



Virtual Community Dialogue - Summary of Feedback

Introduction

The City of Sacramento plans to re-energize Downtown by creating a plan that paves the way for at least 10,000 new housing units to live in the next 10 years, exclusive of those already entitled in the River District and the Railyards. In 2015, the Downtown Housing Initiative was launched to meet this goal. The Downtown Specific Plan takes that initiative further by looking at growth opportunities for the next twenty years and beyond.

Throughout the planning process, the Downtown Specific Plan aims to provide greater detail for where future housing will be located and what it will look like, how to integrate this development with transit and other mobility options, where there are needed infrastructure improvements, how to encourage amenities to support additional residents, and methods of financing new infrastructure. The development of the Specific Plan was kicked off in late summer of 2016 and will finish in 2017.

Downtown Specific Plan Goals

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

Community Outreach Approach

The project team is collaborating with development experts, community-based interest groups, and the community at large to develop a plan that fits within the context of the community.

As part of the collaborative process, the project team assembled a Development Advisory Group (DAG), composed of local private developers, affordable housing developers, architects, attorneys, and bankers. The purpose of the DAG is to create a better understanding of their experience developing in the City of Sacramento; and to identify the challenges, opportunities, and barriers to getting more infill development in Downtown. In addition, the City hosted a



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series of stakeholder meetings that included representatives from local neighborhood associations, the business community, the development community, and other-community based organizations to discuss different elements of the Downtown Specific Plan.

The project team also initiated a virtual community conversation to engage the community at large in an early discussion about leveraging existing and other community amenities and expanding opportunities to bring more amenities to Downtown to maintain and improve the quality of life for Central City. The goal of this discussion report is to provide an overview of the responses received and spur additional discussion on the plan.

The results from this virtual community dialogue may be used in engagement opportunities to be offered by the City, including (but not limited to): future stakeholder and DAG meetings, community open house events, workshops, and development showcases. Involving the community in online engagement opportunities for the Downtown Specific Plan is integral to broadening our dialogue, and bringing more housing while protecting the City's quality of life. The hope is that reading this discussion report will enlighten readers on the City's efforts to create the most comprehensive specific plan possible.

Methodology

The virtual community dialogue served as a forum for Sacramento community members to contribute their thoughts and ideas regarding the Downtown Specific Plan. The project team implemented a two-week virtual community dialogue to notify and engage with community members both in and outside of the project area. Comments featured in this discussion report come from 18 multiple choice, open-ended, and map-based questions submitted by community members via an online forum hosted on the Downtown Specific Plan [website](#).

The project team received 2,121 submissions from Monday, February 27 through Monday, March 13, 2017. The review team studied all responses and selected the most frequent answers for each question to include in the discussion paper. Each response selected reflects the diversity of opinions shared by the respondents.

The questions that appear in this discussion report focused on four elements that relate to the Downtown Specific Plan Goals: Community Values, Community Amenities, Public Spaces, and Corridors. Definitions and photo illustrations were provided to help provide clarity for each of the four elements. Although the dialogue offered examples of each element throughout the questionnaire, respondents were provided with an "Other" option to allow for additional ideas



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to be captured. To review the full list of “Other” and “Please Specify” responses, please visit the supplementary feedback document.

The first section on Community Values invited discussion on what respondents believe makes Sacramento special and the potential threats to Sacramento’s quality of life by identifying any concerns to infill development.

The second section focused on Community Amenities. Community members were provided with a broad definition and photographs to illustrate potential community amenities. Community amenities were defined as features within a community that are critical and/or enhance the quality of life for its residents.

The third section focused on Public Spaces. For the purposes of this discussion report, activated public spaces were defined as nice community spaces for people to enjoy whether by themselves or with others. A definition of placemaking was also provided and was defined as a way to reimagine everyday public spaces into spaces that promote people’s health, happiness, and well-being.

The fourth section focused on Corridors. Community members were offered the opportunity to share their opinions and thoughts about the corridors within the Downtown Specific Plan area and were told that Sacramento’s transportation grid is filled with opportunities to have unique and memorable experiences on different streets and corridors.

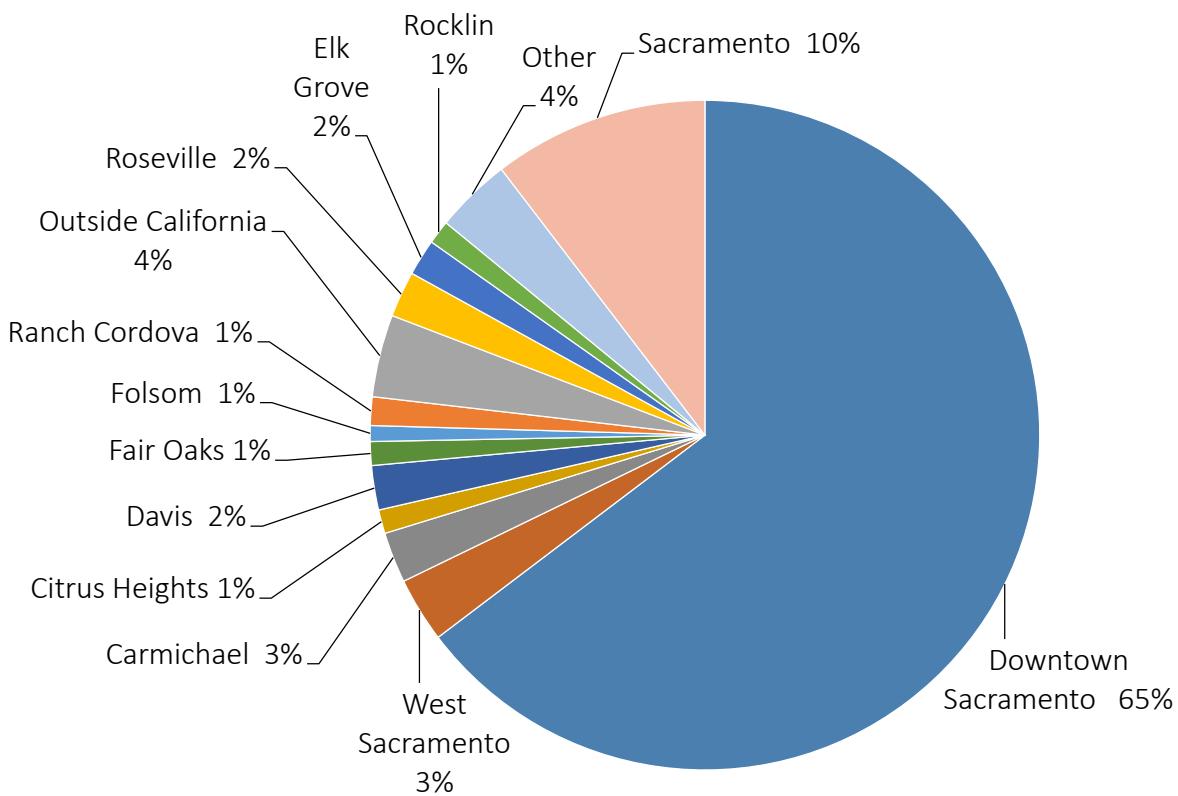
Questions within each section of this discussion report are accompanied by graphics and/or word cloud --an image composed of words in which the size of each word indicates its frequency or importance – or sample responses. Given that all 2,121 respondents submitted a wide range of responses, some of the responses to the same question may show a difference of opinion.

Virtual Community Dialogue Results

Demographic Information

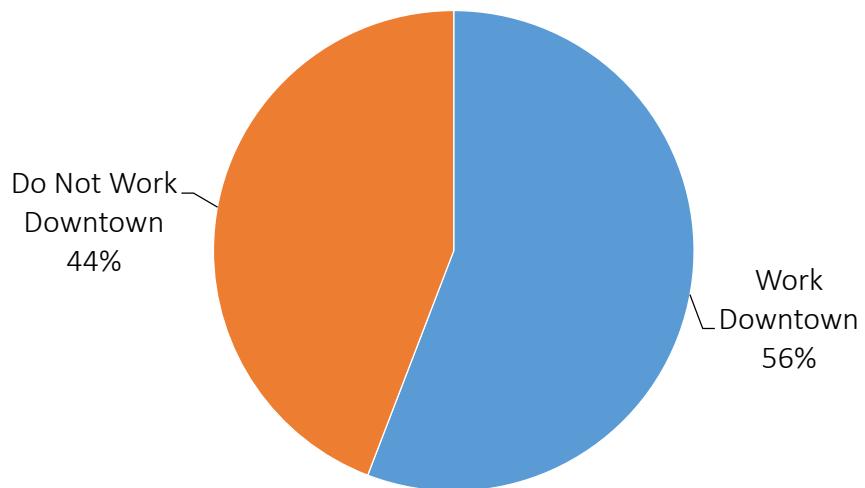
Do you live Downtown?

- Yes: 1294 (61%)
- No: 827 (39%)

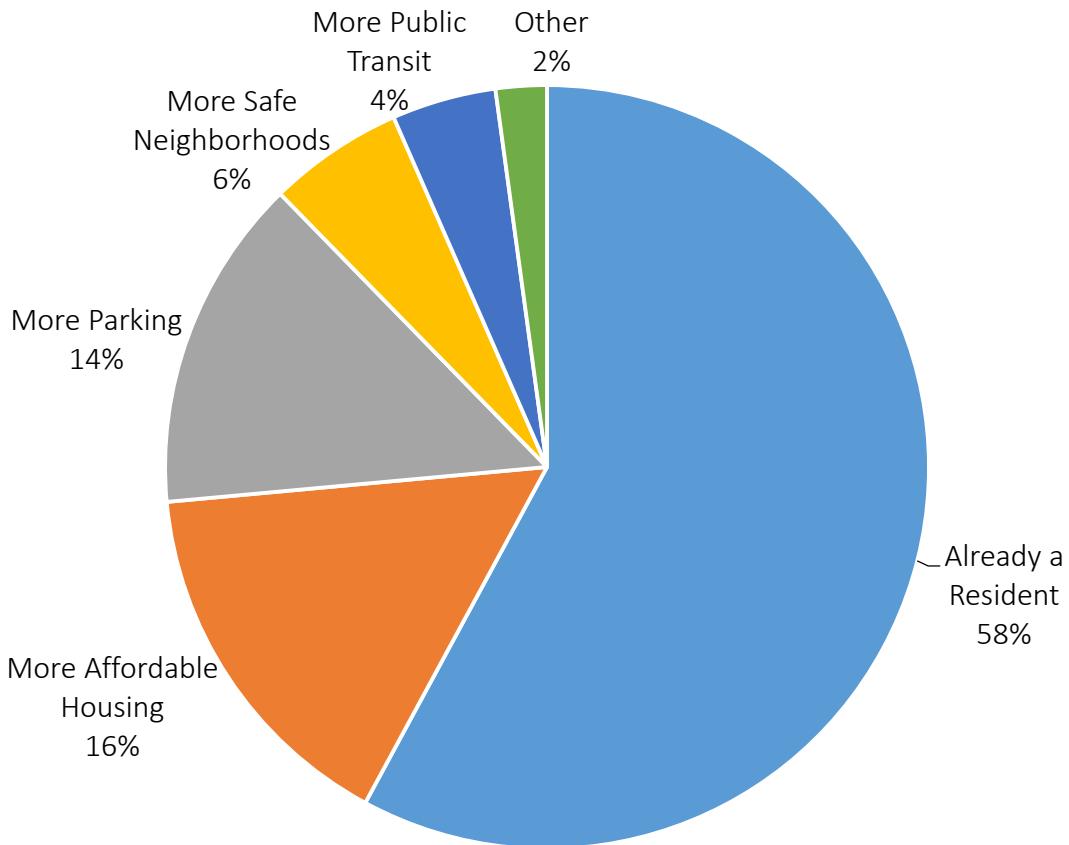


Do you work Downtown?

- Yes: 1164
- No: 921



What would get you to move Downtown?

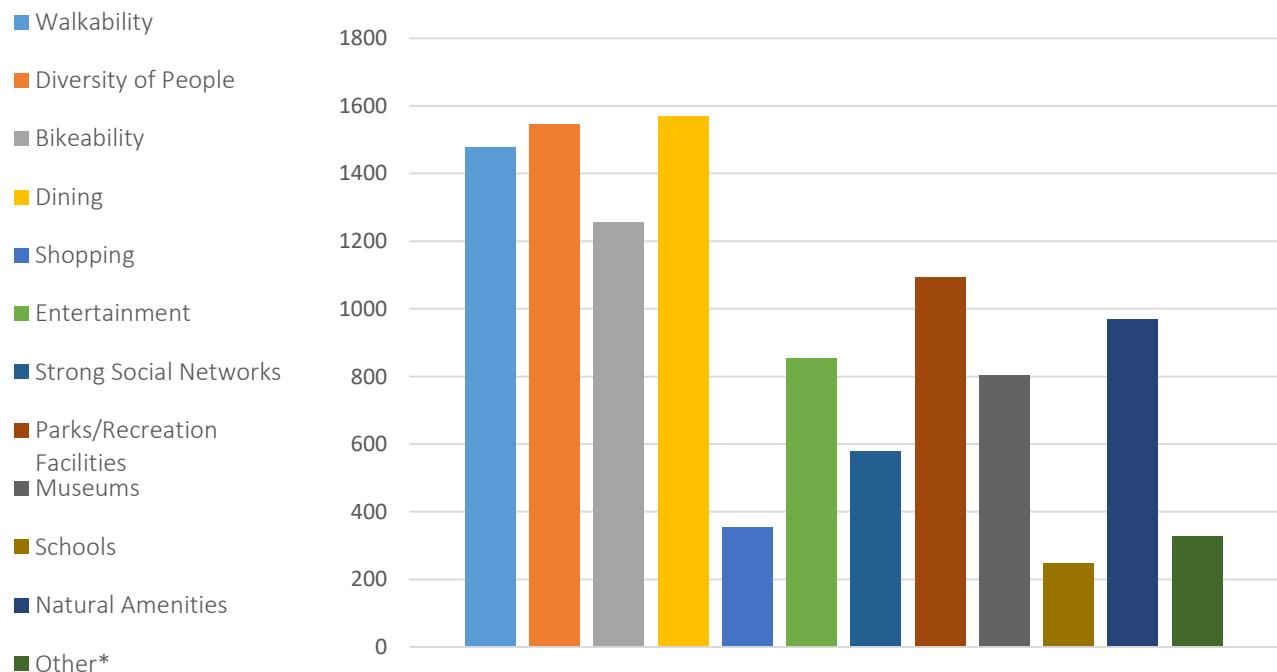


- Downtown needs grocery stores, other shops that residents frequent, such as hardware stores, etc., and reasonably priced housing.
- Lower rent, more secure feelings (homeless people on the streets, I wouldn't walk around at night alone), better public transportation OR more accessible/cheap parking options.
- Better public transportation. Easy to walk to grocery stores and parks. More river connections/ access or activities around the river. Good schools to walk to.
- I'm considering it, but I'd prefer our streets to handle the growth by accommodating bikes and pedestrian, not more cars and parking. I'd also like protected bike lanes, a solid grocery store and decent schools for my kids. Housing options for a family of four in downtown also come with a lot of space/quality tradeoffs. Also, the homelessness issue is something I can handle, but it raises safety concern for my children.

Community Values

What makes Sacramento special?

- Walkability
- Bikeability
- Shopping
- Entertainment
- Museums
- Dining
- Strong Social Networks
- Natural Amenities
- Diversity of People
- Parks/Recreation Facilities
- Schools
- Other (*Please Specify*)



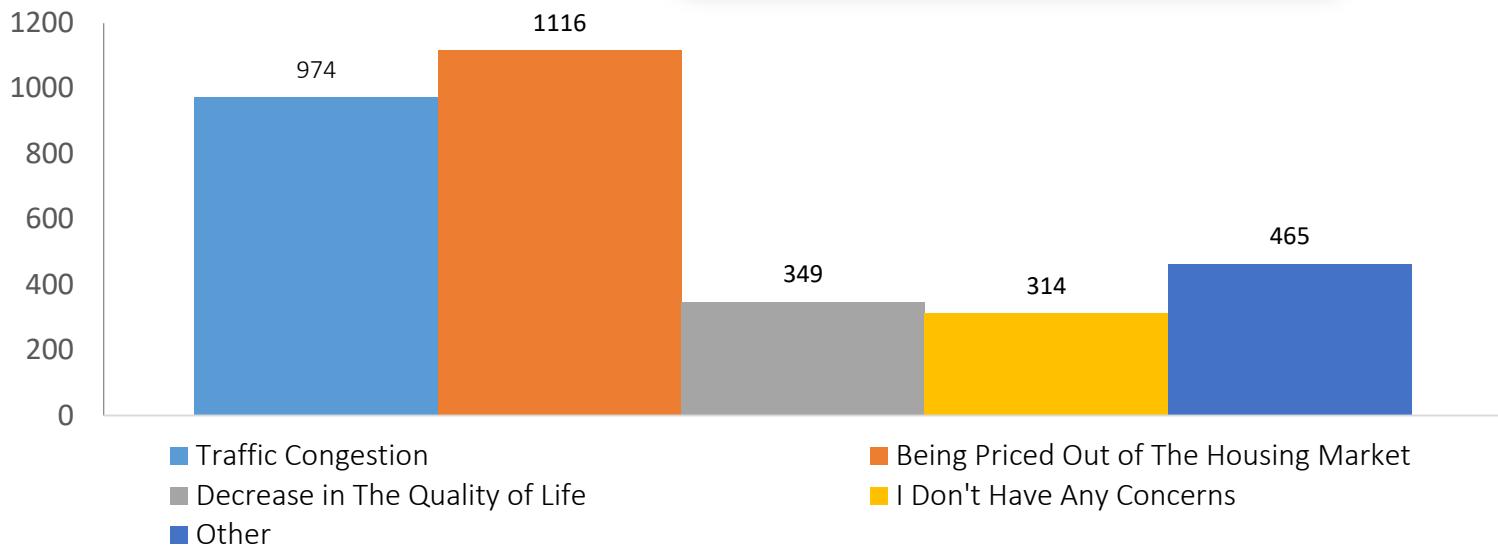
Other:

- An urban feel with still pockets of calm.
- Historic neighborhoods, buildings, and places. Tree canopy coverage.
- Diverse local art scene.
- Farm to fork dining options.
- Government, Agriculture, and Technology.

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

- Traffic Congestion
- Being Priced Out of the Housing Market
- Decrease in the Quality of Life
(Please Specify)
- I Don't Have Any Concerns
- Other *(Please Specify)*

Results:



Decrease in the Quality of Life – Please Specify

- More crime that comes with cramming more people into a limited space.
- I'm disabled and poor. All my resources (doctor, church, groceries, friends) are central city. If I am forced out, my quality of life will sour quickly.
- Overcrowding, loss of small businesses, destruction of diversity of the community.
- The quaintness and small town appeal of Sacramento has disappeared.
- Please don't push out our citizens and make the downtown unaffordable to the young and to those in the working class.

Other – Please Specify

- Existing charm being demolished for cheaper modern-looking construction.
- Tearing down trees, tearing down older single family homes/ historic homes.
- Gentrification of surrounding neighborhoods.

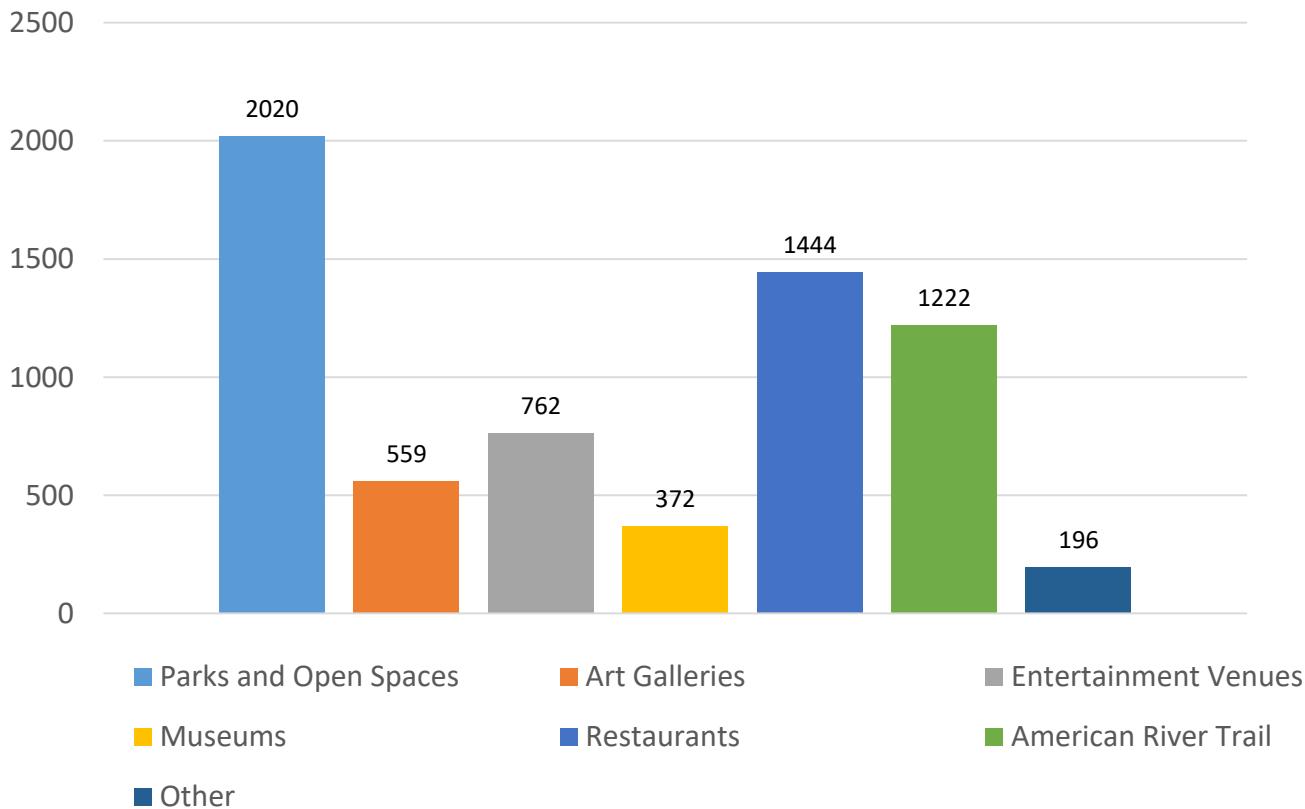


Community Amenities

What are your favorite existing amenities in Downtown?

- Parks and Open Spaces (*Please Specify*)
- Art Galleries (*Please Specify*)
- Entertainment Venues (*Please Specify*)
- Museums (*Please Specify*)
- Restaurants (*Please Specify*)
- American River Trail
- Other (*Please Specify*)

Results:





What are your favorite existing amenities in Downtown?

Art Galleries – Please Specify

Elliot Fouts Gallery
Smaller Art Galleries

Second Saturday Art Walk

Art Street
Smith Gallery Thursday Night Art Nights
Art Foundry Red Dot Panama R Street

Crocker Art Museum

Axis Beatnik Studios M5 Arts
Art House Red Museum WAL
Artists' Collaborative Beatnik B Sakata Garo
M5Arts The Viewpoint Art House on R
Brickhouse

Verge Center for the Arts
California Museum

Midtown Art Galleries
Pop Up Art Shows

What are your favorite existing amenities in Downtown?

Entertainment Venues – Please Specify

Midtown Bars

Ace of Spades
Smaller Venues

Festivals
Shine Events
B Street Theater

Harlow's

Golden 1 Center

Farmer's Markets
Celebrations

Memorial Auditorium
Community Center Theater



What are your favorite existing amenities in Downtown?

Museums – Please Specify

Sacramento History Museum
California State Capitol Museum
California Museum
Old Sacramento
Railroad Museum
Sacramento History Museum Sutter's Fort
Railway Museum
State Capitol Museum
State Indian Museum Crocker Art Museum
California State Railroad Museum
Women's Museum of California
Discovery Museum
Huntington Hopkins
California Automobile Museum

What are your favorite existing amenities in Downtown?

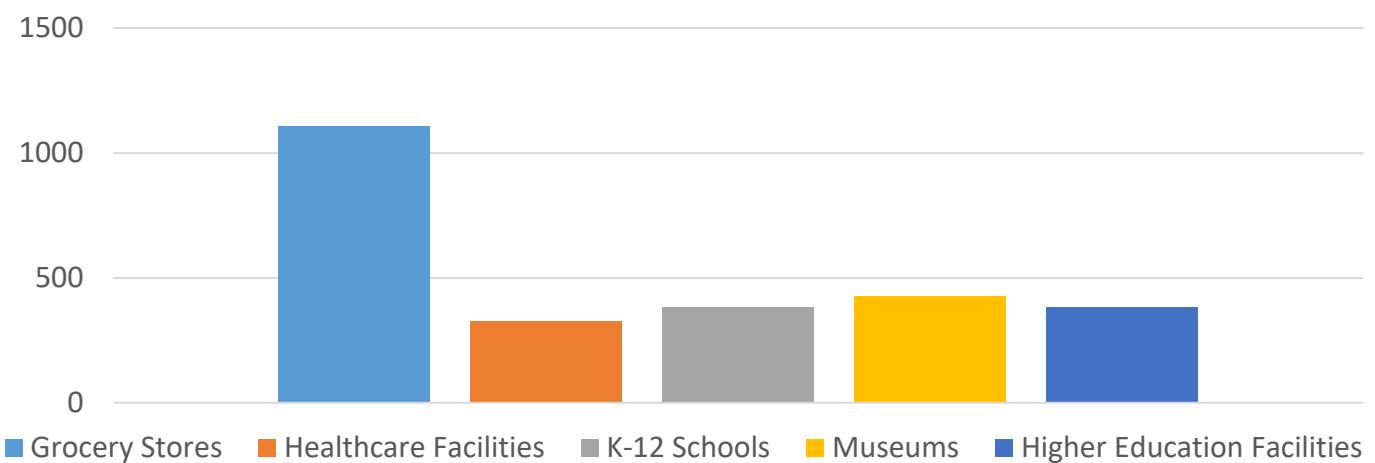
Other – Please Specify

- Sacramento Natural Foods Co-op. Local stores such as Capital Beads and University Art. Medical offices. Farmer's markets.
- Amazing farmer's markets, 2nd Saturday art walks, Art Street/Art Hotel, Concerts in the Park.
- The Sac Railyards is AMAZING, Old Town Riverwalk.
- Trees and different and unique districts.
- Neighborhood feels safe to walk in, lots of nice landscaping.
- The Central City really is a wonderful place with so much to offer.
- Music in the parks, open markets/fresh produce sold open air, Bistro Eating Outside, Biking, Quality Restaurants, Quality Stores, Safety, Security.
- The California State Capitol...most beautiful of all the ones we have seen.
- The new Golden 1 Center arena.
- Great mix of housing, retail, and office. Nice to have Safeway downtown.
- I very much enjoy walking around amidst the taller buildings, and the density of fellow citizens on the sidewalks.
- The R Street Market is so cool, I love the mix of restaurants and cool shopping spots!
- Tree canopy to absorb carbon and provide shade in the summer.
- All of the above. Downtown has a little bit of everything.

What amenities would you like to see in Downtown?

- Grocery Stores
- Healthcare Facilities
- K-12 Schools
- Museums (*Please Specify*)
- Higher Education Facilities

Results:



What amenities would you like to see in Downtown?

Museums – Please Specify

California Delta Museum
California Diversity Museum Agricultural Science Museum
Interactive Museum Children's Discovery Museum
Technology Museum Regional Interests Museum
 Agricultural History Museum
 Railway Technology Museum Planetarium
Children's Museum Cultural Museum Innovation Museum
Aquarium History Museum Science Center
 Water Museum Music Museum Any Museum Diverse Museum
 Space Museum World Cultural Museum Sister Cities Museum
 Light Installation Art Street Biology Museum **Museum of Modern Art**
Science Museum Educational Museum
 Technology Museum Labor History Museum
 Photography Museum Diversity Museum LGBT Museum
Exploratorium Multi-Cultural Museum Interactive Museum Abstract Museum
 California History Museum Architecture Museum Planetarium Fine Art Museum
 Discovery Museum Local Art Museum
 California State Aquarium
 Performing Art Museum Sacramento History Museum
High Speed Rail Museum Literary California Museum
 Space X/Tesla/Aerojet Museum Contemporary Art Museum
Powerhouse Science Center Natural History Museum

Where are there opportunities for amenities Downtown?

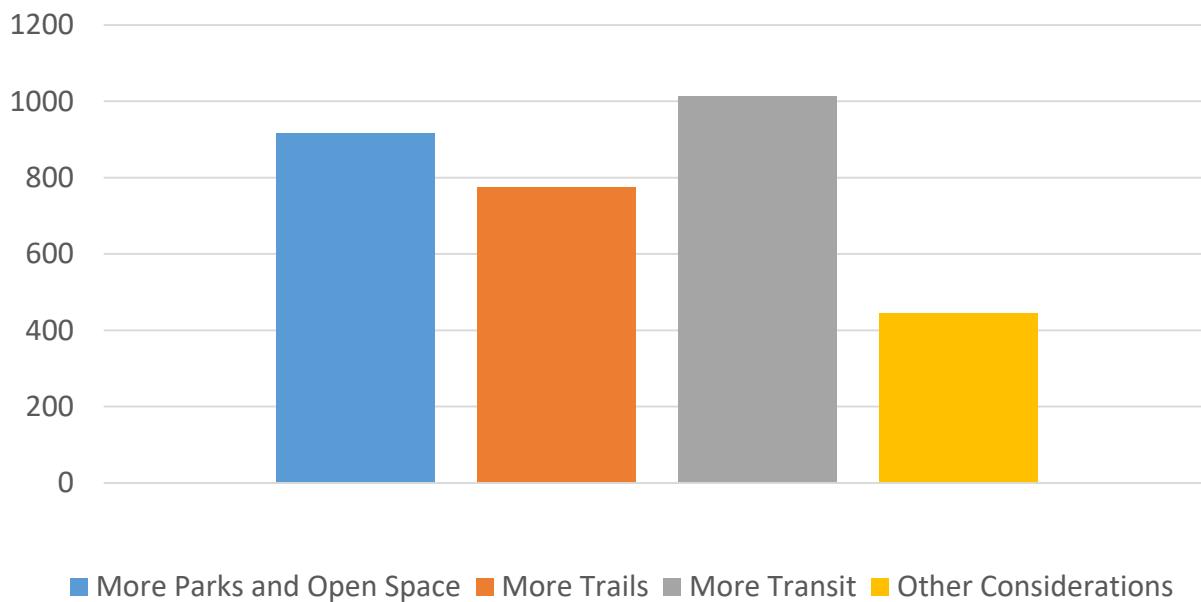


Pet Stores **Art Installations**
Dog Parks **Safe Biking**
Aquarium **Multi-Cultural Museum** **Nugget Market**
Music Festivals **Tunnels** **Restaurants** **River Bike Path.**
Power House **Science Museum**
Bicycle Path **Murals** **Railyards**
Sports Museum
History Museum I-80 Expansion Kaiser Permanente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

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

- More Parks and Open Space
- More Trails
- More Transit
- Other Considerations (*Please Specify*)

Results:



Other Considerations – Please Specify

- Free parking after 6pm.
- Re-stripe all roads downtown to two lanes for cars, and bike lanes on either side. No parking close to intersections.
- More stores for shopping. Arden Fair is the closest with any amount of choices.
- I adore our local theatres and would love to see more art spaces.
- Community gardens, safer bike lanes, and access to public art.
- I would like to see more emphasis on the history of Sacramento and the area.
- Easier parking for non-arena attendees. Parking has gotten too expensive and oriented around the arena.

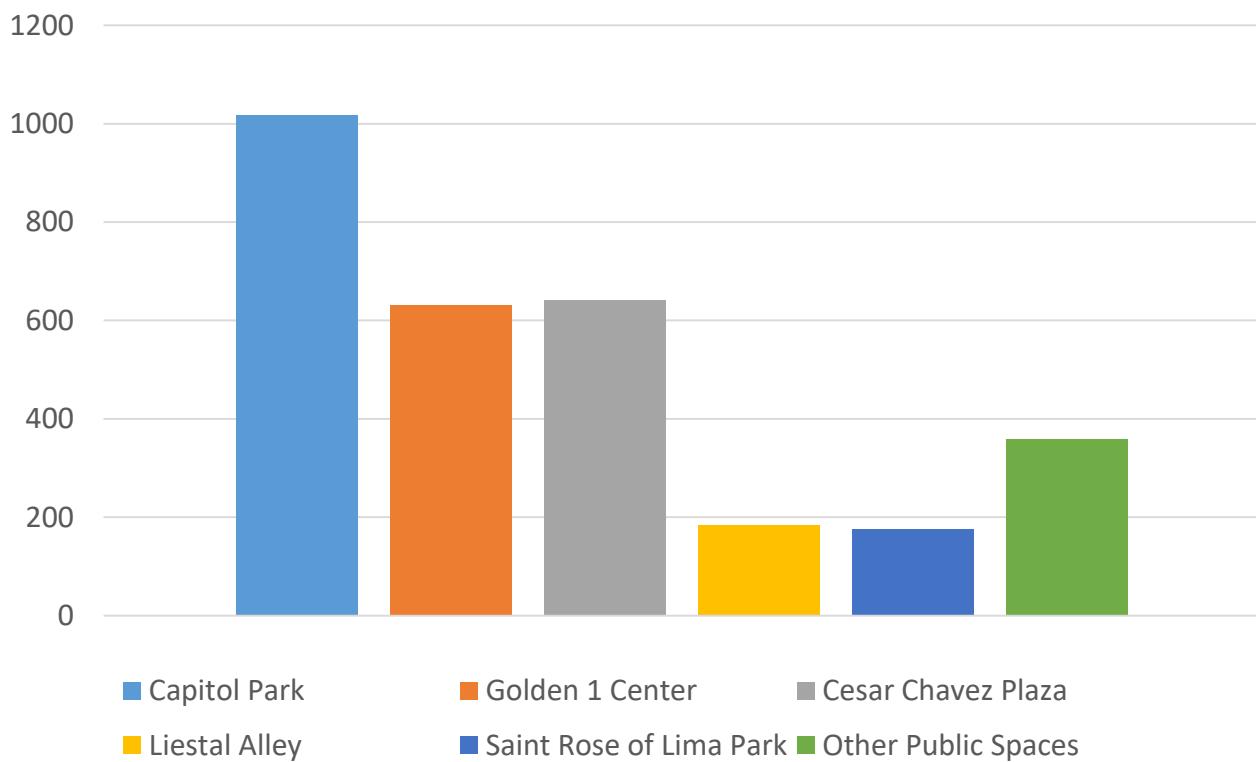
Public Spaces

What are some of Downtown's best public spaces?

- Capitol Park
- Golden 1 Center
- Cesar Chavez Plaza
- Liestal Alley
- Saint Rose of Lima Park
- Other (*Please Specify*)



Results:

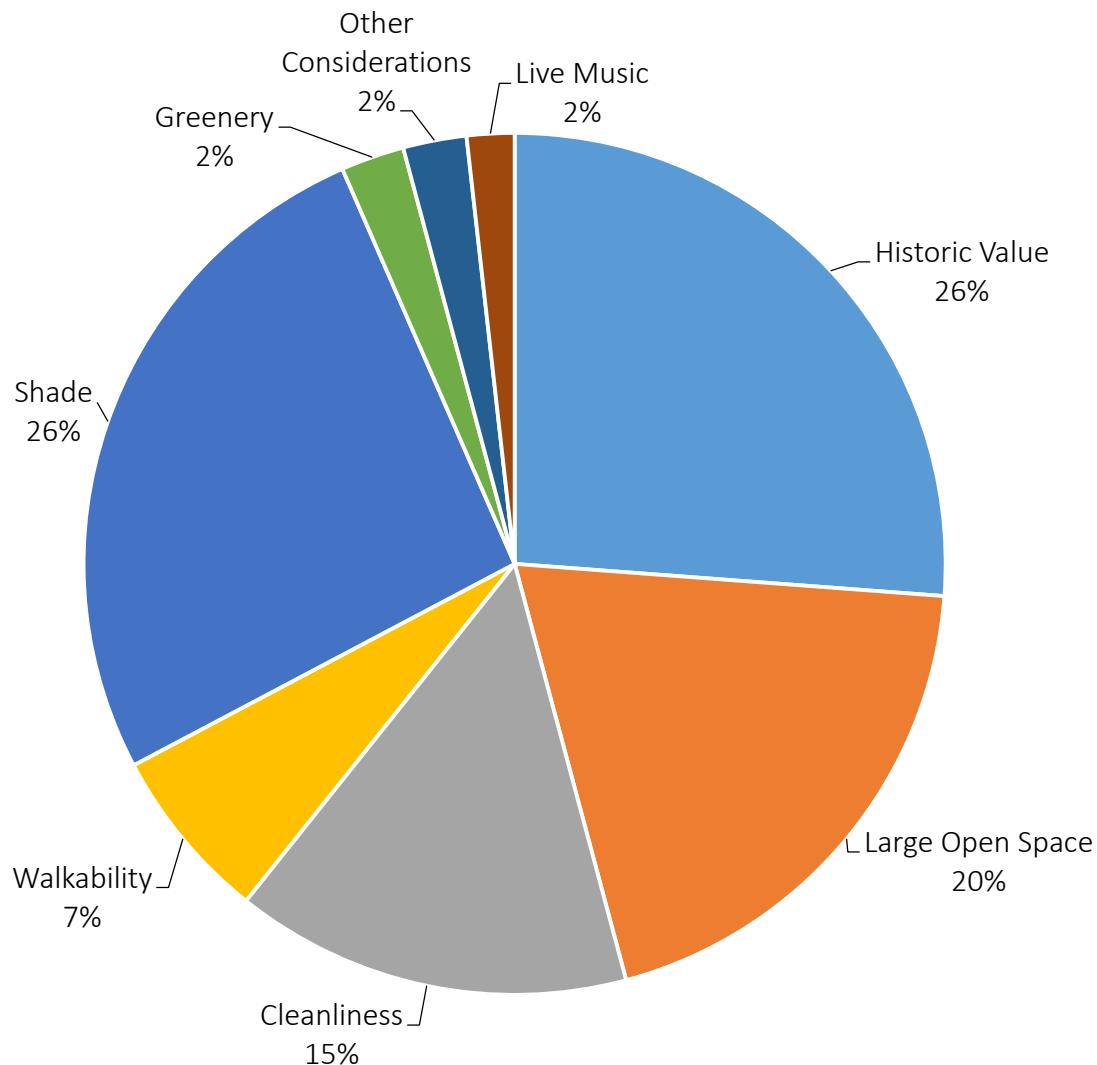


Other – Please Specify

- Some of the best public spaces are our sidewalks and parklets.
- Discovery Park and the American River.
- Southside Park and the MAARS building area.
- Roosevelt Park on P Street between 9th and 10th.

What makes these public spaces special?

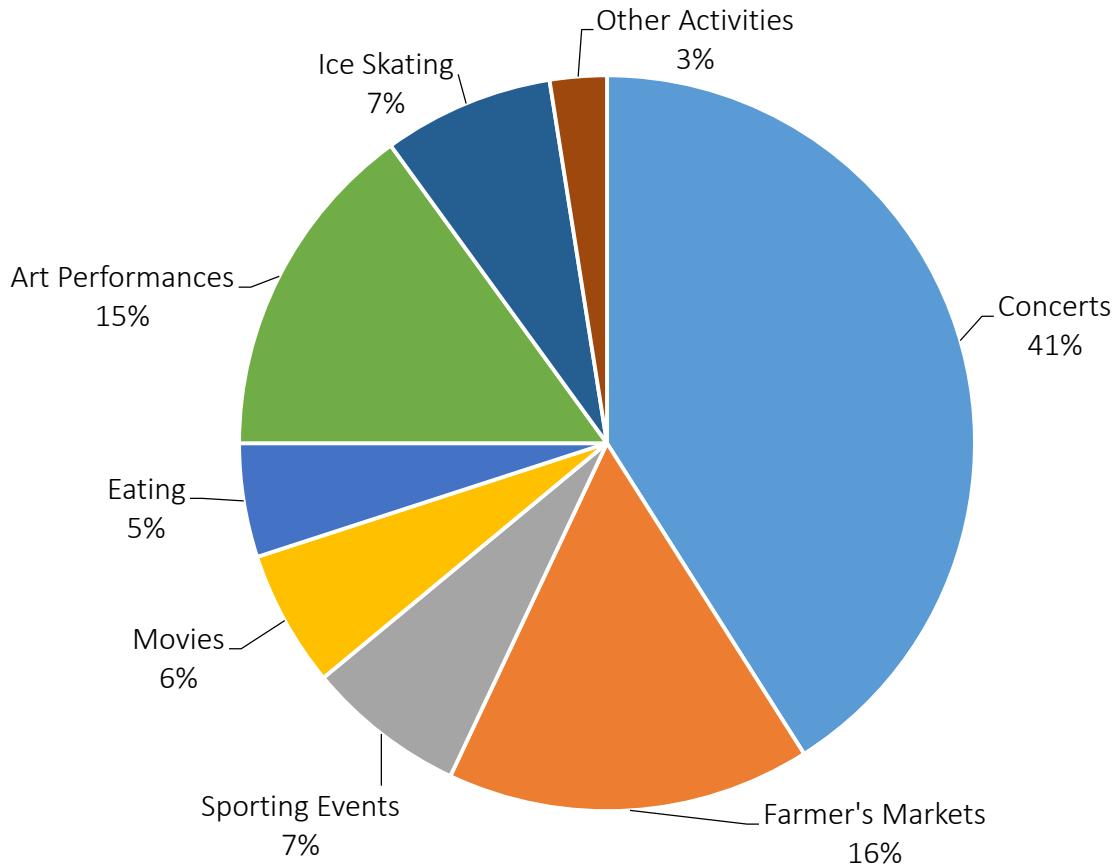
Results:



- Cesar Chavez Park has the farmers' market, which is a great amenity.
- Liestal is neat and I enjoy being there.
- Plenty of room for strolling and plenty of seating.
- Multiple activities that happen at both areas that draw people in and around.
- Capitol Gardens is great because it's not only beautiful, but also educational with all the trees labeled.
- The green spaces are nice. I think they should be more than just green though. We should be innovative in the way we use rain water, etc.

What activities occur in these public spaces?

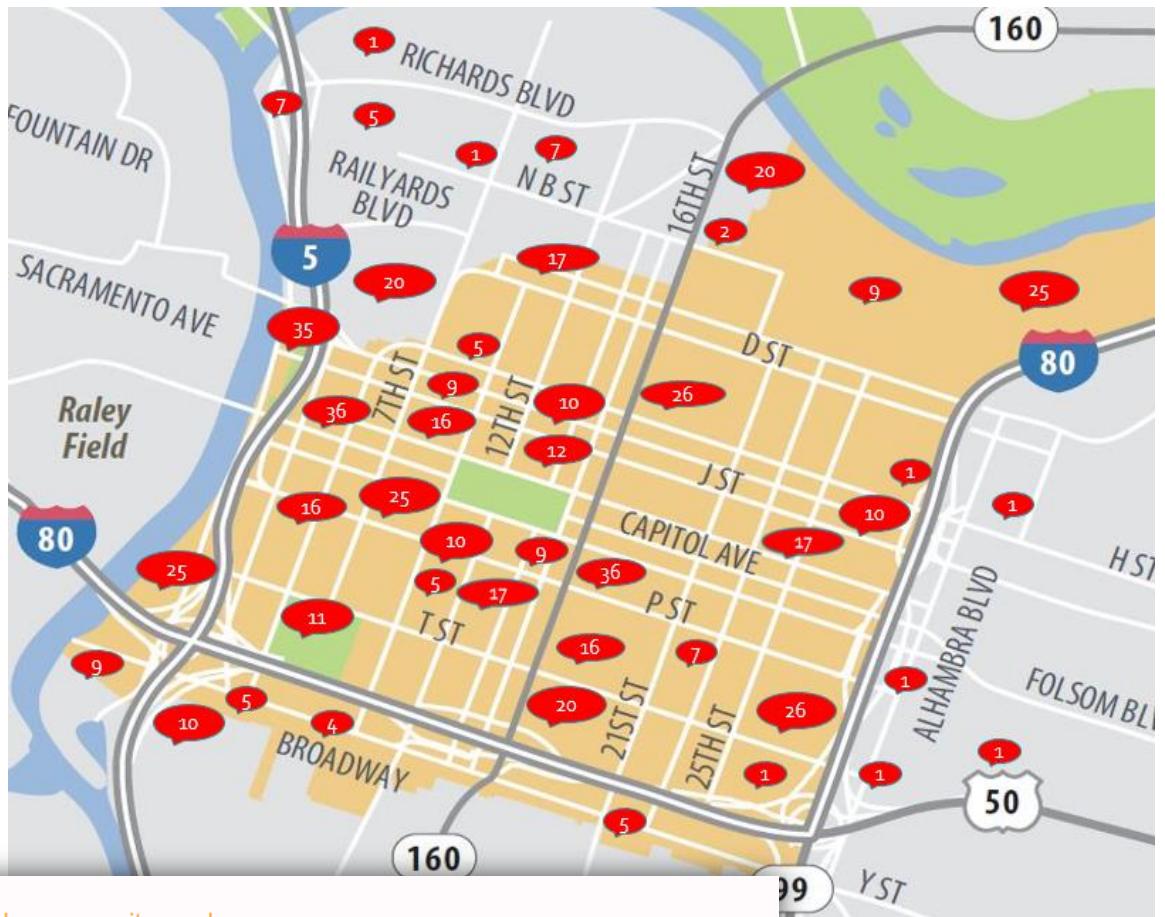
Results:



- Casual interaction with people you know.
- Organized activities take place at both Capitol and Chavez parks. Capitol Park is also great for walking around for exercise.
- Concerts, sporting events, and western themed events.
- Around Capitol Park one can look at different trees, the Capitol in and of itself is educational. Golden 1 Center has sports games, entertainers, etc.
- Concerts and I believe some sort of nonprofit activity for unhoused people.
- Special events (races, street festivals, etc.) as well as groups walking and running.
- Picnics, walking, napping, etc.
- Summer concerts at Cesar Chavez park.
- Entertainment festivals.

What are some opportunities for great public spaces?

Results:



16th and S: Need a coomunity garden.

Sutter's Landing: Provide bathrooms and showers for homeless.

Railyards: Needs botanical garden.

Chinatown: Has so much potential!

St. Rose of Lima Park: Revitalize the plaza space.

McKinley Park: Needs live music and food festivals.

Southside Park: Paddle boarding!

Marshall Park: Help relocate homeless.

Capitol Mall: Needs public art!

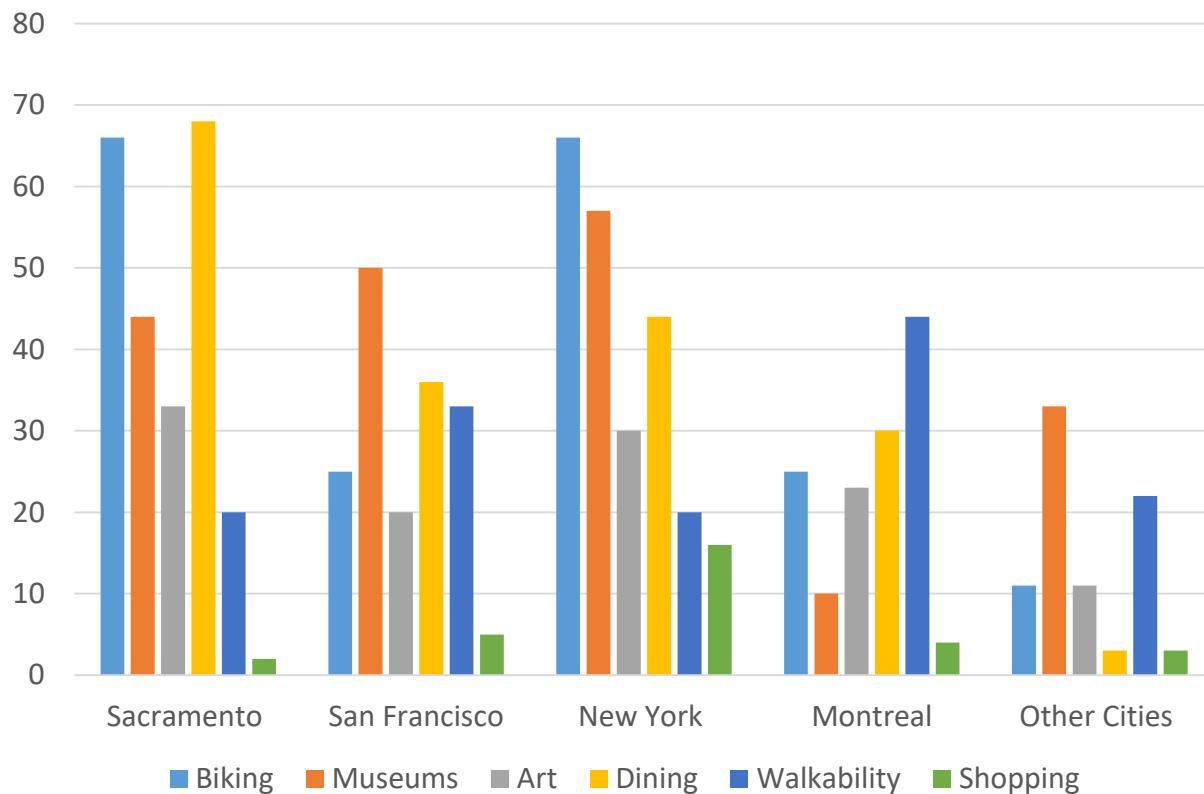
Broadway: Needs a facelift.

The Docks Area: Make Miller Park a destination!

R Street Corridor: Need parklettes.

Tell us about one of your happiest urban experiences.

Results:



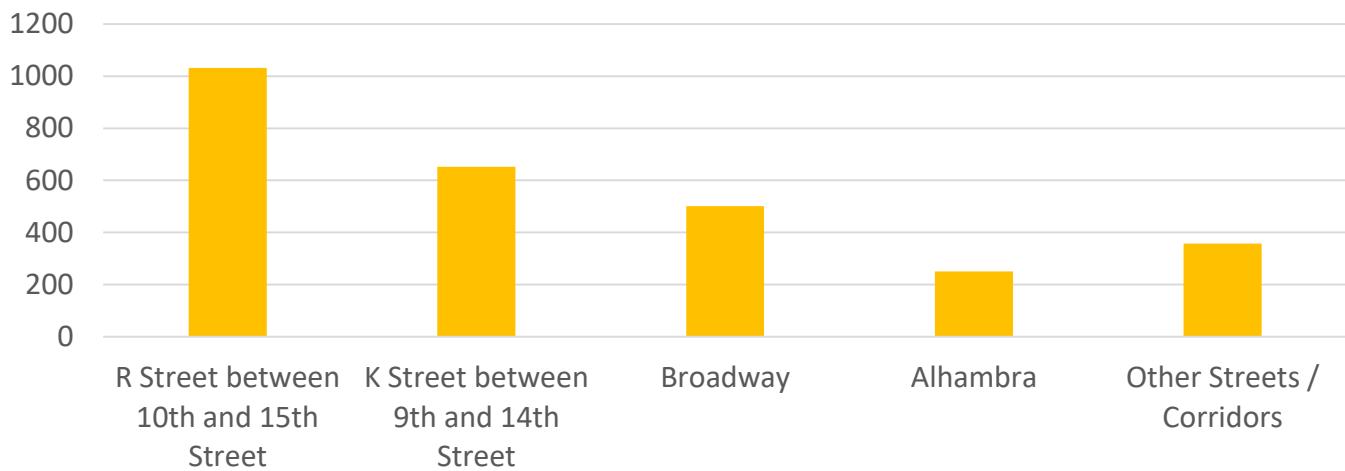
- New Belgium Brewing set up a great community event in Southside Park that has since changed my perspective on the park.
- Tours of San Francisco's Transbay Center. A side-by-side comparison is needed of the development of the Transbay Center Redevelopment Area versus The Sacramento RailYards project.
- Sitting in Rittenhouse Square Park in Philadelphia for hours, doing nothing, reading, and always just running into people you know and/or having quality people watching opportunities.
- I recently spent a few days in New York City with my granddaughter. We loved exploring Central Park. There were places for her to climb and run, places to sit, and even spots to play chess. There were vendors in the park for treats and even a lovely restaurant. The Ferris wheel was a hit.
- Second Saturday Art Walk!

Corridors

What are your top three streets / corridors in Downtown where you enjoy spending your time?

- R Street between 10th and 15th Street
- K Street between 9th and 14th Street
- Broadway
- Alhambra
- Other (*Please Specify*)

Results:

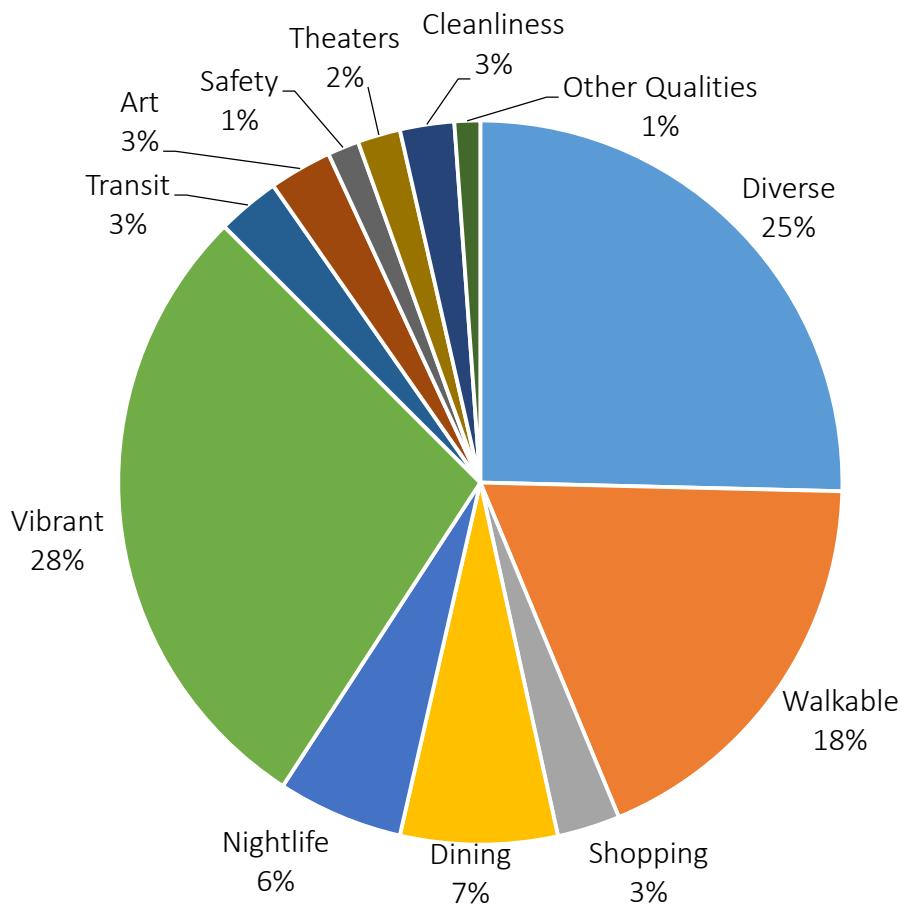


Other – Please Specify

J Street from 15th to 28th Street 16th Street between J and Q Street
 C Street to H Street in Midtown K Street from 15th to 19th Street
 18th Street between Capitol and L Street 20th Street between J and L Street
 Old Sacramento and the River Walk
 Capitol Mall J Street from 27th to Capitol City Freeway
 35th Street in Oak Park 16th Street from R to I Street L Street from 14th to 22nd Street
 Capitol in Midtown Handle District L Street between 14th and 20th
 L Street Lavender Heights L Street from 10th to 16th Street
 21st Street between J and P Street Midtown L Street Downtown
 16th Street R Street J Street Downtown Boulevard Park
 J Street on Second Saturday 18th Street L Street from 3rd Street to Alhambra Boulevard
 20th Street Capitol Avenue S Street between 28th and 29th Street
 L Street between 15th and 21st Street Oak Park
 21st Street from E to P Street J Street in Midtown
 J Street K Street T Street L Street near 16th Street McKinley Park S Street in Downtown
 15th Street Capitol Park L Street near the Capitol
 L Street between 14th and 19th Street 21st Street Broadway
 21st Street between J and Q Street K Street & 20th Street
 J Street from the River to East Sacramento
 J Street from Front Street to Alhambra Boulevard 19th to 24th Street
 I Street in Midtown I Street in East Sacramento
 16th & P Street J Street from 16th to 21st Street
 K Street in Midtown 20th Street from I Street to Capitol
 N Street between 10th and 15th Street Midtown Streets 16th between light rail and J Street
 Folsom Boulevard in East Sacramento 16th Street from L to S Street
 L Street in Midtown

What is special about these streets / corridors?

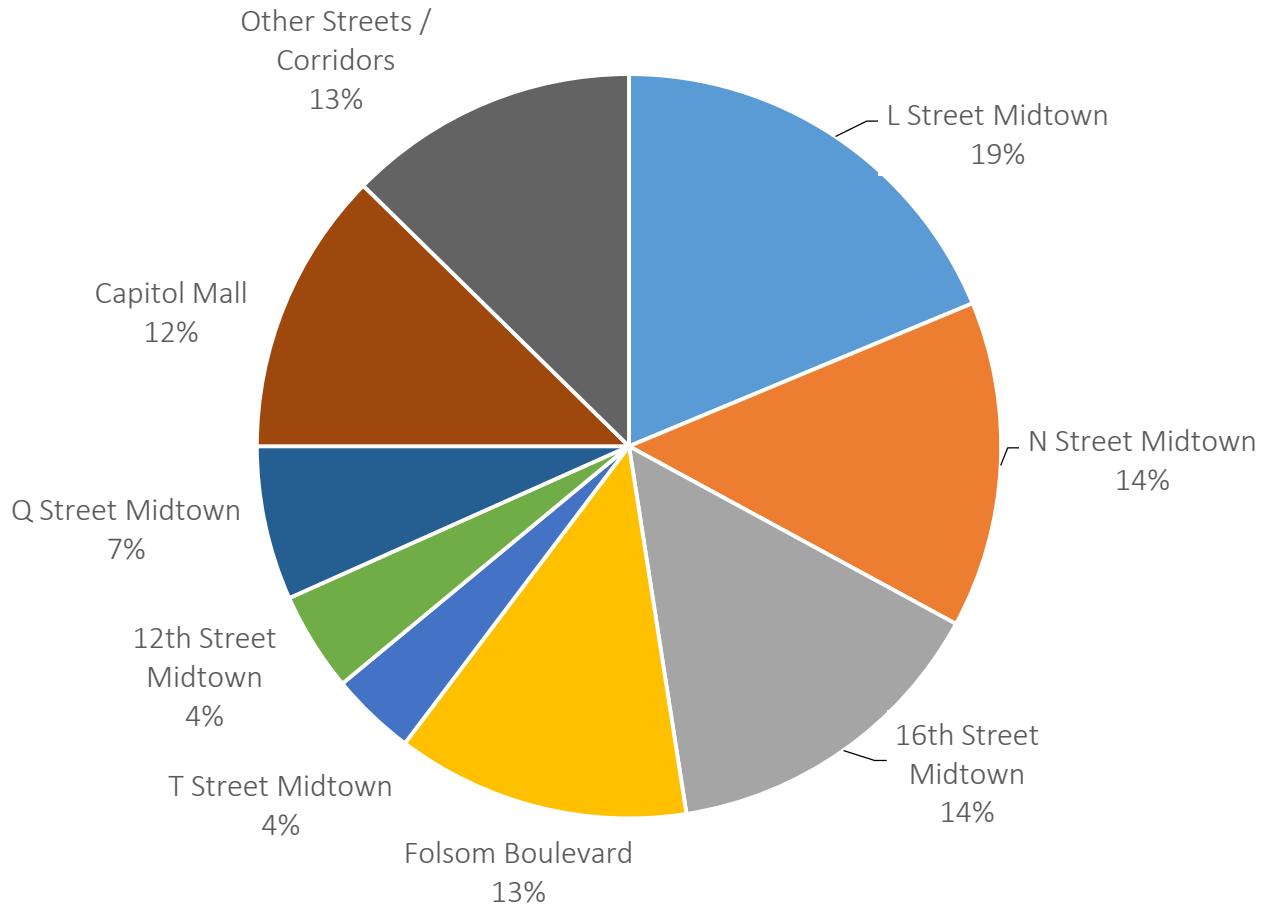
Results:



- Shops, restaurants, housing all together.
- Easy daytime auto access for services and restaurants. Seniors need this due to health problems. California is growing older.
- The variety of places to go. Must have beer and coffee. Gather in Oak Park is great. Ability to walk or bike there. Broadway could use some work.
- R Street and K Street offer a nice clustering of shops, music/film venues, bars, and restaurants. I go for the food and enjoy spending time in the area.
- Decent selection of restaurants, bars, coffee joints, walkable.
- Temple Coffee and Andy's Candy. Estelle's was good but it closed because of increased rent after the arena was built.
- They are walkable, inviting, and have good neighbors. You want to stay a while.

Provide a street / corridor that can become a destination.

Results:



- Much of South Sacramento needs considerable economic stimulation.
- Broadway and Alhambra both have room to improve.
- J Street already has so many small boutiques, I think it could become a destination.
- Folsom Street (between 49th and 65th) in East Sacramento.
- I think Alhambra could be improved.
- I think S street over by Safeway and Hook and Ladder could be a good place to add more attractions.
- I have lived in Sacramento my whole life and have never really had a reason to go to the Southside park area. It would be cool to take advantage of all that space.



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Notification

To promote the virtual community dialogue, email notifications were sent to more than 10,000 interested community members. The project team reached out to the diverse group of stakeholders involved in the project to further promote the virtual community dialogue with their individual organizations and on their social media channels and newsletters if applicable.

The virtual community dialogue 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 virtual community dialogue was shared and promoted on the following social media pages:

- Sacramento Railyards
- Midtown Association
- ULI Sacramento Young Leaders Group
- Midtown Neighborhood Association
- Richmond Grove Neighborhood Association
- Sacramento Revealed
- Sacramento Regional Transit District
- Sacramento Real Estate Development
- Cabrillo Park Neighborhood Association
- Preservation Sacramento
- Councilmember Angelique Ashby
- Placer Title Company – Sacramento Commercial
- Mayor Darrell Steinberg
- Councilmember Eric Guerra
- The Sacramento Bee
- Sacramento Business Journal
- Several Community Members

Councilmembers Jeff Harris and Steve Hansen and Sacramento Regional Transit District all shared the email notifications with their constituent distribution lists as well.

A news release was distributed to local and regional media sources to promote the virtual community dialogue. The Downtown Specific Plan virtual community dialogue was featured on:

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

The project team also distributed more than 80 flyers to local coffee shops, businesses on the J Street and K Street corridors, City parking garages and other locations. More than 400 flyers



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were handed out at Saturday Midtown Farmers' Market and Sunday Under-the-Freeway Farmers' Market.

To help promote the virtual community dialogue, the project team filmed three short video clips of community members on K Street, asking them "What makes Downtown special?", "Tell us your happiest urban experience." and "What is your favorite public space Downtown?" The project team also filmed a short interview video with four local developers, asking "Why are you choosing to invest in Downtown?". The local developers included: Sotiris Kolokotronis, SKK Development, Nikky Mohanna, Mohanna Development, Ali Youssefi, CFY Development, and Deana Ellis, Cresleigh Homes. These videos were shared on social media and were viewed more than 1,500 times.

Overall, more than 4,500 community members visited the project website (www.DowntownSpecificPlan.com) to learn more about the project and begin the conversation. A total of 2,121 community members participated in the virtual community dialogue.