What I want on the boulevard is...
Create and retain businesses that provide good job opportunities and career growth for workers in the community.

COMMUNITY DATA

LIVE

Create and preserve affordable housing and home ownership opportunities for residents.

61% of owner-occupied units identify as non-white. The area has a strong non-white home ownership rate.

36% of Survey Respondents have lived in the Study Area for 20+ years.

$1,074 2020 average gross rent (+18% increase from 2010)

$214,557 2020 Median Home Value (+4.8% from 2010)

61% increase of residents making > $75,000/year

Increase of over 2,000 units with monthly rents over $800.

95.4% of the residents are employed outside of the study area, with 25% of residents employed elsewhere in the city of Sacramento

59% of survey respondents believe there are not enough adequate job opportunities along the commercial corridor

58% Of businesses surveyed are somewhat or very concerned about being able to remain in business in the area after recovering from the pandemic.

SHOP

Create an inclusive retail corridor that meets the various shopping and entertainment needs of the community.

8.8% Of Businesses in the Study Area are Retail Trade Businesses

Top 5 Retail Industries
1. Used Car Dealers
2. General Merchandise Retailers
3. Grocery Retailers
4. Clothing Stores
5. Building Material Dealers

Top 4 Responses for what the community would like to see more of along the corridor:

1. Restaurants
2. Grocery Stores
3. Personal Shopping
4. Entertainment Stores

47% Of Survey Respondents only visit the corridor monthly or not at all.

Observations from community walk-around
- Need for neighborhood beautification
- Vacant Properties
- Inconsistent storefront signage
- Litter and Garbage

Vacant lots along the corridor may impact the shopping experience.

5% decrease of residents making < $35,000/year

Loss of about 1,500 units with monthly rents under $800.

61% increase of residents making > $75,000/year

Increase of over 2,000 units with monthly rents over $800.

9.7% decrease of residents making < $35,000/year

From 2010 to 2020...
Lower-income residents and units are leaving the area

The number of higher-income residents and units is increasing

36% Of Survey Respondents have lived in the Study Area for 20+ years.

$1,074 2020 average gross rent (+18% increase from 2010)

$214,557 2020 Median Home Value (+4.8% from 2010)

95.4% of the residents are employed outside of the study area, with 25% of residents employed elsewhere in the city of Sacramento

59% of survey respondents believe there are not enough adequate job opportunities along the commercial corridor

58% Of businesses surveyed are somewhat or very concerned about being able to remain in business in the area after recovering from the pandemic.

Foster inviting spaces and experiences where residents, workers, businesses and visitors can gather.

40% Of survey respondents identified the need to increase safety measures along the corridor to make it more of a safe space for residents to come together

Top 3 mobility challenges identified by community members
1. Lack of pedestrian-friendly streets and sidewalks
2. Adequate streetlights
3. Limited transit options
**Community Visioning**

**Connect residents to more affordable housing to rent**

**Help residents buy local properties**

**Build community support for affordable or subsidized housing**

**Develop anti-displacement tools (e.g. land trusts)**

**Work with homeless service providers to identify and address gaps in services**

**Advertise healthy food options, create nutrition/cooking programs**

**Activate vacant sites and storefronts to pilot community-informed retail and dining models**

** Beautification, Lights, and marketing campaigns to attract more visitors**

**Reinvigorate community assets that are unique to the corridor (e.g. murals)**

**What would make it easier to live in this area?**

**Help residents buy local properties**

**Build community support for affordable or subsidized housing**

**Develop anti-displacement tools (e.g. land trusts)**

**Work with homeless service providers to identify and address gaps in services**

**Advertise healthy food options, create nutrition/cooking programs**

**Activate vacant sites and storefronts to pilot community-informed retail and dining models**

**What would make shopping and entertainment better?**

**Improve buildings by providing support and funding**

**Business friendly infrastructure improvements (e.g. better parking)**

**Cleaner and safer streets**

**Connect businesses to established resources and programs to help them upgrade, expand, and serve new customers**

**Attract more businesses that will hire local workers and promote training programs**

**More parks and spaces for kids and families**

**What would make it easier to live in this area?**

**What would make shopping and entertainment better?**

**Active street crossings for kids**

**Community cleanups to remove trash and garbage**

**Tactical investment in improvements (e.g. striping, lighting at night)**

**What would help make this area feel safe and enjoyable?**

**What would make it easier to live in this area?**

**What would help make this area feel safe and enjoyable?**

**More parks and spaces for kids and families**

**Tactical investment in improvements (e.g. striping, lighting at night)**

**What would help make this area feel safe and enjoyable?**

**Safe street crossings for kids**

**Community cleanups to remove trash and garbage**

**Tactical investment in improvements (e.g. striping, lighting at night)**

**What would help make this area feel safe and enjoyable?**