

Meeting Date: 10/29/2013

Report Type: Staff/Discussion

Report ID: 2013-00737

Title: City Entertainment and Sports Center Initial Outreach and Proposed Project Goals

Location: Downtown Plaza, District 4

Issue: For negotiation of the Entertainment and Sports Center (ESC) Term Sheet, City Council approved a set of goals and principles to guide the effort. A new set of goals based on community input is needed to guide the design, construction, and operation of the ESC and surrounding development.

Recommendation: Pass a Motion adopting City goals to guide the design, construction, and operation of the ESC and related development.

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Division:

Dept ID:

Attachments:

1-Description/Analysis

2-Background

City Attorney Review

Approved as to Form

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9/18/2013 5:17:33 PM

Approvals/Acknowledgements

Department Director or Designee: Mark Prestwich - 9/18/2013 12:02:31 PM

Description/Analysis

Issue Detail: On February 26, 2013, Council adopted a set of principles to guide the negotiation of a term sheet between the City and an investor group in order to retain the Sacramento Kings NBA basketball franchise and to develop a new ESC in downtown Sacramento. A term sheet consistent with those principles was approved by Council on March 26, 2013.

A new set of goals is needed to direct the design, construction, and operation of the ESC and surrounding public spaces, office, commercial, and residential development. After the completion of a community outreach effort with the Kings in early October, which is described in more detail in the Background section of this report, staff has prepared the following list of project goals for Council consideration:

- *Regional Center:* Develop an entertainment and sports center district that is a world-class destination and serves as a central gathering place for the community.
- *Continuously Active Place:* Create an iconic civic open space and energize that space, the arena, and the downtown district through regular events, activities, and programming year-round.
- *Uniquely Sacramento:* Create an active entertainment and sports center district that is uniquely Sacramento and embraces our culture, climate, and community.
- *Unparalleled Entertainment Venue:* Design and build the country's most technologically innovative and advanced entertainment venue that is capable of accommodating the Sacramento Kings and a broad array of other events in a unique and enjoyable experience for fans and performers.
- *Sustainable Project:* Develop a sustainable entertainment and sports center project that is certified LEED-Gold, supports smart growth principals, and encourages public transit use as well as pedestrian and bicycle transportation.
- *Connect Downtown:* Develop an entertainment and sports center project that connects with and enhances downtown from the waterfront to the Convention Center and from the Capitol to the Railyards and intermodal facilities.
- *Strengthen Downtown:* Establish a framework for successful development surrounding Downtown Plaza.
- *Regional Economic Catalyst:* Leverage the entertainment and sports center to develop the local workforce and local businesses and spark

redevelopment of underutilized downtown properties throughout the Central Business District.

- *A Multimodal Place:* Locate, design, and develop an entertainment and sports center that complements a variety of transportation modes including public transit, bicycling, walking, and driving, as well as the nearby intermodal facilities.
- *Embracing the Arts:* Utilize the entertainment and sports center project to honor and add to the vibrant arts community in Sacramento by applying the talent of local and regional artists.
- *A First-Class Destination:* Operate and maintain the City-owned entertainment and sports center and surrounding district so that they are a first-class destination.
- *Natomas Reuse:* Achieve economic reuse of the Natomas arena site that supports and builds upon the goals and needs of the community.

Policy Considerations: The development of the ESC will transform Downtown Plaza into a center of entertainment and activity. Completion of the ESC will fulfill several critical policy objectives. Specifically, the ESC will serve as a catalyst for economic development in downtown and throughout our region. The appropriate reuse of the Natomas site will provide additional economic benefits and opportunities for the City of Sacramento and the Natomas community.

Economic Impact: None at this time.

Environmental Considerations: This report involves the establishment of City goals regarding the design, construction, and operation of the ESC and associated development. The action in this report does not have any potential for significant effect on the environment and is exempt under CEQA Guidelines section 15061(b)(3). The actual development of the ESC is subject to review pursuant to the California Environmental Quality Act (CEQA).

Sustainability: Not applicable.

Commission/Committee Action: Not applicable.

Rationale for Recommendation: A project such as the proposed ESC will have a profound cultural and financial effect on the downtown area. It is important to establish City goals and guiding principles for the project to ensure that the design of the buildings and the quality of the public spaces is imbued with Sacramento's values. It is also important to achieve economic benefits from the reuse of the Natomas site.

Financial Considerations: None.

Emerging Small Business Development (ESBD): Not applicable.

Background

The Sacramento Kings, in conjunction with the City, conducted initial community outreach for the design and development of the ESC in Downtown Plaza. The following is a list of outreach activities completed between September 27 and October 18, 2013.

- **Survey:** Beginning on September 27, over 6,000 people completed an on-line survey on design and development issues regarding the ESC.
- **Focus Group meetings:** The Kings hosted four focus group meetings addressing different aspects of ESC design and development. Each focus group had 20-30 attendees who were randomly selected from survey participants. Focus group meeting topics included:
 - Celebrating Sacramento (Oct. 2): This meeting sought input on ways the ESC could celebrate and respect what is wonderful and unique about Sacramento from its climate to its rivers and culture.
 - Reactivating Downtown (Oct. 3): This meeting sought ideas about how the ESC could help connect to and reactivate downtown.
 - Great Entertainment Experience (Oct. 8): This meeting asked participants how the City and the Kings could create a great entertainment experience including technological innovations, features for fans, etc.
 - The Green ESC (Oct. 9): Unlike the other focus groups, this meeting brought together local experts on sustainability and green technology such as SACOG, SARTA, Greenwise, etc. to discuss ways to create the most sustainable arena possible.
- **Community Open House:** On Saturday, October 5th, the City and the Kings hosted an open house on the arena design at the Tsakopoulos Library Galleria. Like the focus group meetings, the open house utilized the same four questions with stations for each topic. The open house was attended by 85 members of the public and they voted on key design concepts, provided ideas at each station, and engaged in discussions with staff and the Kings. Over 380 ideas were received at the meeting.
- **ESC Information Table:** Between October 7th and October 14th, an information table about the ESC was set up in the City Hall lobby. The table provided visual examples and provided information about the ESC including questions related to the focus group topics. Comment cards were available to the public so they could provide their ideas to the City and the Kings.

- **Envision Sacramento:** In addition to the survey, the focus groups and the open house, the City also used [Envision Sacramento](#) to solicit ideas from community members on the design and goals for the arena. Between October 7th and October 18th, the City received over 170 ideas for the ESC.

A summary of the major ideas from the community open house was compiled by staff and shown in the following graphic called a vision board or wordle. In this graphic, the ideas and themes that had the most votes or highest frequency are represented by larger words while those that were mentioned less frequently are smaller.

The ideas gathered from the public are being incorporated into the design of the ESC, the public plaza and surrounding development area by SBH and its design team, which is led by AECOM. In addition, City staff have incorporated the key ideas and themes into the draft goals for the ESC project which are part of this report. As the project moves forward, there will be additional outreach on other aspects such as local hiring, local business involvement, and construction.



City of
SACRAMENTO

ES&C OPEN HOUSE 10.5.13
VISION BOARD

