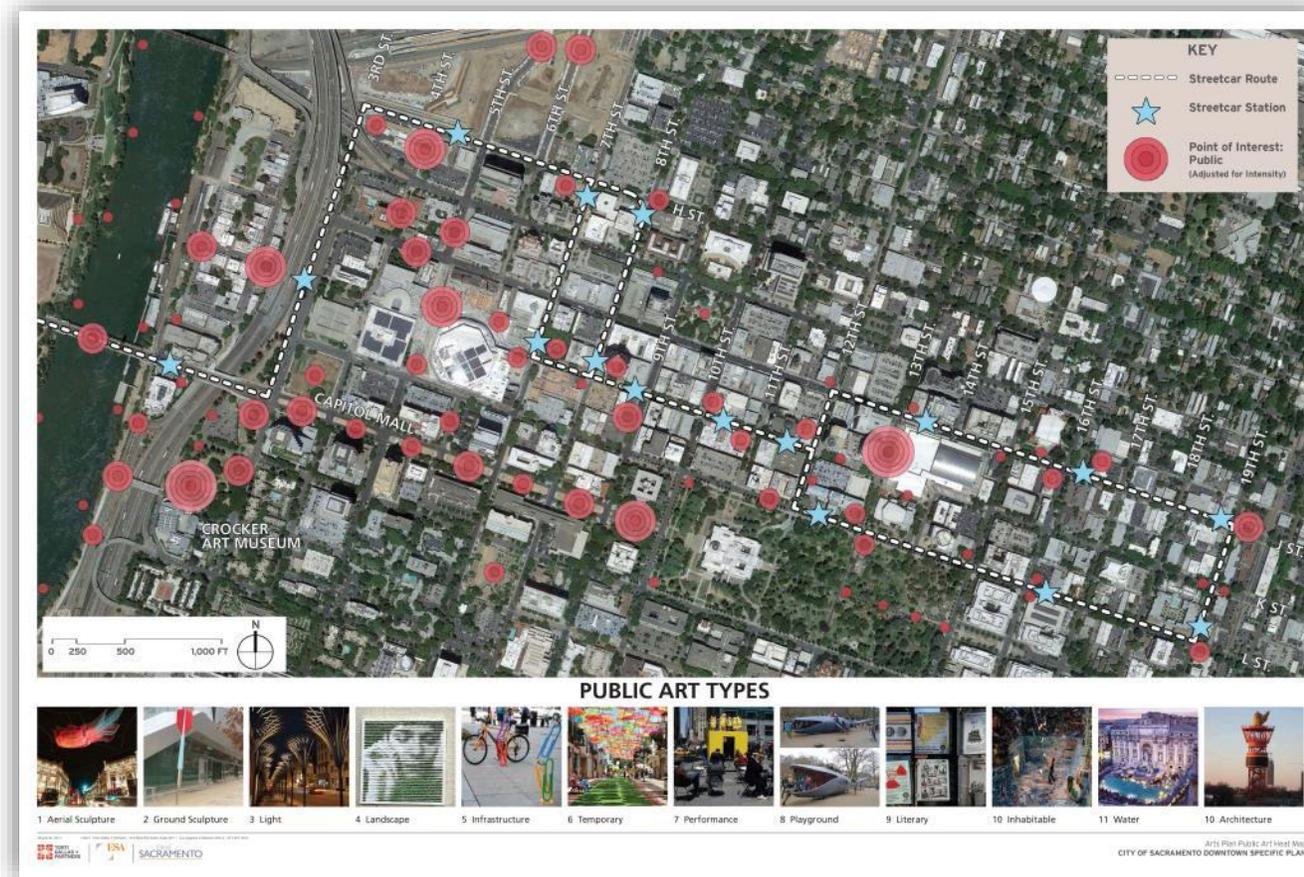
Key Policy Initiatives

- Amenities:
 - Encourage amenities that improve quality of life and increase the demand for housing
 - Improve utilization of existing parks
 - Coordinate with schools



Public Art Plan

- Identify locations within the vicinity of the streetcar corridor
- Prioritize function of the art vs. design
- Provide guidelines for overall plan area for location and function of art



Next Steps

- Public Review of Draft Environmental Document – Summer 2017
- Community Workshop – Summer 2017
- Commission Hearing – November 2017
- Plan Adoption – December 2017



More information at...

www.DowntownSpecificPlan.com

The screenshot shows the homepage of the Downtown Specific Plan website. At the top left is the logo for the City of Sacramento Downtown Specific Plan. To the right of the logo is the text "City of SACRAMENTO Community Development" and navigation links for "News & Updates", "Get Involved", and "FAQs". Below the navigation is a large image of the Sacramento skyline at night with the Tower Bridge illuminated. Underneath the image is the text: "The Downtown Specific Plan is the City of Sacramento's strategy to attract more residential infill development throughout Downtown Sacramento while protecting the quality of life of central city neighborhoods." Below this is a section titled "DOWNTOWN SPECIFIC PLAN'S GOALS" with a bulleted list of four goals. To the right of the goals is a "NEWS & UPDATES" section with two news items, each with a small image and a date.

SACRAMENTO DOWNTOWN SPECIFIC PLAN

City of SACRAMENTO
Community Development

News & Updates Get Involved FAQs

The Downtown Specific Plan is the City of Sacramento's strategy to attract more residential infill development throughout Downtown Sacramento while protecting the quality of life of central city neighborhoods.

DOWNTOWN SPECIFIC PLAN'S GOALS

- Create a Specific Plan that paves the way for at least 10,000 housing units to be built
- 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

NEWS & UPDATES

Sacramento launches 10,000 unit downtown housing initiative August 28th, 2015

Five things to know about Sacramento's new downtown August 22nd, 2015

The screenshot shows the sign-up page for the Downtown Specific Plan. It features the same header as the homepage. Below the header is a "GET INVOLVED" section with a text box stating "This study is underway and you should be a part of it. Sign up to receive email updates." Below this text are input fields for "Name", "Email", and "Message". There are "Submit" and "Reset" buttons below the message field. To the right of the sign-up form is a "NEWS & UPDATES" section with two news items. Below the news section is a "GET INVOLVED!" section with input fields for "Name" and "Email", and a "Sign Up" button. At the bottom right, there is a copyright notice: "© 2016 City of Sacramento".

SACRAMENTO DOWNTOWN SPECIFIC PLAN

City of SACRAMENTO
Community Development

News & Updates Get Involved FAQs

Home Get Involved

GET INVOLVED

This study is underway and you should be a part of it. Sign up to receive email updates.

Name

Email

Message

NEWS & UPDATES

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GET INVOLVED!

Name

Email

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