Meeting Date: **8/25/2015**

Report Type: Staff/Discussion

Report ID: 2015-00707

City of SACRAMENTO 19

City Council Report
915 I Street, 1st Floor
www.CityofSacramento.org

Title: Approval of Walk of Stars Program and Authorization for Issuance of Revocable Encroachment Permits

Location: District 4

Recommendation: Pass a Resolution: 1) approving the Sacramento Walk of Stars program and criteria; 2) authorizing the City Manager or the City Manager's designee to issue revocable encroachment permits to the Walk of Stars non-profit organization for the installation and maintenance of stars in the sidewalk for the Walk of Stars program; and 3) authorizing the City Manager or the City Manager's designee to review and approve the candidates and locations selected for stars.

Contact: Amy Williams, Support Services Manager, (916) 808-5014, Department of Public Works

Presenter: Amy Williams, Support Services Manager, (916) 808-5014, Department of Public Works; Lucy Eidam Crocker, Crocker & Crocker, (916) 491-3161

Department: Public Works Department

Division: Business Operations

Dept ID: 15001021

Attachments:

1-Description/Analysis

2-Background

3-Walk of Stars at a Glance

4-Resolution

City Attorney Review

Approved as to Form
Gerald Hicks
7/28/2015 10:24:39 AM

Approvals/Acknowledgements

Department Director or Designee: Jerry Way - 7/23/2015 4:24:42 PM

Description/Analysis

Issue: The Walk of Stars program aims to recognize individuals who have had a significant impact on the City of Sacramento. Each distinguished individual will be honored for his or her achievements by the placement of a star in the sidewalk. The Walk of Stars non-profit organization shall submit a list of candidates to the City Manager for approval for each star to be installed in City right of way.

The stars will be situated in the sidewalk from 21st Street in midtown to 5th Street in downtown. The route will help promote tourism and support economic development activities.

Staff requests approval of the Walk of Stars program by City Council and authorization for the City Manager or the City Manager's designee to approve the persons to be recognized; the locations for the stars; and, for the issuance of revocable encroachment permits for the installation and maintenance of stars in the sidewalk. Approval of the honorees by the City, through the City Manager or his or her designee ensures that the City will determine the appropriate persons for recognition.

Economic Impact: None

Policy Considerations: Resolution 81-845 states a revocable encroachment permit is required for any construction, placement or installation of an encroachment on city property or within any street. Revocable encroachment permits granted are solely for the purposes set forth in each permit and lists any conditions required of the permitee.

Environmental Considerations:

California Environmental Quality Act (CEQA): Authorization for issuance of revocable encroachment permits for the minor use of public property is not subject to the provisions of the CEQA. Under CEQA general rule 15061-B-3, CEQA applies only to projects which have the potential for causing a significant effect on the environment. These actions will have no effect on the environment, thus are not subject to CEQA.

Sustainability Considerations: Not applicable

Other: None.

Commission/Committee Action: None.

Rationale for Recommendation: Sacramento's Walk of Stars will be an attraction, boost tourism, enhance economic development, and increase community pride by honoring the accomplishments of some of Sacramento's stars.

Financial Considerations: There are no City funds planned or allocated for this program. The Walk of Stars non-profit organization will be responsible for the permit

fees, installation of the star on public property, maintenance, and all conditions of the revocable permits.

Local Business Enterprise (LBE): No goods or services are being procured with these actions.

Background:

The management of the Sacramento Walk of Stars will come under the direction of a soon to be formed nonprofit organization. The board of directors along with project sponsors will guide the process of selecting three to five honorees each year. The proposed honorees with then be approved by the City Manager. The 501(c)3 is collaborating with other economic development organizations serving the downtown/midtown area including the Downtown Partnership, Midtown Business Association, Sacramento Convention and Visitors Bureau and others.

Planned clusters along the streetcar route will allow flexibility to avoid issues with existing infrastructure. Certain sidewalks might not be suitable for star placement because of existing ADA requirements or existing hollow sidewalks. We can plan for current or future impacts to sidewalks and ensure stars are installed in appropriate locations.

Stars will consist of a four-by-four foot section of black terrazzo featuring an inlaid bronze star which will be filled with blue terrazzo and bronze name plate. Our manufacturer is the leading developer of Walk of Fame stars and is the provider for the Hollywood Walk of Fame and other outdoor terrazzo installations.

Stars will be recognized for their achievements in entertainment/arts, sports, news, business and science/technology. And must also have:

- Lived or were raised in the greater Sacramento region
- National or international significance
- Had a positive impact on the Sacramento region

The board will not grant this honor to anyone who gained prominence or name recognition based on notorious actions or scandalous behavior.

SACRAMENTO WALK OF STARS

CELEBRATING SACRAMENTO'S BRIGHTEST STARS

Our region boasts some of the world's greatest athletes, entertainers, artists, journalists, innovators and philanthropists. Sacramento's Walk of Stars will honor the incredible accomplishments of some of Sacramento's most notable through a variety of ongoing outreach and promotional events. The program will boost tourism, enhance economic development and create community pride. It will shine a light on the regional, national and worldwide accomplishments of Sacramento's greatest.

Every year, bronze and terrazzo stars will be installed along the bustling streets of midtown and downtown to celebrate of some of Sacramento's brightest stars. A luncheon event will follow to share the inspirational stories and memories about the inductees and their accomplishments. Extensive social media and online marketing will keep the local, statewide and national community involved in Sacramento's program as it grows in notoriety and success. For Sacramento, the Walk of Stars program is a natural way to pay tribute to those who have affected the region, nation or the world for the better.

CATEGORIES AND CRITERIA

Stars will be recognized for their achievements in entertainment/arts, sports, news, business or science/technology. They must also have:

- Lived or been raised in the greater Sacramento region
- National or international significance
- Had a positive impact on the Sacramento region

FEATURED LOCATIONS

The stars will be situated in selected areas around the same general route planned for the Sacramento streetcar. It will run from 20th Street in midtown to the ESC in downtown, traversing J, K and L streets. We will gain support of property owners and businesses located in close proximity to the star locations.

Walk of Stars
SACRAMENTO SHINES BRIGHT

Planned clusters along the streetcar route will also allow flexibility to avoid existing infrastructure. Certain sidewalks might not be suitable for star placement because of existing ADA requirements or shallow sidewalks. We can plan for current or future impacts to sidewalks and ensure stars are installed in appropriate locations.

ECONOMIC DEVELOPMENT

By placing stars in clusters along the proposed streetcar route, the Sacramento Walk of Stars will spark connectivity with residents and visitors. The program will encourage residents to take pride in the community, energize public spaces and create environments that encourage interaction. Not only will the stars be a source of curiosity but people will notice the stores, restaurants and businesses nearby.

COMMUNITY COLLABORATION

The management of the Sacramento Walk of Stars will come under the direction of a newly formed, all volunteer nonprofit organization dedicated to community collaboration. The success of the program will depend on soliciting sponsorships from organizations and individuals who want to promote this program. Some will benefit from its success and others will want to join to be a part of a Sacramento legacy project.

The board of directors will guide the process of selecting three to five honorees each year. We are collaborating with other economic development and community organizations serving the downtown/midtown area including the Downtown Sacramento Partnership, Midtown Business Association, Sacramento Convention and Visitors Bureau, SMAC and others and hope they will financially support the effort.

HIGHEST QUALITY

Stars will consist of a three-by-three foot section of black terrazzo featuring an inlaid bronze star which will be filled with blue terrazzo and bronze name plate. Our manufacturer is the leading developer of Walk of Fame stars and is the provider for the Hollywood Walk of Fame and other prominent outdoor terrazzo installations.

For more information, contact Lucy Eidam Crocker at 916-491-3161 or lucy@crockercrocker.com.

RESOLUTION NO. 2015-

Adopted by the Sacramento City Council

APPROVAL OF WALK OF STARS PROGRAM AND AUTHORIZATION FOR ISSUANCE OF REVOCABLE ENCROACHMENT PERMITS

BACKGROUND

A. The management of the Sacramento Walk of Stars will come under the direction of a nonprofit organization. The 501(c)3 board of directors along with project sponsors will guide the process of selecting three to five honorees each year.

B. Stars will be recognized for their achievements in entertainment/arts, sports, news, business and science/technology. And must also have:

- Lived or were raised in the greater Sacramento region
- National or international significance
- Had a positive impact on the Sacramento region

C. The stars will be situated in selected areas on the same route planned for the Sacramento street car. It will run from 21st Street in midtown to the Entertainment and Sports Center in downtown.

D. The Walk of Stars non-profit organization will recognize distinguished individuals in the Sacramento area with a program to install stars in their honor in the public right of way.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

Section 1. The Sacramento Walk of Stars program and criteria is approved.

Section 2. The City Manager or the City Manager's designee is authorized to issue revocable encroachment permits to the Walk of Stars non-profit organization for the installation and maintenance of stars in the sidewalk for the Walk of Stars program.

Section 3. The City Manager or the City Manager's designee is authorized to review and approve the candidates and locations selected for stars.