

## City of Sacramento General Plan Update Arden Arcade Community Plan Area Meeting

### Project Overview

The 2040 General Plan is the City's blueprint for how and where Sacramento will grow over the next 20 years. It contains policies that guide everything from transportation, to the type of homes available, to jobs, entertainment, public safety and much more.

In 2018, the City initiated an update to the General Plan to ensure it remains responsive to the challenges of the coming years. In parallel, the City will also be preparing an ambitious Climate Action Plan that outlines a community-wide framework for reducing greenhouse gas emissions and establishes Sacramento as a climate leader.

### Meeting Purpose, Format and Location

The Sacramento General Plan includes 10 community plans that identify and address local issues and opportunities in our neighborhoods. At this meeting, community members were invited to provide input to refresh and refine the Arden-Arcade community plan to ensure it reflects local priorities.

The community meetings were structured in a small working group format, beginning with a welcome/ice breaker and a brief presentation.



*Community members listening to the open presentation*

In addition to providing feedback through the working groups, community members were also encouraged to provide comments through comment cards.

The Arden Arcade Community Plan Area meeting was held on Monday, June 17, 2019 at the Arcade Library from 5:30 p.m. to 7:30 p.m. More than 100 community members attended the meeting.

To start the meeting, participants engaged in a quick activity to get them thinking about their neighborhood. Through a live-polling exercise, participants responded to “In one word, describe how you’d like your neighborhood to be in 2040”.

Below is an image depicting their responses:

## In one word or phrase, describe how you'd like your neighborhood to be in 2040.



Andrew Hill, Project Manager from Dyett & Bhatia, presented an overview of the General Plan Update process, provided in-depth information about the Arden-Arcade Community Plan including previously identified assets, issues and priorities, and introduced community members to the break-out group activity.

Many of the community members who attended the meeting expressed a strong desire for the City of Sacramento to not consider any possible future annexation of the Arden Arcade community located in unincorporated Sacramento County.

### Small Working Groups

Working in groups of 5-7, participants were asked to complete a map-based activity answering a series of questions that built upon one another.

The questions and the component of the community plan they will inform are described below in the table:

Question	Providing input for
What places in your neighborhood make the biggest contribution to livability and community character?	Community assets map
What areas would you like to see change over the next 10-20 years and how should they change?	Land use designations; policies/actions that address local issues/opportunities
What barriers or obstacles are there to getting around your neighborhood? How would you address them? Consider people of all ages and abilities as you discuss.	Policies/actions that address local issues/opportunities
Magazine covers: Imagine the Arden Arcade community plan area is being showcased on the cover of Sacramento Magazine in 2040. What headline, caption and images describe the place you'd like to see it become?	Vision statement

A table facilitator and recorder captured all conversation and input provided.

At the end of the group activity, one representative from each group reported out to the full group on the key points of the discussion at their table.

### Key Themes

Throughout the Arden Arcade Community Plan Area meeting, some of the major themes that emerged were community assets like the parks, trails, Campus commons Golf Course, and Cal Expo. Throughout the small group discussion, there was a consensus that the safety and cleanliness of the Arden Arcade area needs to be improved on, and the roads and transit services need major development. Many community members expressed that they do not feel safe in their neighborhood when walking or biking, and that the high volume of traffic near Arden Fair Mall and the highways is a major barrier in getting around Sacramento. Many groups had a similar vision for what Arden Arcade should be in 20 years: safe, economically prosperous, clean, and vibrant.

### Group 1

Group 1 found that the main contributors to livability and community character are the golf course and other recreational activities available, Campus Commons, the bike trails, Cal Expo, the local parks throughout the area, and the Arden Fair Mall.

After being asked about what they would change in Arden Arcade, community members in Group 1 said that they want to see more improvements to the building and road infrastructure, more law enforcement along Watt near I-80, more pedestrian and cycling friendly pathways and

transportation, affordable housing, development of the vacant lots and land, and improved mass transit options within the Arden Arcade Community Plan Area. Community members in Group 1 want the City to invest in businesses and projects that will provide better community resources. Additionally, Group 1 would like to see a developed Climate Action Plan, increased frequency of public transit stops, more grocery stores, incentives for small local businesses, and better access to mental health resources.

Group 1 identified many obstacles for getting around Arden Arcade such as a lack of pedestrian-friendly sidewalks, high volume of traffic near Arden Fair Mall, and unsafe road conditions for both pedestrians and cyclists.

In Group 1's overall vision for the Arden Arcade Community Plan, they imagined the area as the most walkable, bikeable neighborhood with tree lined corridors and native plants. Group 1 wants Arden Arcade to have a wide selection of restaurants, a theater, and accessible transit. Additionally, Group 1 wants to have clean and well-lit neighborhoods with a plan to address the homeless population.

## Group 2

Community members in Group 2 said that they want to see more improvements in the schools particularly Encina High School, and the Arden Park area. Community members pointed out that there has been a high frequency of fires in their community and want to see action taken against this issue.

In Group 2's overall vision for the Arden Arcade Community Plan, they imagined cleaner and safer parks, more grocery stores, a farmer's market, increased public safety, better schools that include after school programs and youth mentorships. Additionally, they wanted more mental health programs, medical services, low-income housing that is kept up to code, and a comprehensive strategy to address homelessness.

Group 2 stated that some of the barriers and obstacles to getting around their neighborhood are that they do not feel safe walking around and are concerned with the recent abundance of fires.

Group 2's vision for the Arden Arcade Community Plan Area in 2040 is that it would have a booming economy due to its increase of local small businesses, grocery stores, mental health facilities, and low-income housing.

## Group 3

Group 3 would like to see an increase in cleanliness and safety in natural areas and parks over the next 10-20 years.

Group 3 identified the following as obstacles and barriers to getting around in their neighborhood: lack of school busses, accessible transit for the elderly, lack of sidewalks, insufficient bike paths and safety concerns.

In 2040, community members would like to see a comprehensive strategy to reduce homelessness in the Arden Arcade Community Plan Area and have cleaner and safer gathering spaces for all.

#### Group 4

Group 4 identified Del Paso Park North, The Golf Course, and Estelle's Patisserie as the biggest contributors to their community.

Over the next 10-20 years Group 4 would like to see Cal Expo better managed, the graffiti on Fulton Ave cleaned up, safety improvements at Arden Fair Mall, and better maintenance to the Marconi off-ramp exit. Additionally, they agreed that having better and more complete sidewalks would reduce the barriers to getting around for pedestrians and cyclists.

The headline that Group 4 created for the Arden Arcade 2040 community Plan was "Against all odds... Arden Arcade profits in tidy neighborhood".

#### Group 5

Group 5 thought that the green spaces in Arden Arcade make a big contribution to their community. They would also like to see cleaner community spaces throughout their neighborhoods, but especially along the American River Parkway.

Group 5 identified safety concerns as their biggest barrier to getting around their neighborhoods. They would like better connectivity for walking and biking along high traffic areas and more bus services for senior citizens to get around their community.

#### Comment Cards

Community members had the option to fill out a comment card to submit to the project team after the meeting was over. Below is a compilation of the comments received after the Arden Arcade Community Plan Area Meeting:

- Arden Arcade is not to be annexed to the City. No homeless shelter in or near Arden Arcade. Criminals/addicts need to be held accountable for their behavior (criminal behavior). Stop enabling. Climate change is low on my list of concerns due to the overall deterioration of the state, country, and neighborhood, quality of life, crime, infrastructure.
- I would like to encourage the City of Sacramento to form an independent special district to govern and fund maintenance, operations and safety enforcement of the American River Parkway. It is the crown jewel of our region and yet has fallen into disrepair. It is unsafe and is an environmental hazard to our drinking supply. Secondly, I encourage the city to partner with the county and recreation and park districts to establish Enhanced Infrastructure Finance Districts (EIFD) to fund bike trails that would connect the Arden Arcade Plan Area with the American River parks and downtown. This would improve quality of life, reduce vehicle miles traveled, and promote connectivity.

- Keep City of Sacramento area of Arden Arcade separate from unincorporated Arden Arcade. Keep green spaces. Avoid high rises - higher than three stories. Keep walkability safe. Lower homeless. How do we keep Arden Fair Mall safe? Keep river clean, the homeless make it dirty.
- Trash and litter on roads and highways. The district in charge of Sacramento Area is Marysville. The roads, streets and highways are the worst in the state an embarrassment! Someone should contact Caltrans and put pressure on the trash issue.
- Affordable housing. Homeless solutions. Crime reduction strategies, Economic development (focus on bringing jobs/ sustainable). Promote electric vehicle purchase with incentives. Light rail system.
- Homeless people with mental issues, safety from "opportunist", degrading of neighborhoods- reduced home values, housing code violations, concern that the Plaza lost Macy's and Gottschalks and other stores: Sam's Club, Walmart, Michael's, etc. Increased cost of heat and air, and increased incidents of fires and natural disasters. Lack of water for landscaping and trees that increase cost of air conditioning due to lack of shading. Build water dams and reservoirs. Lack of timely bus service that requires travel and mobility by car.





# Arden Arcade Community Plan Area



# Arden Arcade Community Plan Area



## Notification

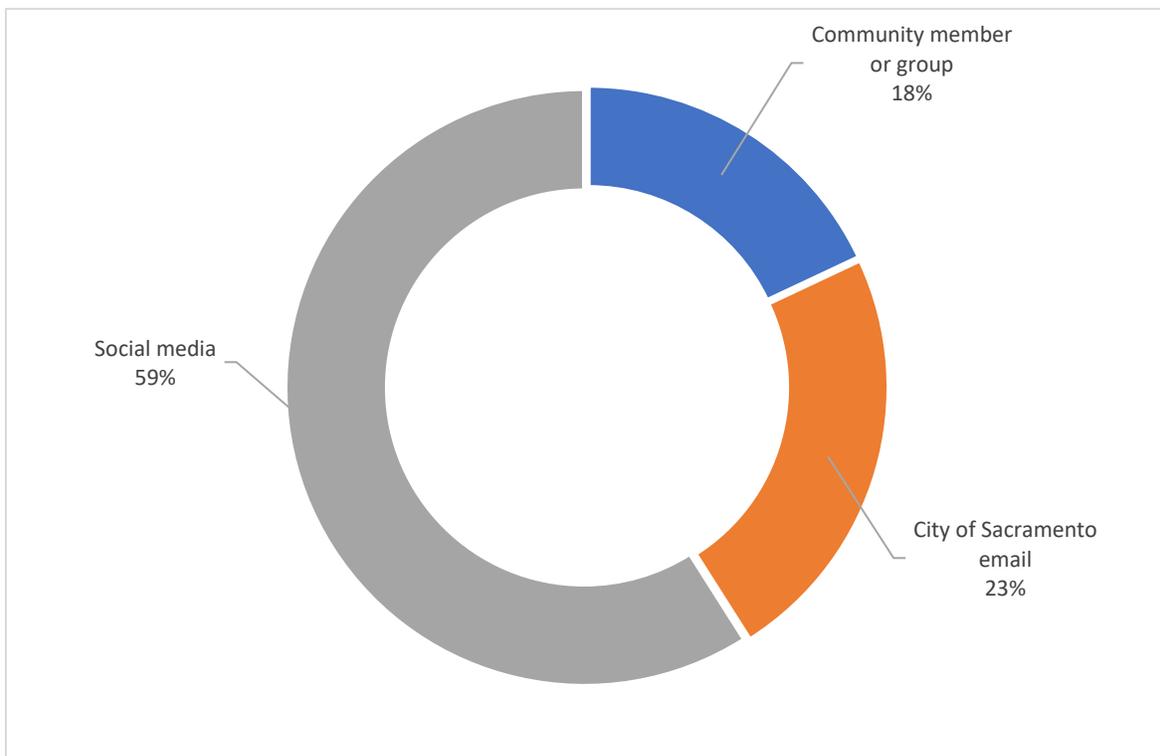
An email notification and a subsequent reminder email were sent to more than 69,000 community members.

Below are some of the community leaders, community-based organizations, neighborhood associations, and local agencies who shared the workshop information on their media platforms or through e-newsletters.

- City of Sacramento Councilmember’s Social Media/E-Blast: Councilmember Warren
- Arden Park Homeowners Association Facebook Social Media Post
- Sacramento Tree Foundation Facebook Social Media Post
- Greater Sacramento Urban League Facebook Social Media Post
- Greater Arden Chamber of Commerce Facebook Social Media Post
- Nextdoor (private social media platform)

A news release including information about the workshops was sent to the City of Sacramento’s media distribution list.

Attendees were asked to share how they heard about the events. Below is a summary of their responses:



## Appendix

- Notification Flyer
- Presentation
- Comment Card



# Help Shape the Arden-Arcade Plan

**Monday, June 17, 2019**

**5:30 - 7:30 p.m.**

**Arcade Library | 2443 Marconi Ave, Sacramento**

The Sacramento General Plan includes 10 community plans that identify and address local issues and opportunities in our neighborhoods.

We need your input to refresh the community plans and ensure they reflect local priorities. Join us for a community workshop to help shape the Arden-Arcade Plan on Monday, June 17.

Be sure to arrive by 5:30 p.m. and plan to stay until 7:30 p.m.

### Meeting agenda

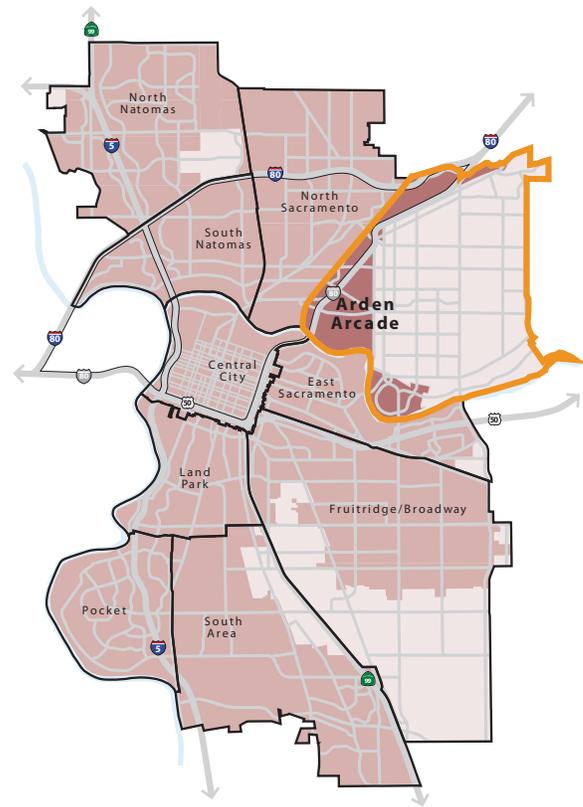
5:30 p.m. Welcome + live polling exercise

5:40 p.m. Presentation

6:10 p.m. Group activity

7:10 p.m. Wrap-up

There will be food and a children's activity, so please **RSVP** (requested, but not required) [bit.ly/ArdenArcadeCP](http://bit.ly/ArdenArcadeCP)



Arden-Arcade Plan Area, highlighted in orange

For reasonable accommodation needs due to a physical disability that may hinder your participation, please contact the City's ADA Coordinator directly at (916) 808-8795.

Do you require translation to another language? Please let us know at least one week before the meeting.



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More information can be found online at [www.sac2040gpu.org](http://www.sac2040gpu.org)

**Questions?** Contact [kdurham@aimconsultingco.com](mailto:kdurham@aimconsultingco.com)

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# ARDEN ARCADE

## COMMUNITY PLAN AREA WORKSHOP

sacramento | 2040



# ICE BREAKER

[www.menti.com](https://www.menti.com)

Enter code: 89 01 07

- I. In one word or phrase, describe how you'd like your neighborhood to be in 2040.

# AGENDA

- Welcome / Ice Breaker
- Opening presentation
  - What is Sacramento | 2040 ?
  - What are Community Area Plans?
  - Arden Arcade Assets, Issues, and Priorities
  - Activity Introduction
- Table activity
- Report Back
- Next Steps

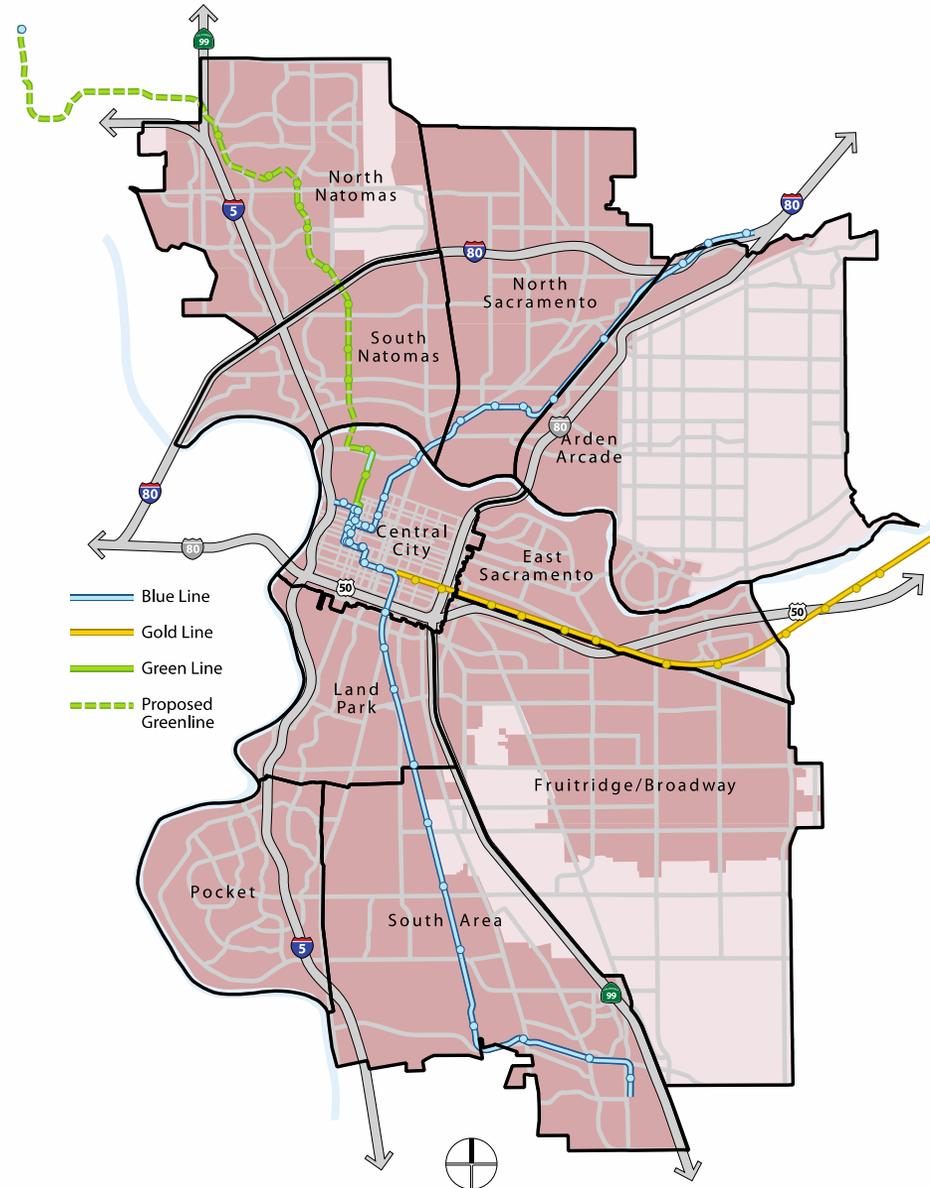




# WHAT IS SACRAMENTO | 2040?

# WHAT IS SACRAMENTO | 2040?

- Updates for key long-range planning documents:
  - General Plan
  - Climate Action Plan



## WHAT IS A GENERAL PLAN?

- Blueprint for urban development and preservation
- Provides a 20-year framework for Sacramento's future

## Sacramento's General Plan will address:

- Land Use & Urban Design
- Historic & Cultural Resources
- Economic Development
- Housing
- Mobility
- Utilities
- Education, Recreation & Culture
- Public Health & Safety
- Environmental Resources
- Environmental Constraints
- Environmental Justice

## WHAT IS A CLIMATE ACTION PLAN?

- Roadmap for reducing a city's GHG emissions and adapting to climate change

Sacramento's Climate Action Plan will include:

- Inventory of current emissions
- Greenhouse gas targets and forecasts
- Greenhouse gas mitigation measures

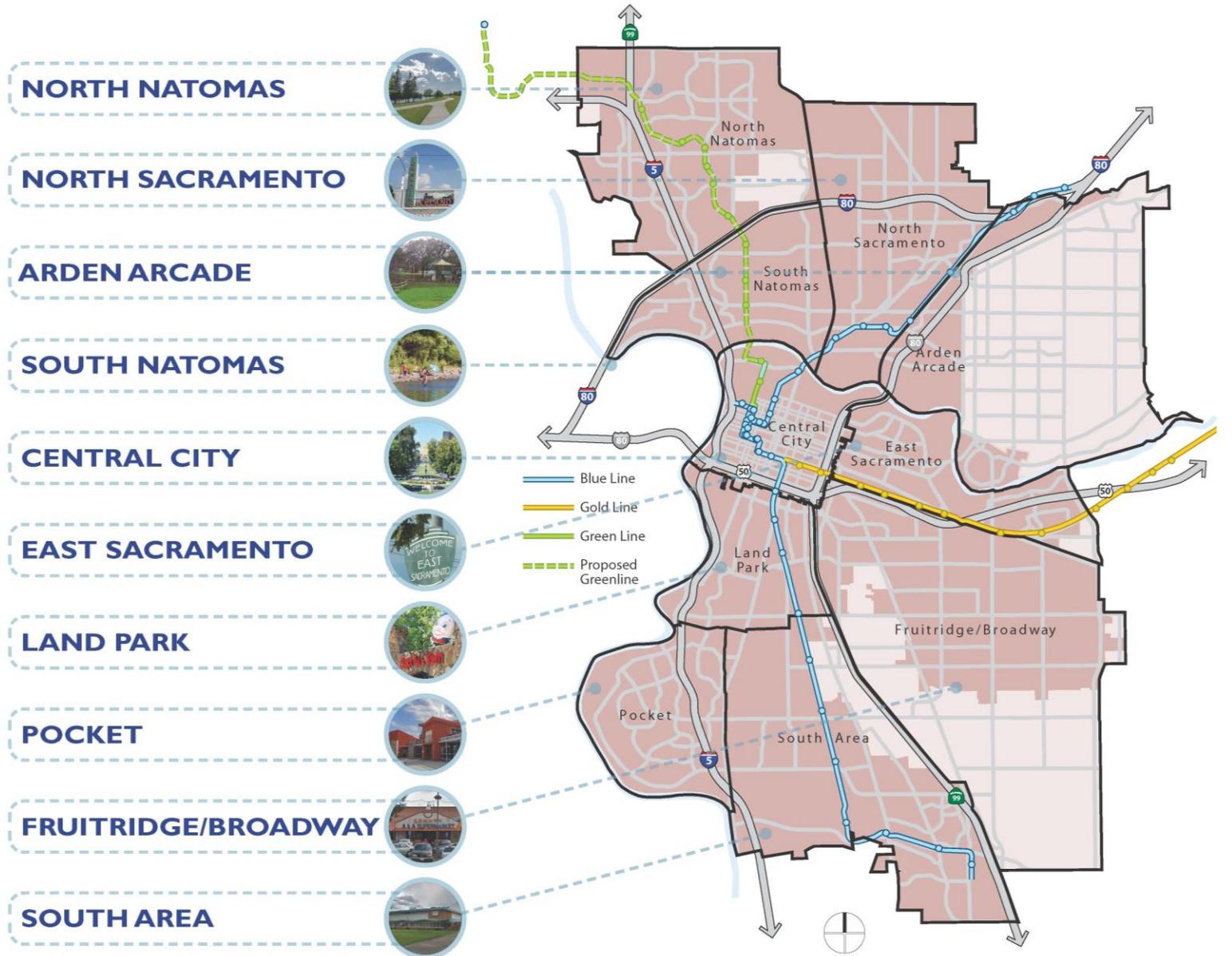




# WHAT ARE COMMUNITY PLANS?

# WHAT IS A COMMUNITY PLAN?

- Community Plans include specific policies that are localized and unique to Sacramento's different community areas



# WHY ARE WE UPDATING THE PLANS?

- Many of the Community Plans are outdated, and have different levels of detail
- The updated plan will reflect community priorities identified through the engagement process

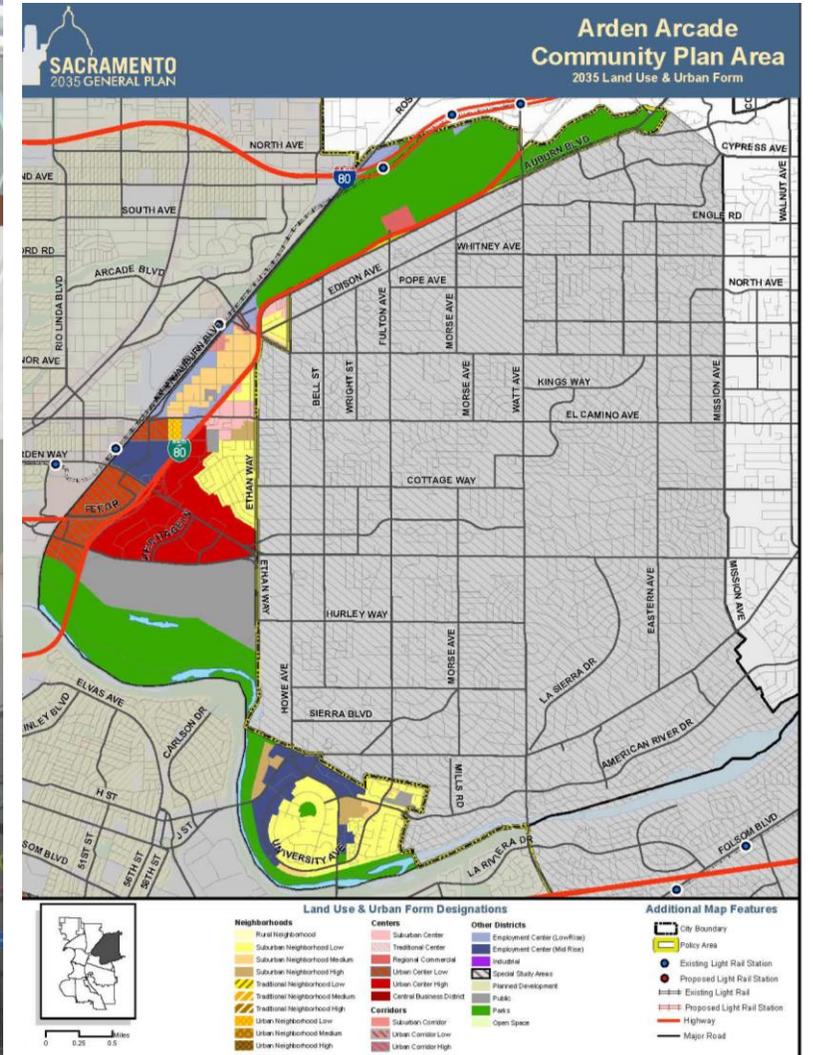
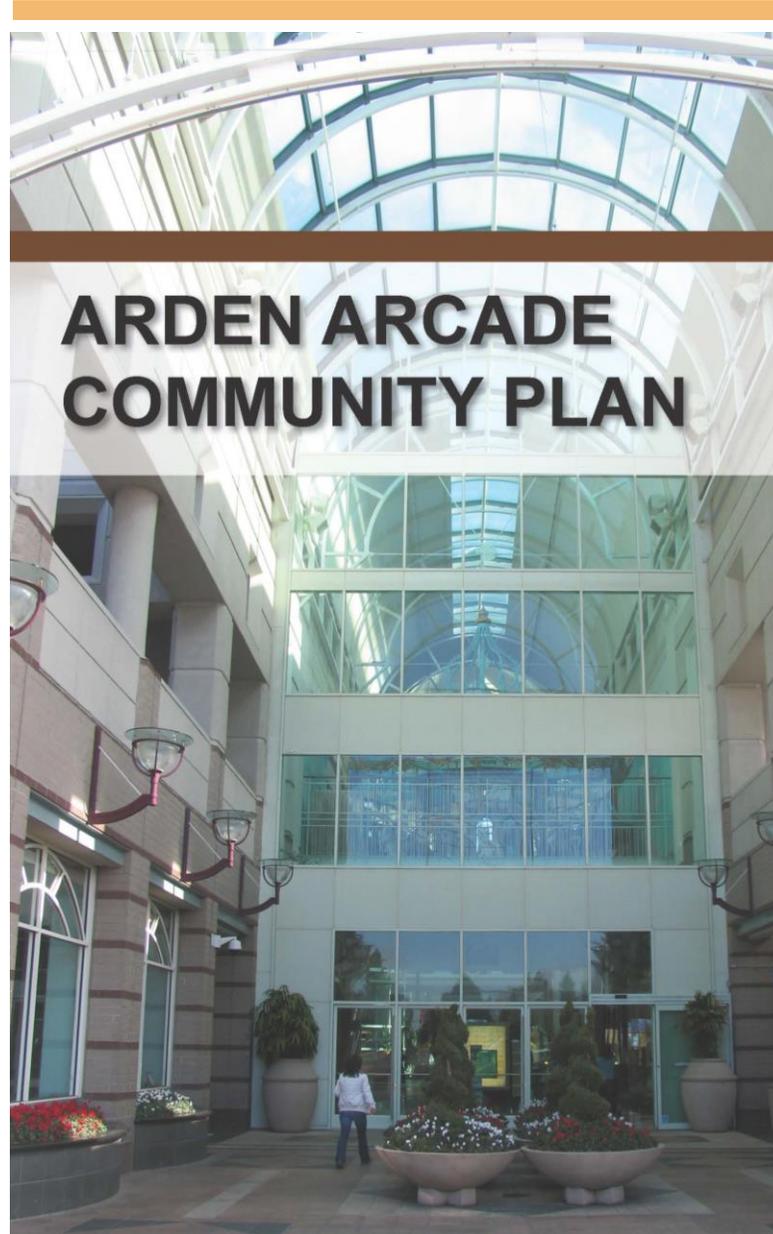
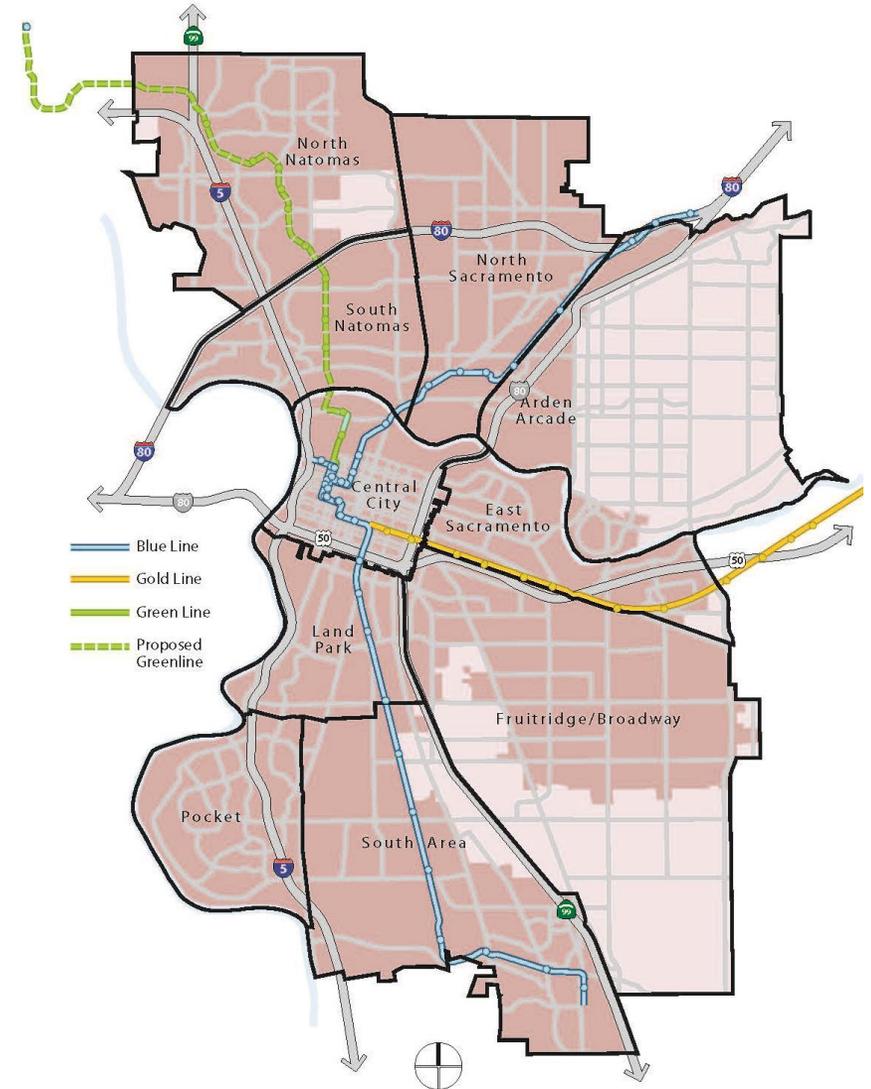


Figure AA-2  
 2035 General Plan Land Use & Urban Form Designations  
 for the Arden Arcade Community Plan Area

# WHAT IS IN A COMMUNITY PLAN?

Each Community Plan will include:

- Community Vision
- Community Profile
- Community Issues
- Land Use Designations
- Community Policies
- Opportunity Areas



# PROJECT SCHEDULE

2020

2021

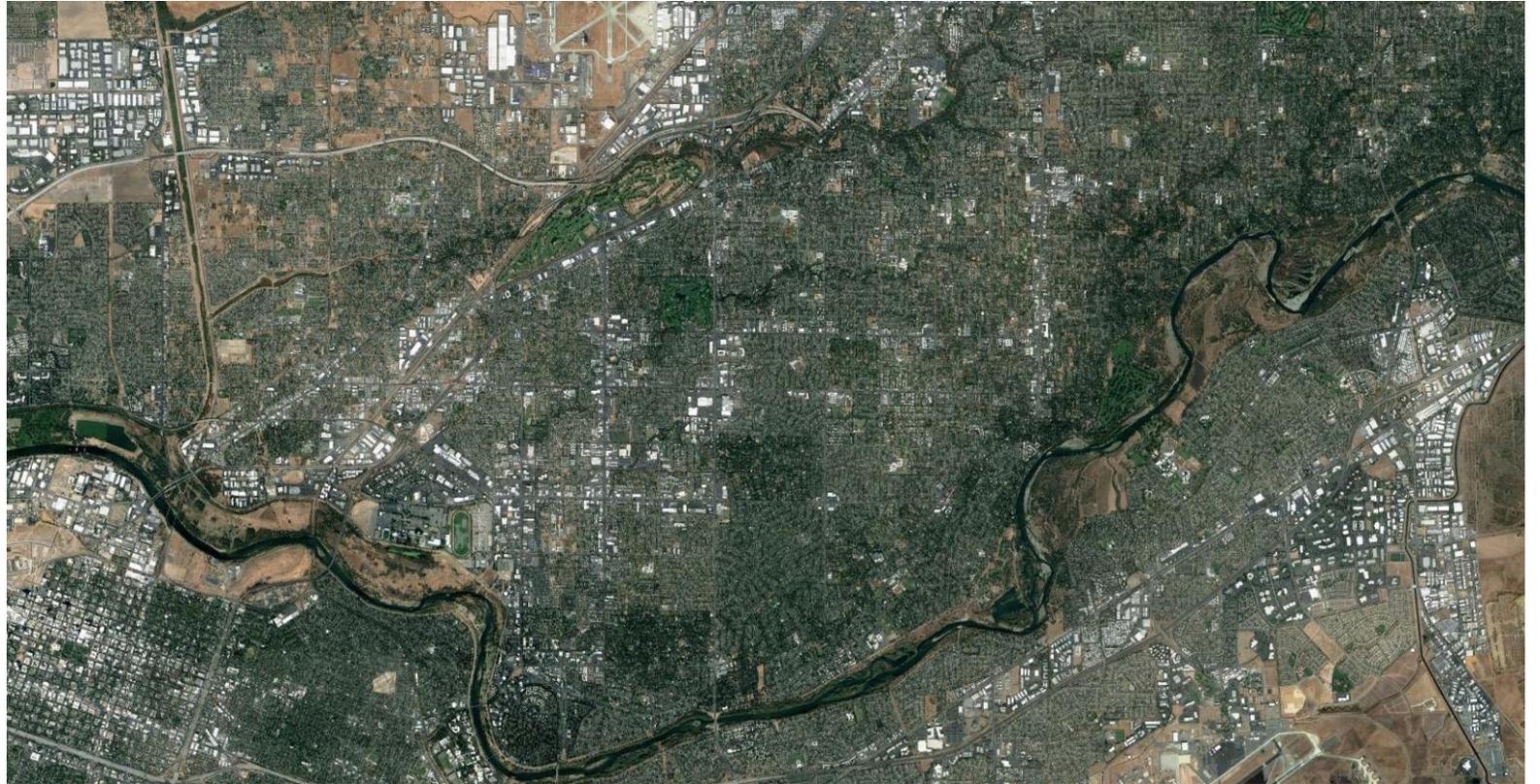
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WE ARE HERE →



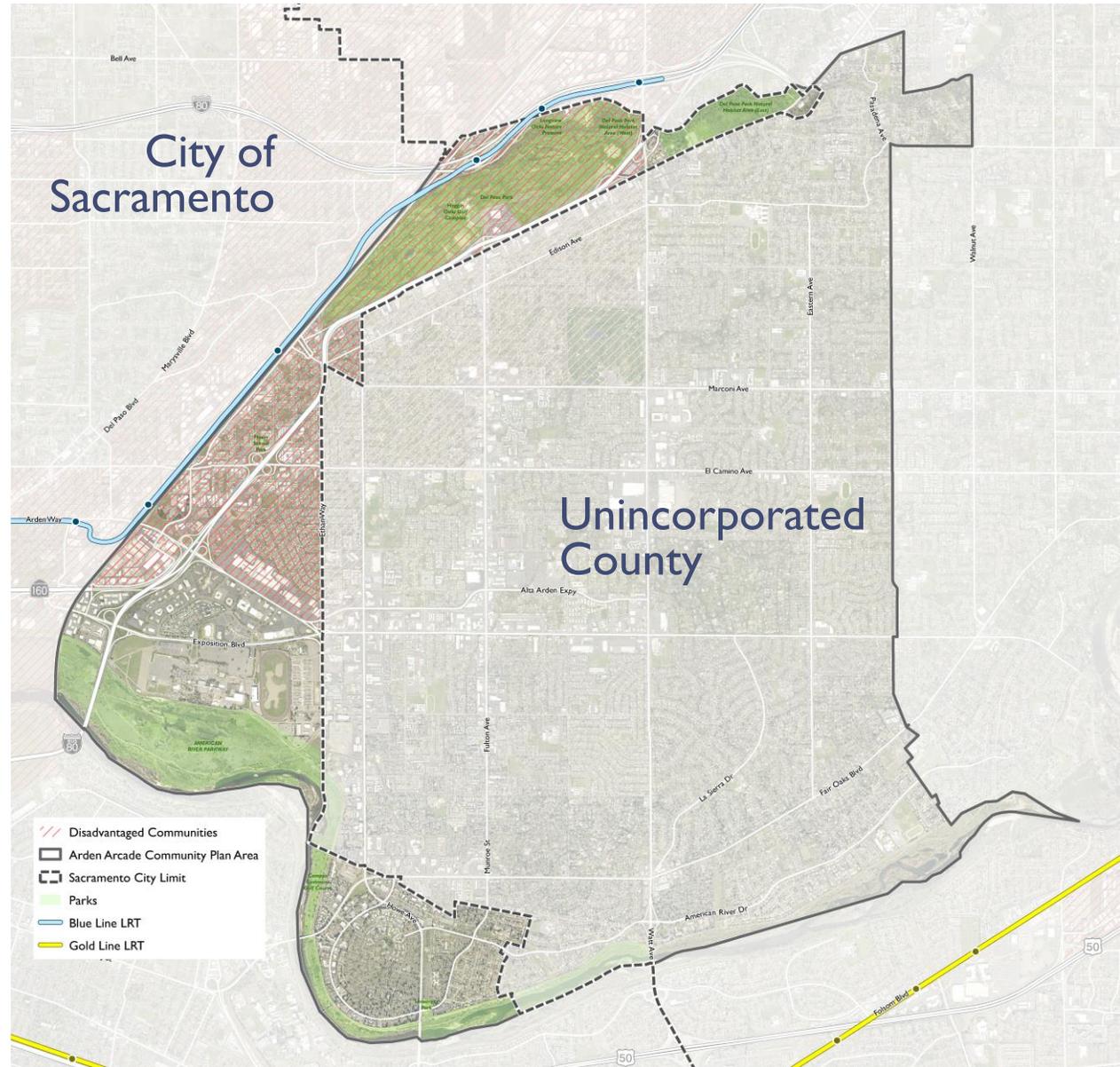
# WHAT WILL THE PLAN BE BASED ON?

- Demographic, geographic, and economic data
- Input from the community



# ARDEN ARCADE COMMUNITY PLAN AREA:

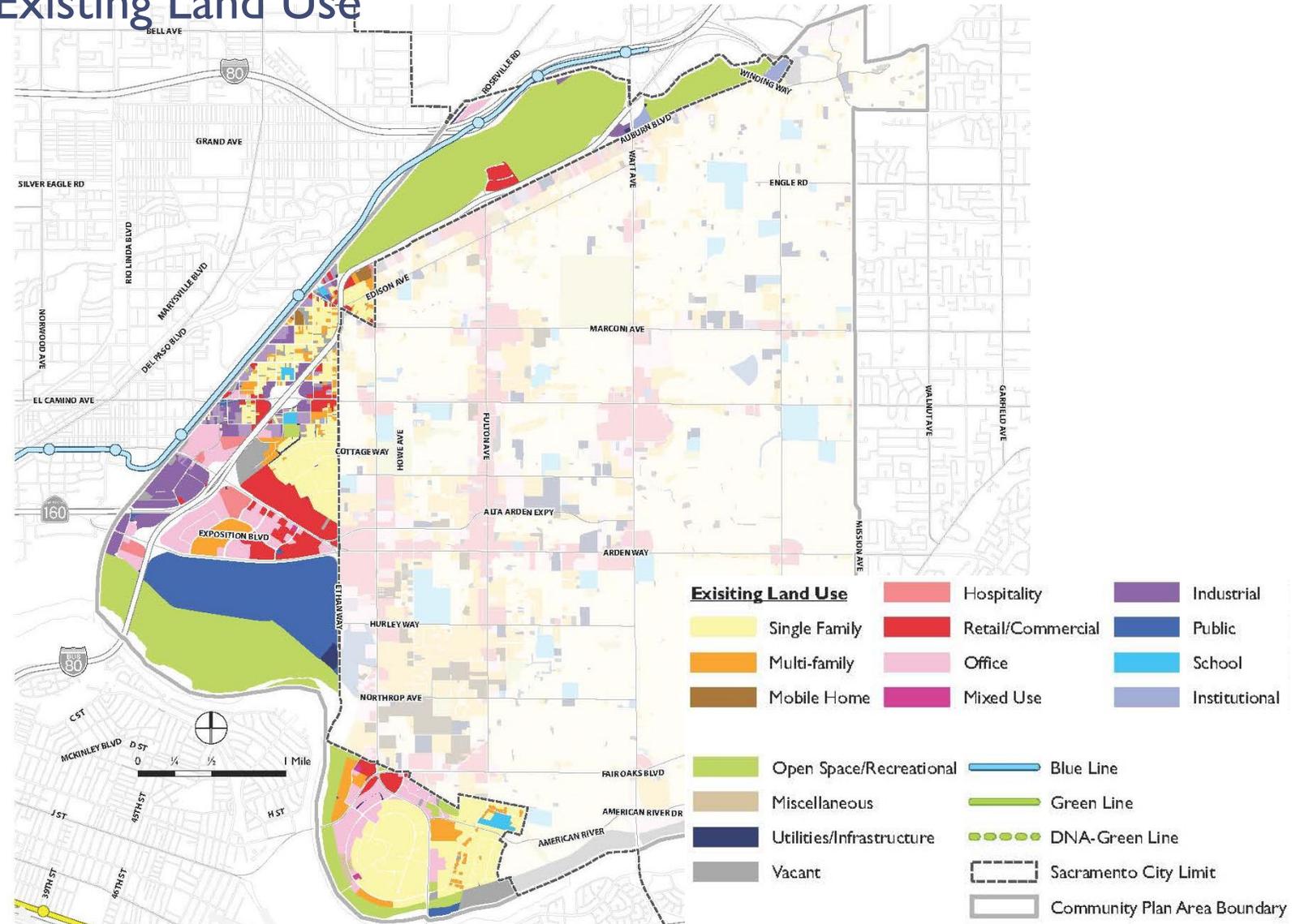
- Focus of discussion: 5.7 square mile area within the City of Sacramento where General Plan policies have effect



# ARDEN ARCADE HAS:

- Housing (yellow and orange)
- Commercial corridors (red)
- Large office areas (pink)
- Large parks/open space (green)

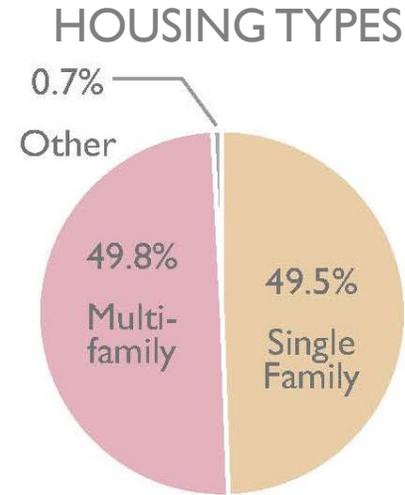
## Existing Land Use



# ARDEN ARCADE HAS:

- A mix of single family and multi-family housing
- Median incomes and home prices close to the city-wide medians
- More jobs in professional/business services and in trade, transportation, and utilities

## Economic Data



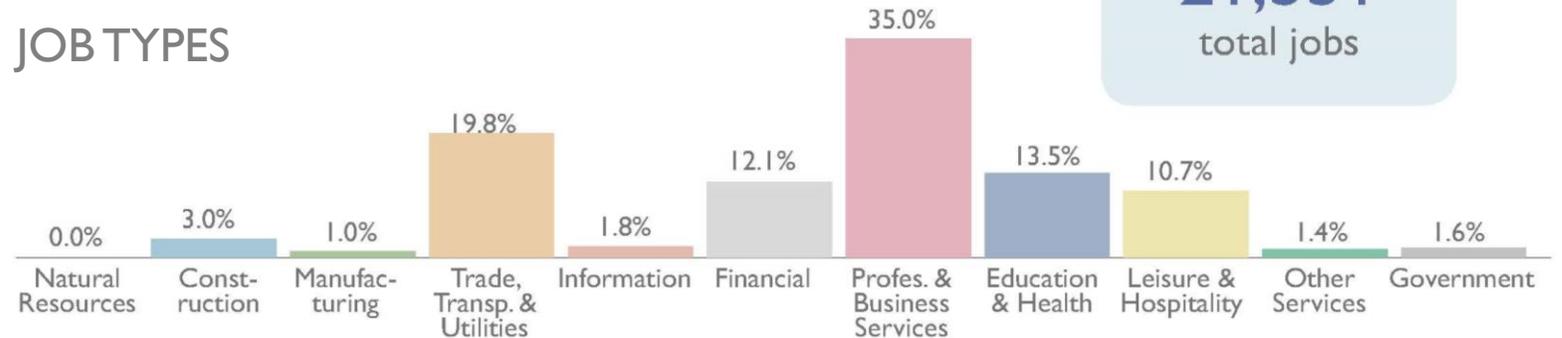
### 2018 MEDIAN ANNUAL HOUSEHOLD INCOME



### 2018 MEDIAN HOME SALE PRICE



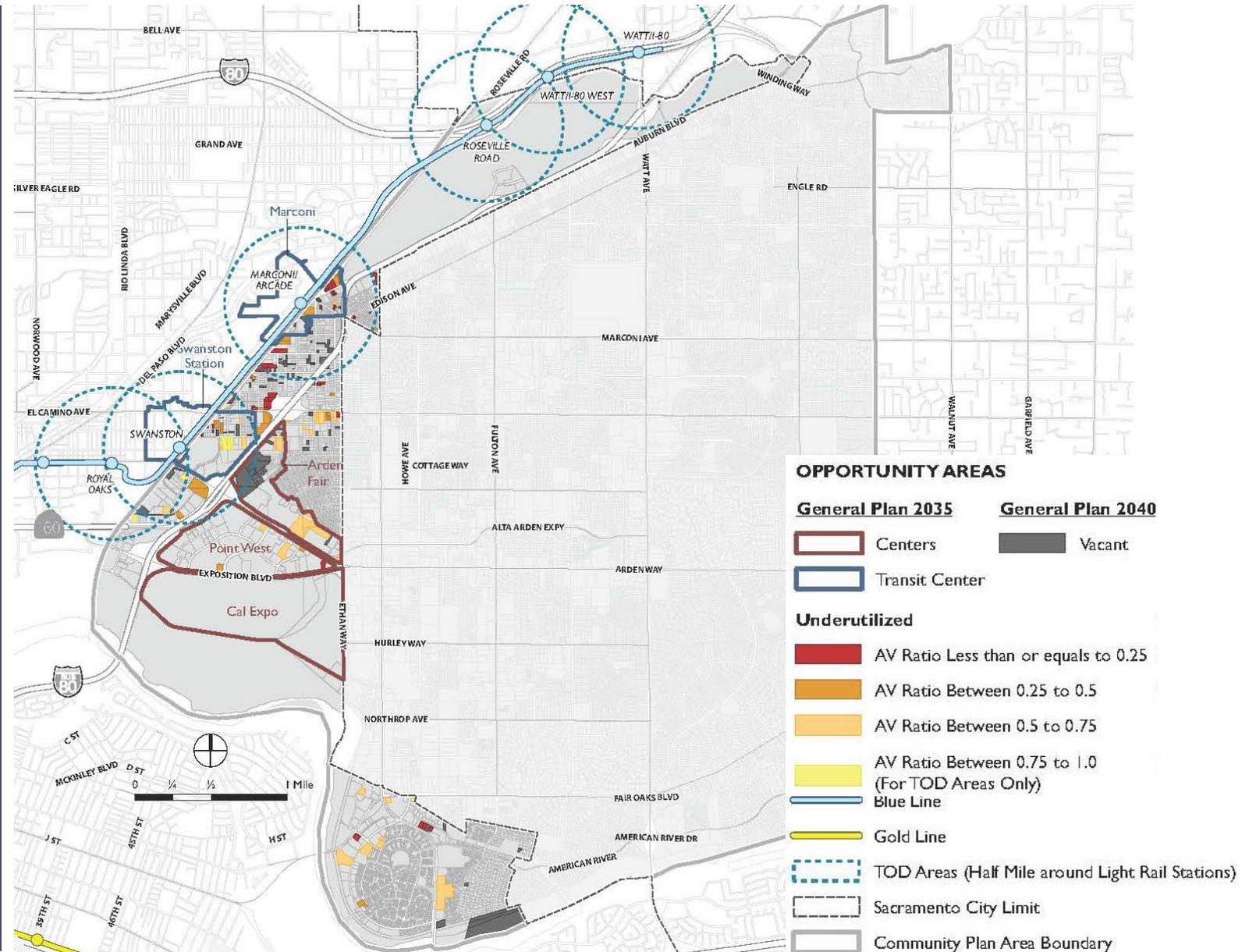
### JOB TYPES



  
**21,551**  
total jobs

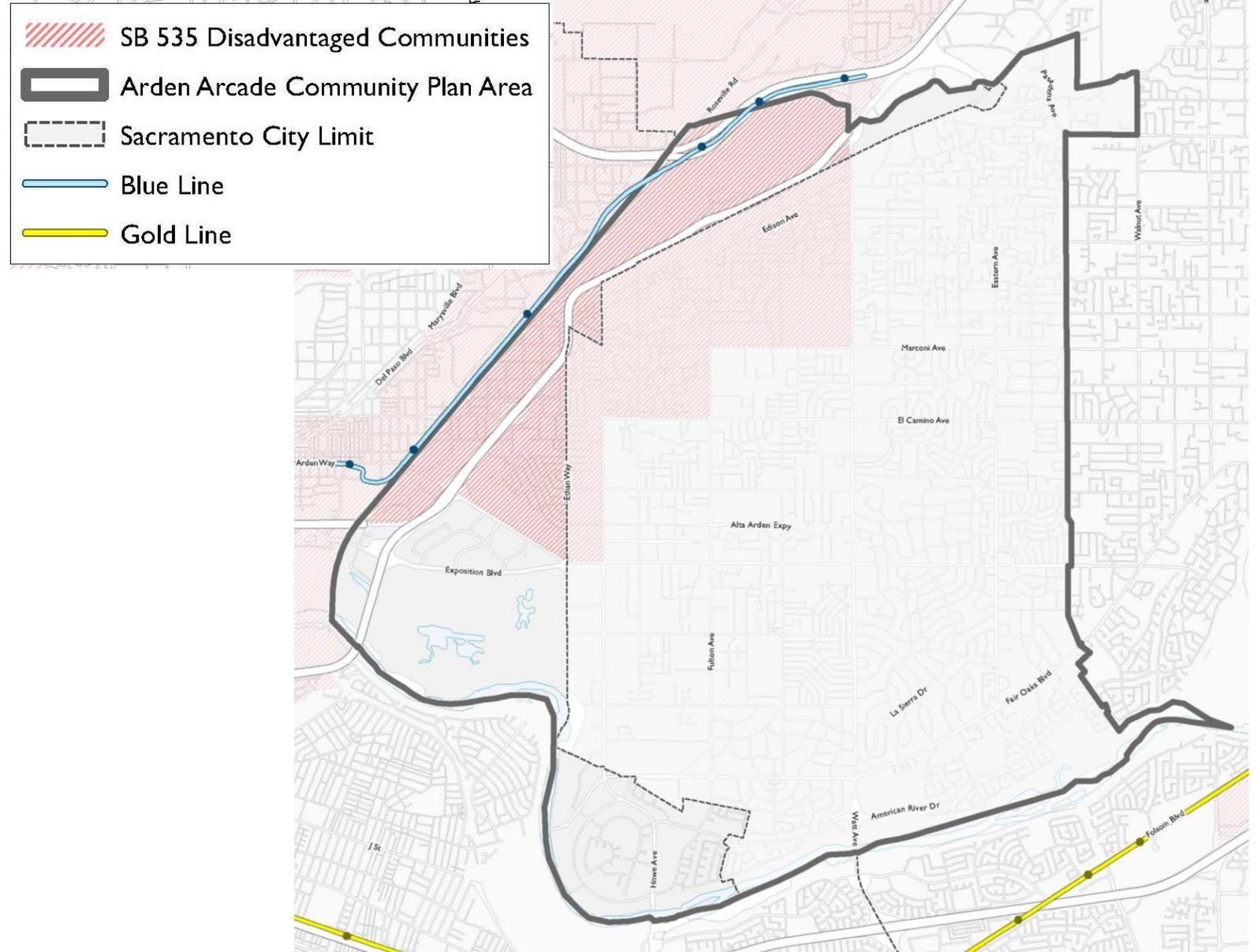
# THERE ARE OPPORTUNITY SITES:

- In vacant parcels
- In underutilized lands
- Near transit stops



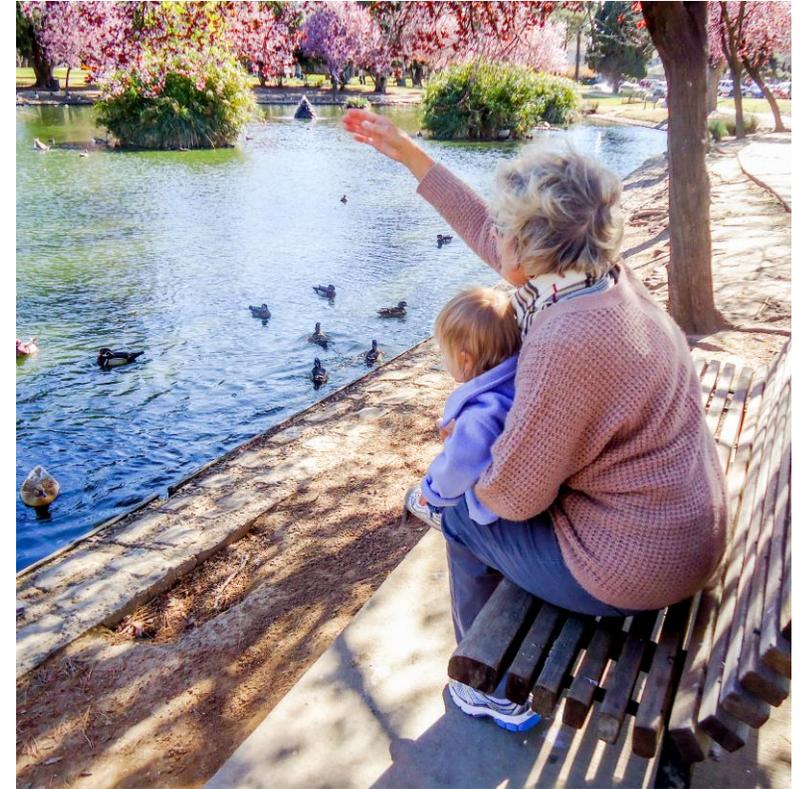
# EXPOSURE TO ENVIRONMENTAL PROBLEMS

- Air quality
- Pollution
- Health risks
- Poverty



# AGE-FRIENDLY COMMUNITIES

- Outdoor spaces and buildings
- Transportation
- Housing
- Social participation
- Respect and social inclusion
- Civic participation and employment
- Communication and information
- Community and Health services





# WHAT ARE THE ISSUES AND PRIORITIES FOR ARDEN ARCADE?

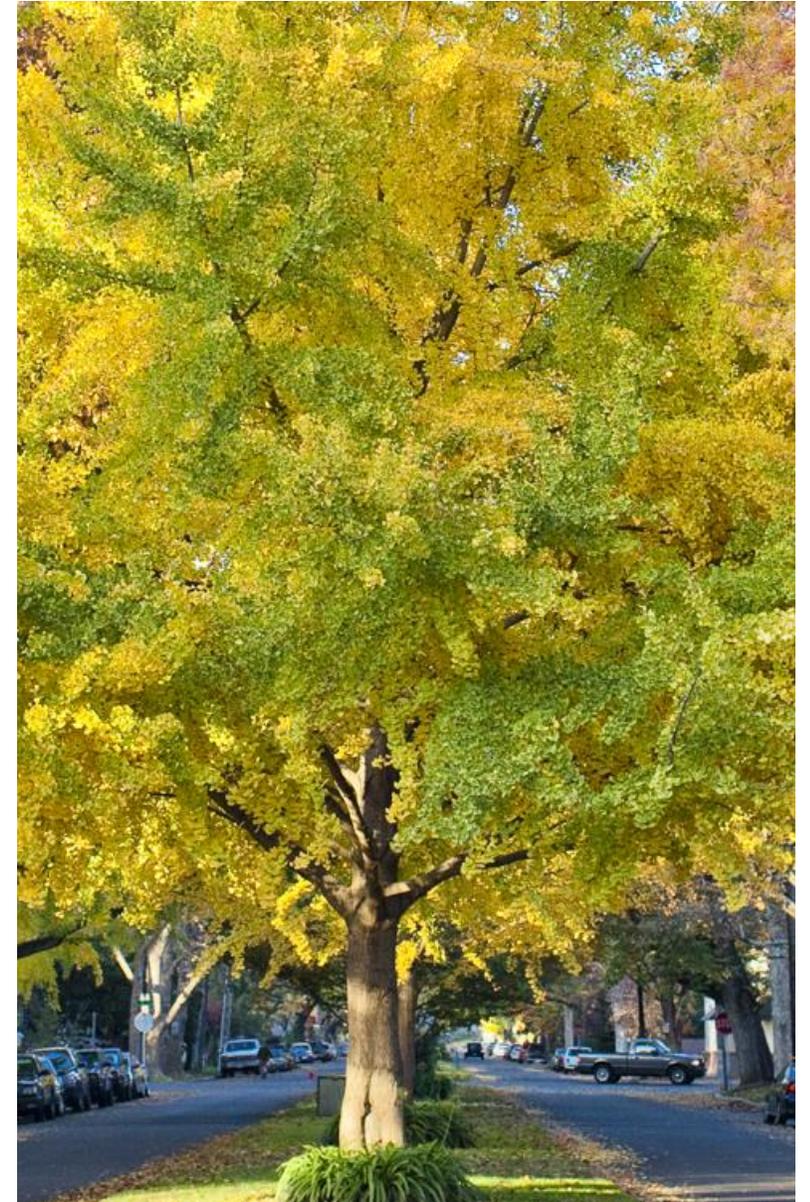
## WHAT COMMUNITY ASSETS SHOULD WE BUILD ON?

- Gathering spaces?
- Local businesses?
- Community qualities?



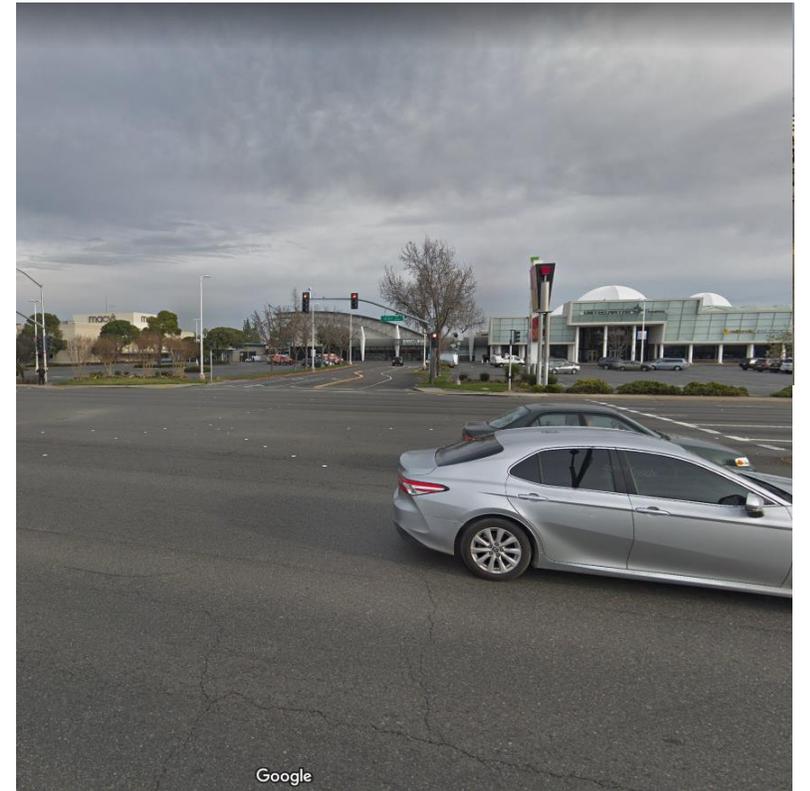
# WHAT WOULD YOU LIKE TO SEE CHANGE? WHAT'S MISSING?

- Housing?
- Food access?
- Green spaces?
- Safety?
- Climate action?
- Inclusiveness?
- Economic opportunities?

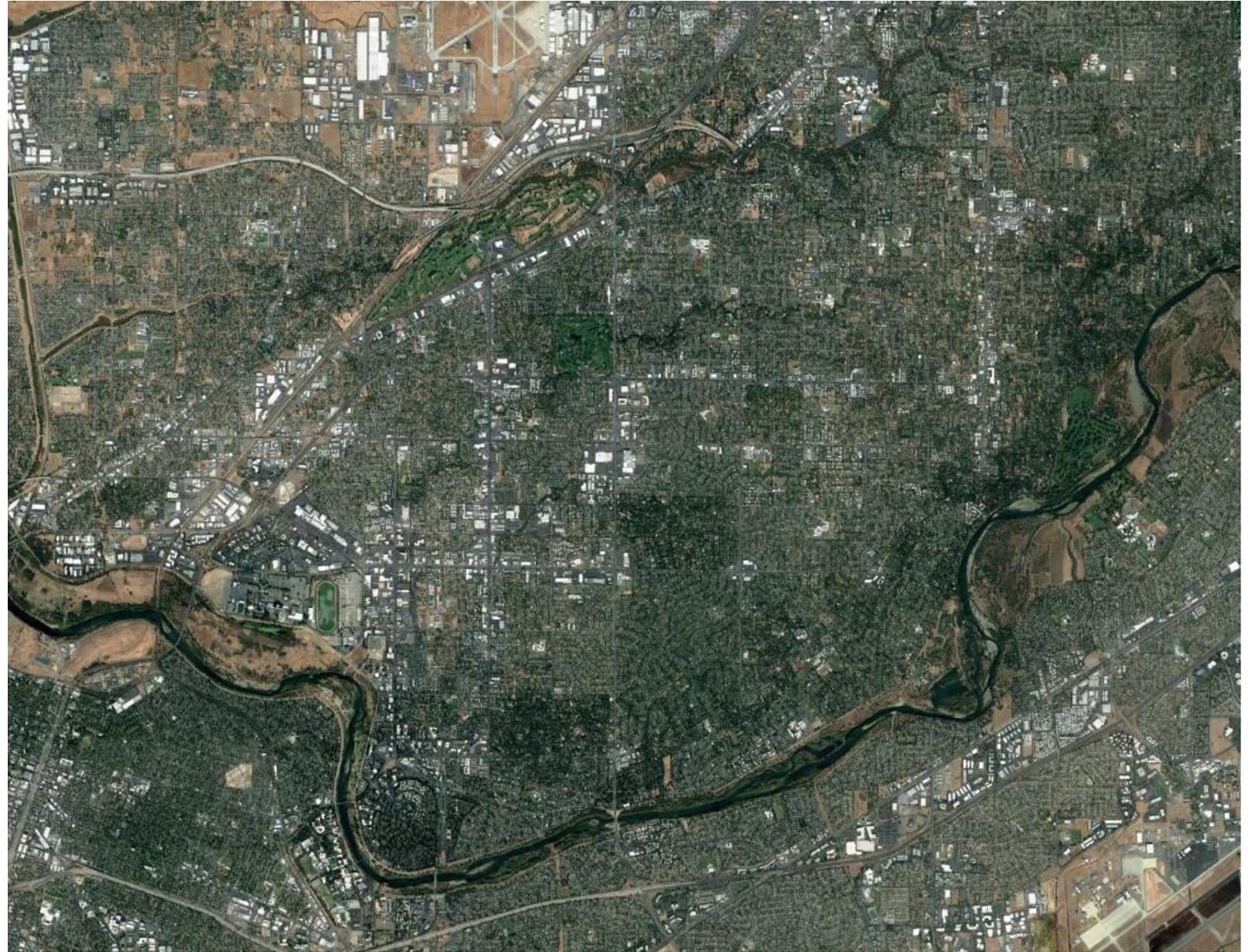


# ARE THERE BARRIERS TO GETTING AROUND?

- Transit access?
- Walking and biking infrastructure?
- Safety for all ages and abilities?



WHAT'S YOUR  
VISION FOR THE  
FUTURE OF ARDEN  
ARCADE?





# TONIGHT'S ACTIVITY

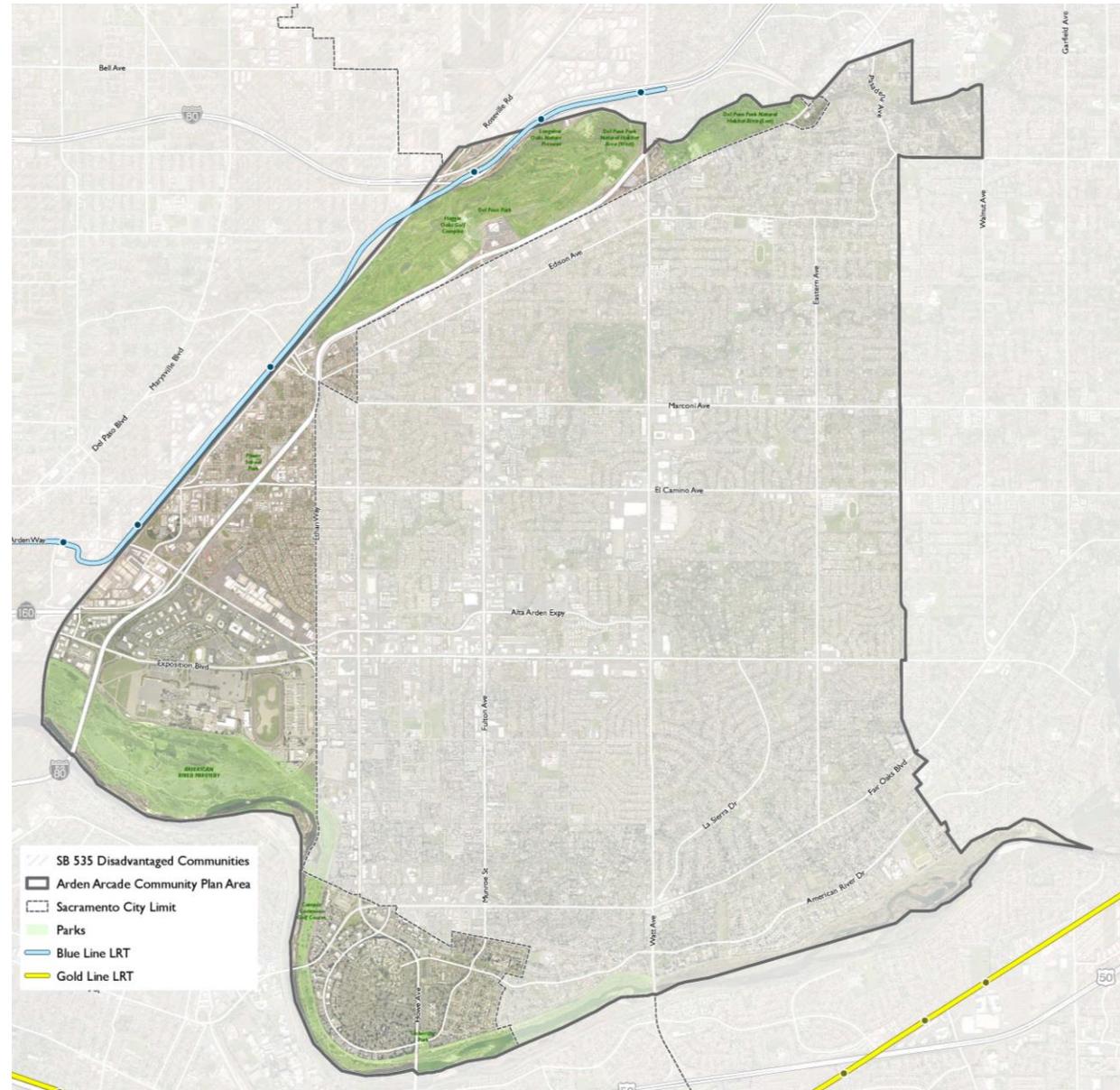
## WE WANT TO HEAR FROM YOU:

- What are the issues and opportunities for Arden Arcade?

1. Which places in your neighborhood make the biggest contribution to the community?
2. Which areas would you like to see change over the next 10-20 years?
3. What barriers or obstacles are there to getting around in your neighborhood?
4. What headline should describe the Arden Arcade Community Plan Area on the cover of Sacramento Magazine in the year 2040? What images would accompany the article?

# REPORT BACK:

- What were the key points of discussion at your table?





# WHAT ARE THE NEXT STEPS?

# STAY ENGAGED

- Subscribe to our mailing list tonight or online at:  
[sac2040gpu.org](http://sac2040gpu.org)
- Contact:  
Matt Hertel, Senior Planner, City of Sacramento  
(916) 808-7158  
[mhertel@cityofsacramento.org](mailto:mhertel@cityofsacramento.org)





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