DOWNTOWN SACRAMENTO PARTNERSHIP

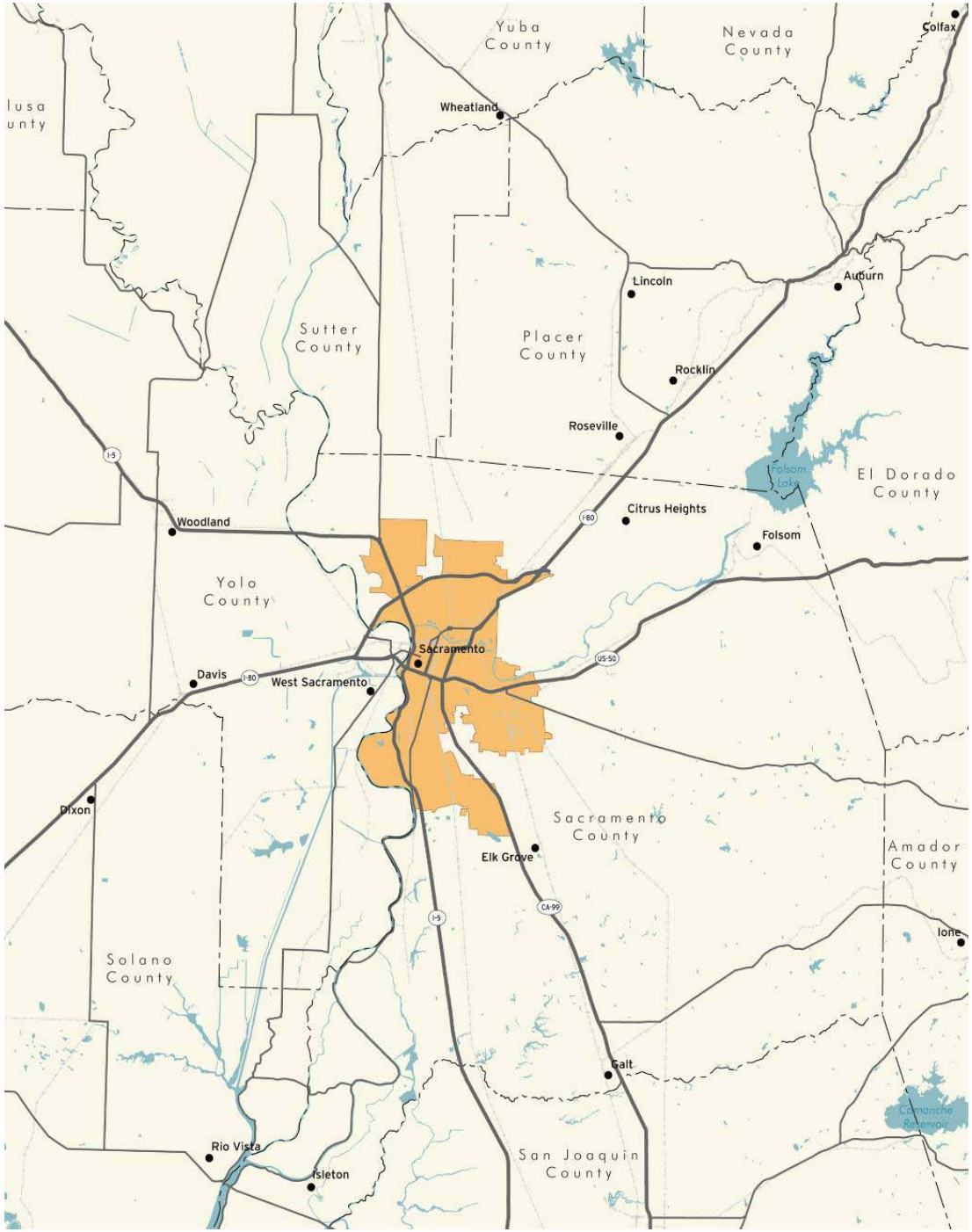
STRATEGIC ACTION PLAN

2007-2011

downtown
SACRAMENTO PARTNERSHIP

PACIFIC RAILROAD DEPOT
DELTA KING

Existing Assets


Yuba County
Nevada County
Colfax
Wheatland
Lincoln
Auburn
Sutter County
Placer County
Rocklin
Roseville
Folsom Lake
El Dorado County
Citrus Heights
Folsom
Woodland
Yolo County
Sacramento
Davis
West Sacramento
Dixon
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Elk Grove
Amador County
Ione
Solano County
Galt
Comanche Reservoir
Rio Vista
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San Joaquin County
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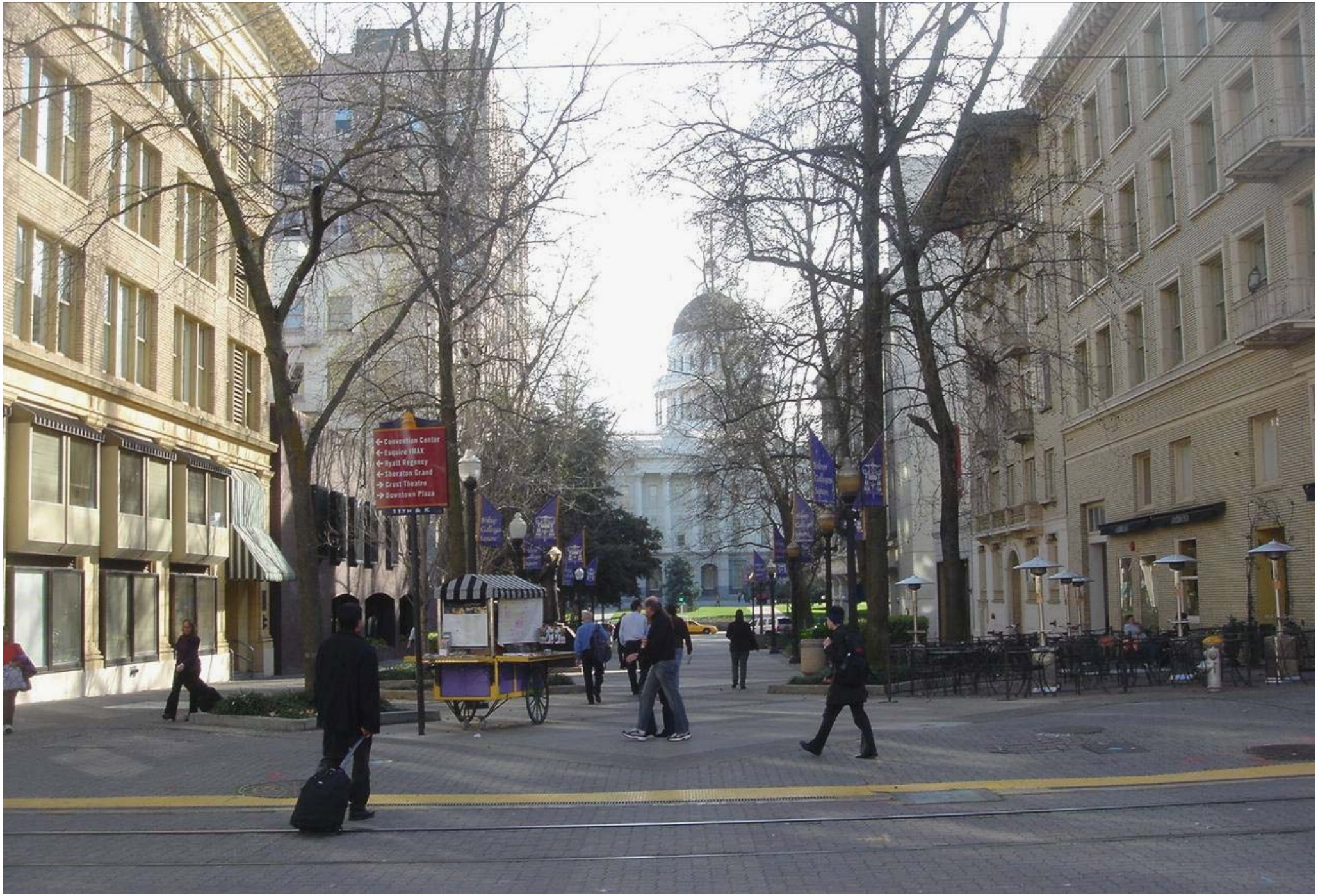
US-50
CA-99

B. F. HASTINGS &
WELLS FARGO & Co
SUPREME CO


Convention Center
Esquire IMAX
Hyatt Regency
Sheraton Grand
Crest Theatre
Downtown Plaza

SACRAMENTO CONVENTION CENTER

THE CATHEDRAL BUILDING

Westfield
SHOPPIN' OWN
DOWNTOW PLAZA
Hard Rock
CAFE

Jason Montiel

← Downtown Plaza
← Old Sacramento
← Raley Field
↑ County Admin
DOWNTOWN

RNIA LANDSCAPES
SMITH GALLERY
DOWNTOWN SACRAMENTO
PARTNERSHIP
"Working Together for a
Cleaner, Safer Downtown"

Challenges

VEHICLES
BICYCLE RIDING
SKATE BOARDING
ROLLER SKATING

TOUR BUS
AND
RV PARKING
NEXT RIGHT
NO
PARKING
ANY
TIME
P

SPRING
2008
ONE WAY

Parking
7th ST
ONE WAY
LIQUOR
Saluma
Communications
HOTEL
MARSHALL
IMMIGRATION
PHOTOS
FINGER
PRINTS
FORMS
COPIES
CELLULAR
&
Pagers

GREYHOUND
Restaurant & Gifts

Sub-Regional Context

Garden Highway
Interstate 5
Del Paso Bl
State Route 160
River District
Bannon St
North B St
American River Parkway
Railyards
Jibboom St
Sacramento St
West Sacramento
West Capitol Ave
12th St
N 16th St
C St
E St
F St
Capitol Mall
3rd St
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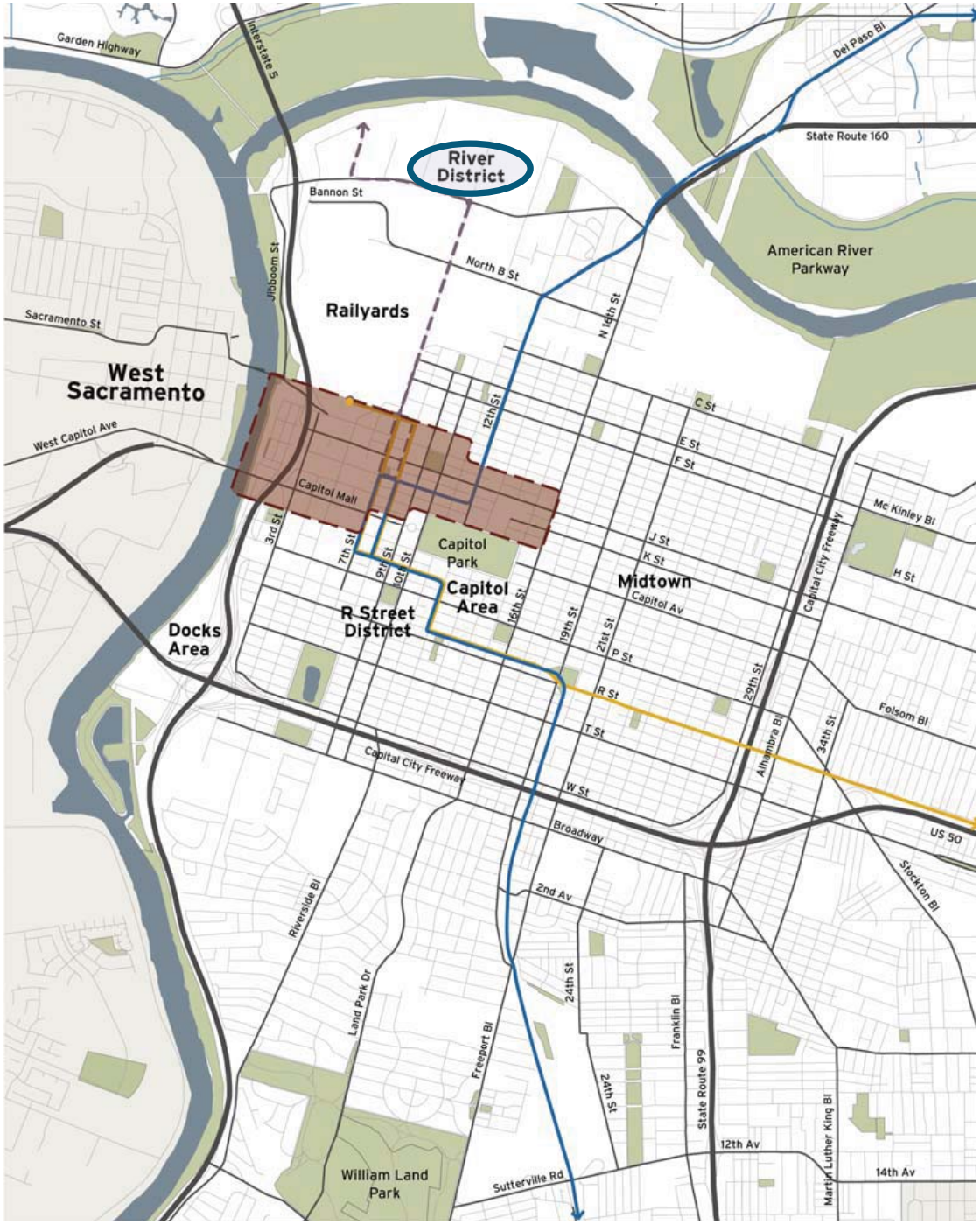
ARENA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Vision for Downtown

Distinct Urban Experience

Diverse Mix of Housing

Multi-Modal Transportation Hub

Government and Private Office Center

Vibrant, Livable and Sustainable

Performance Targets

Housing

Current Level:
9,101 units

Housing

Current Level:
9,101 units

5-year Target:
2,000 additional units

Retail (Sales Tax)

Current Level:
Food Products: $1.1 million
General Retail: $2 million
Overall: $3.3 million

Retail (Sales Tax)

Current Level:
Food Products: $1.1 million
General Retail: $2 million
Overall: $3.3 million

5-Year Target:
Food Products: 25% Increase
General Retail: 25% Increase
Overall: 25% Increase

Culture, Entertainment & Tourism

Current Level:
4.3 million annual visitors
26 attractions/amenities

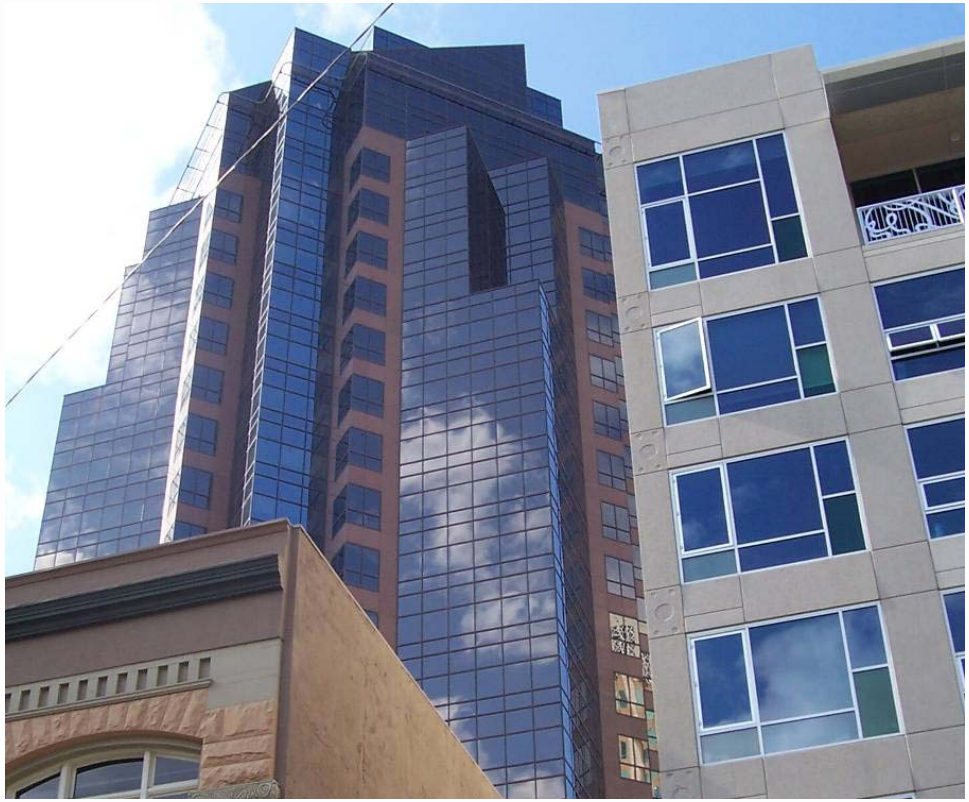
Culture, Entertainment & Tourism

Current Level:
4.3 million annual visitors
26 attractions/amenities

5-Year Target:
5% increase in annual visitors
5 new or expanded attractions/amenities

Office

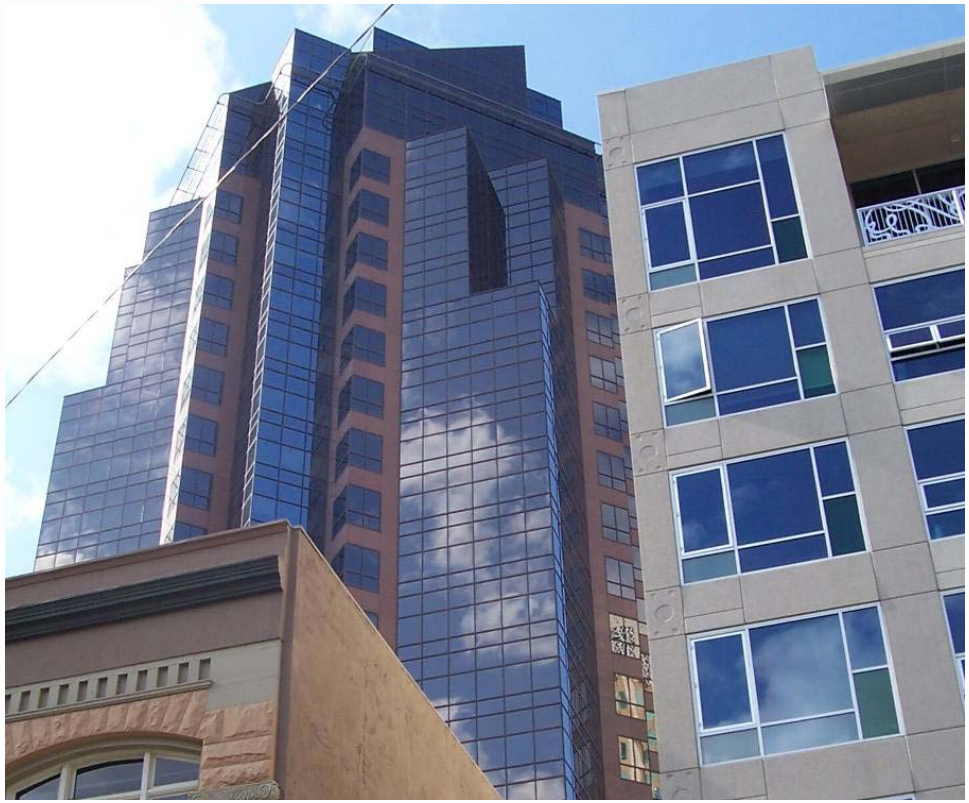
Current Level:
10 million sq ft



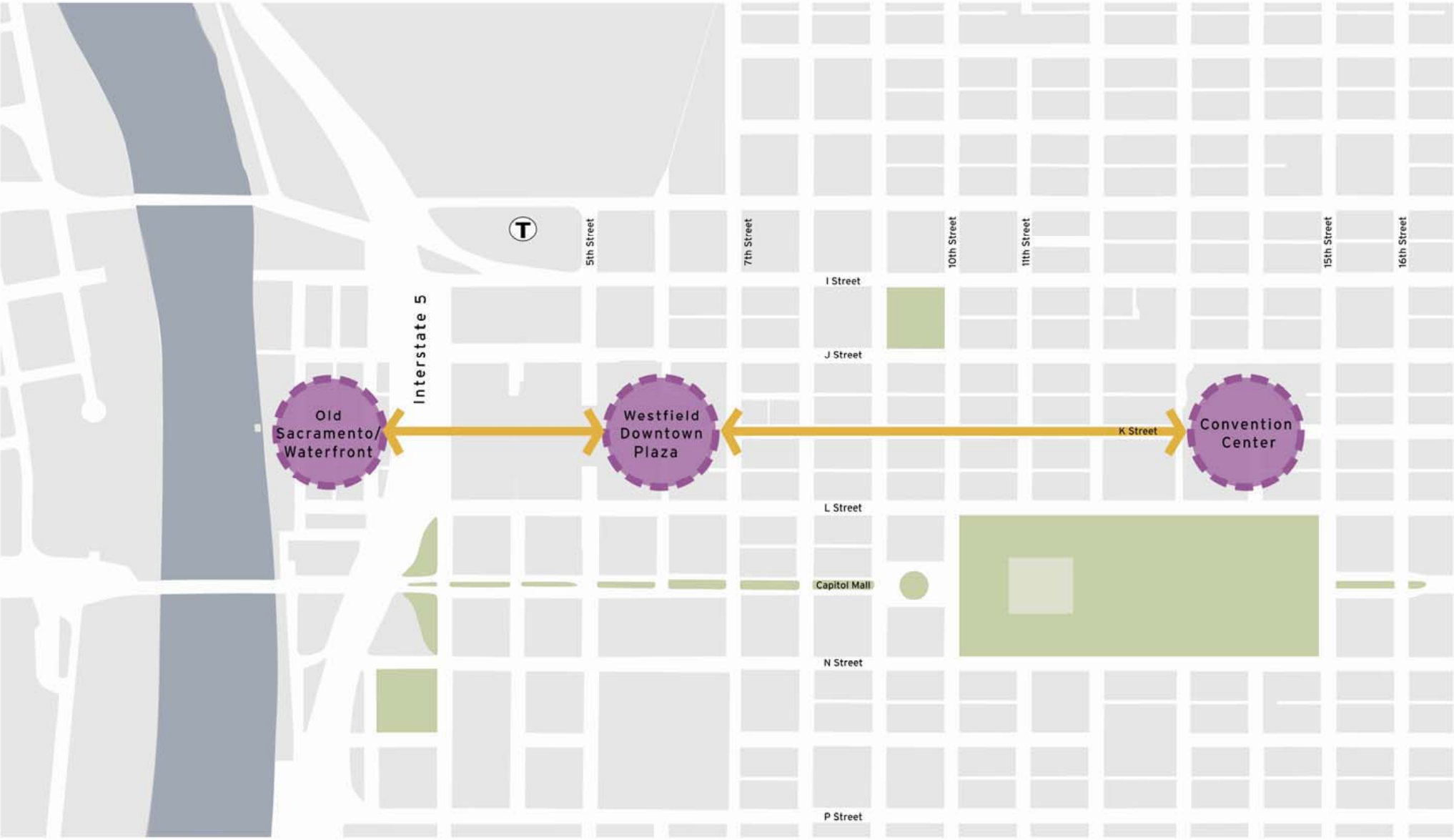
Office

Current Level:
10 million sq ft

5-year Target:
1 million additional sq ft



Downtown Development Strategy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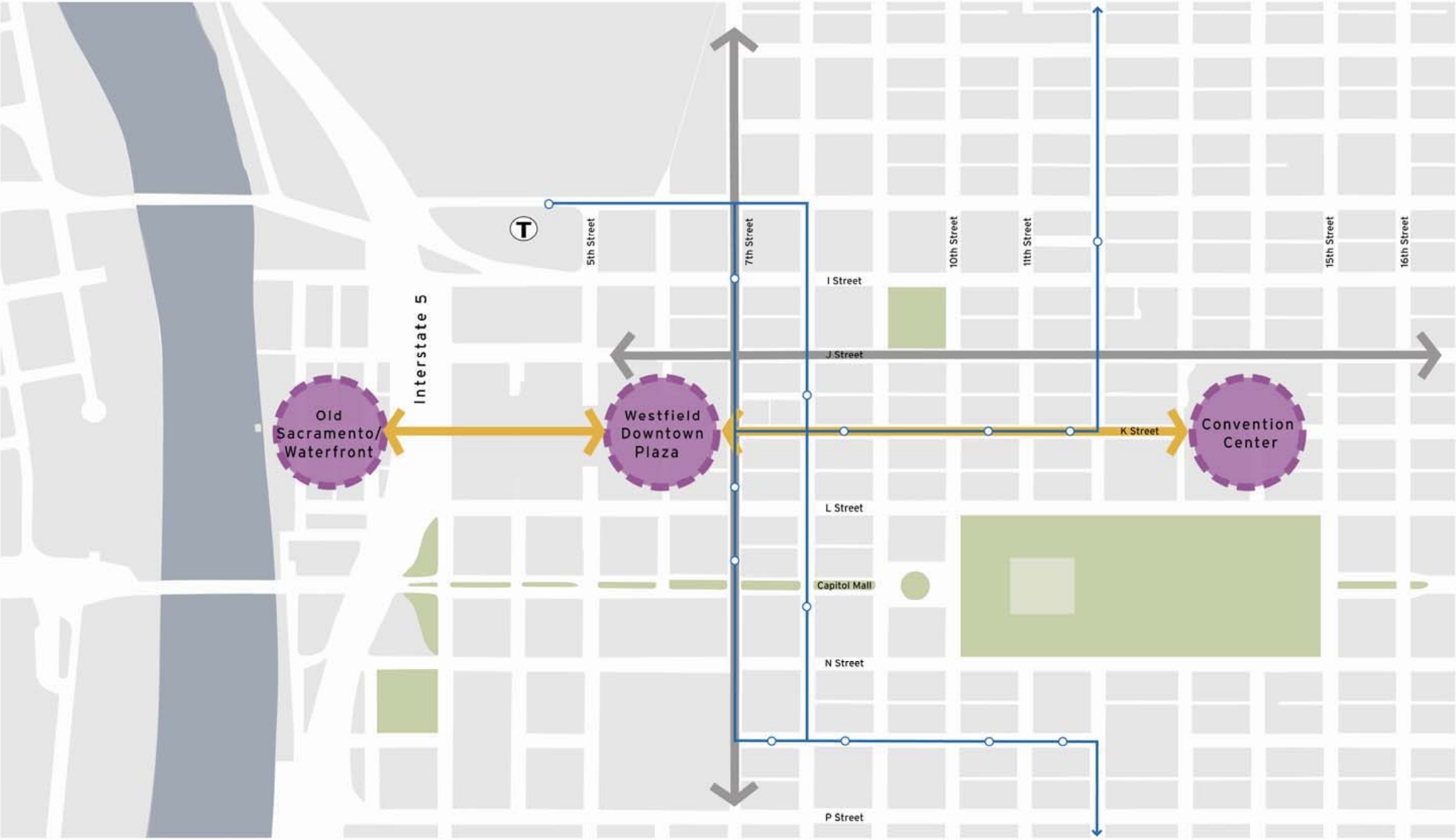
P Street
Interstate 5
Old Sacramento/ Waterfront
Westfield Downtown Plaza
Convention Center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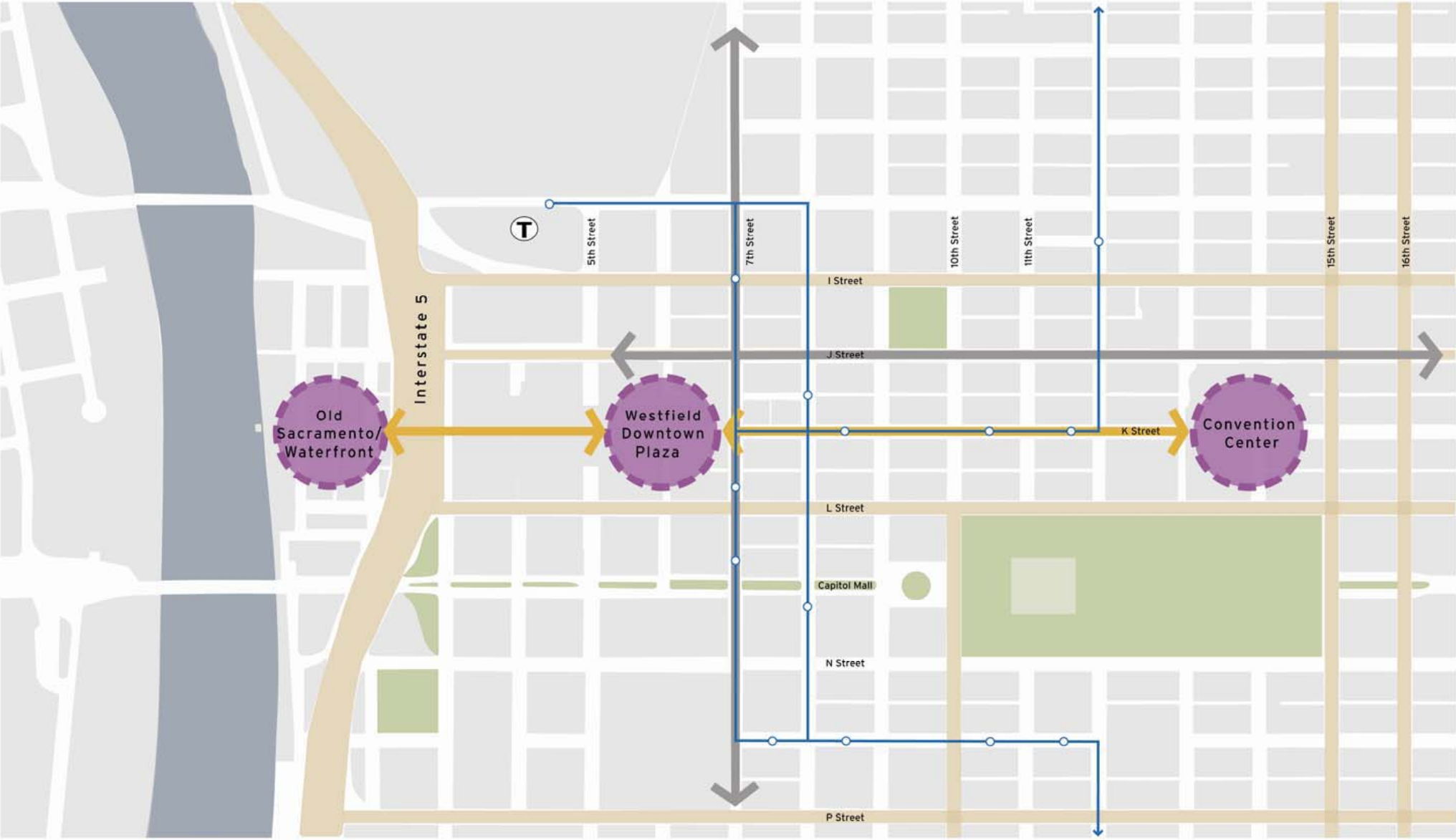
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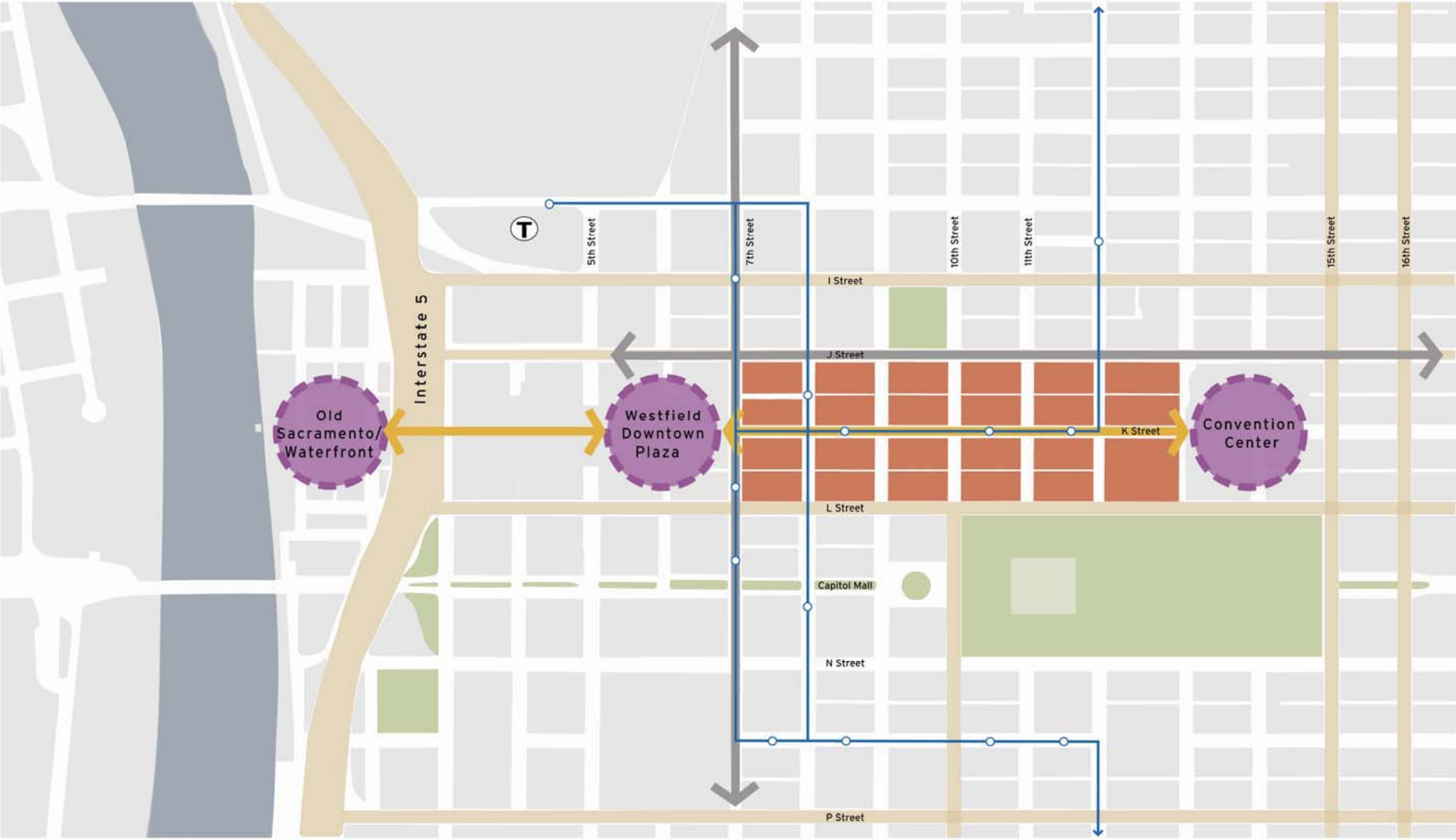
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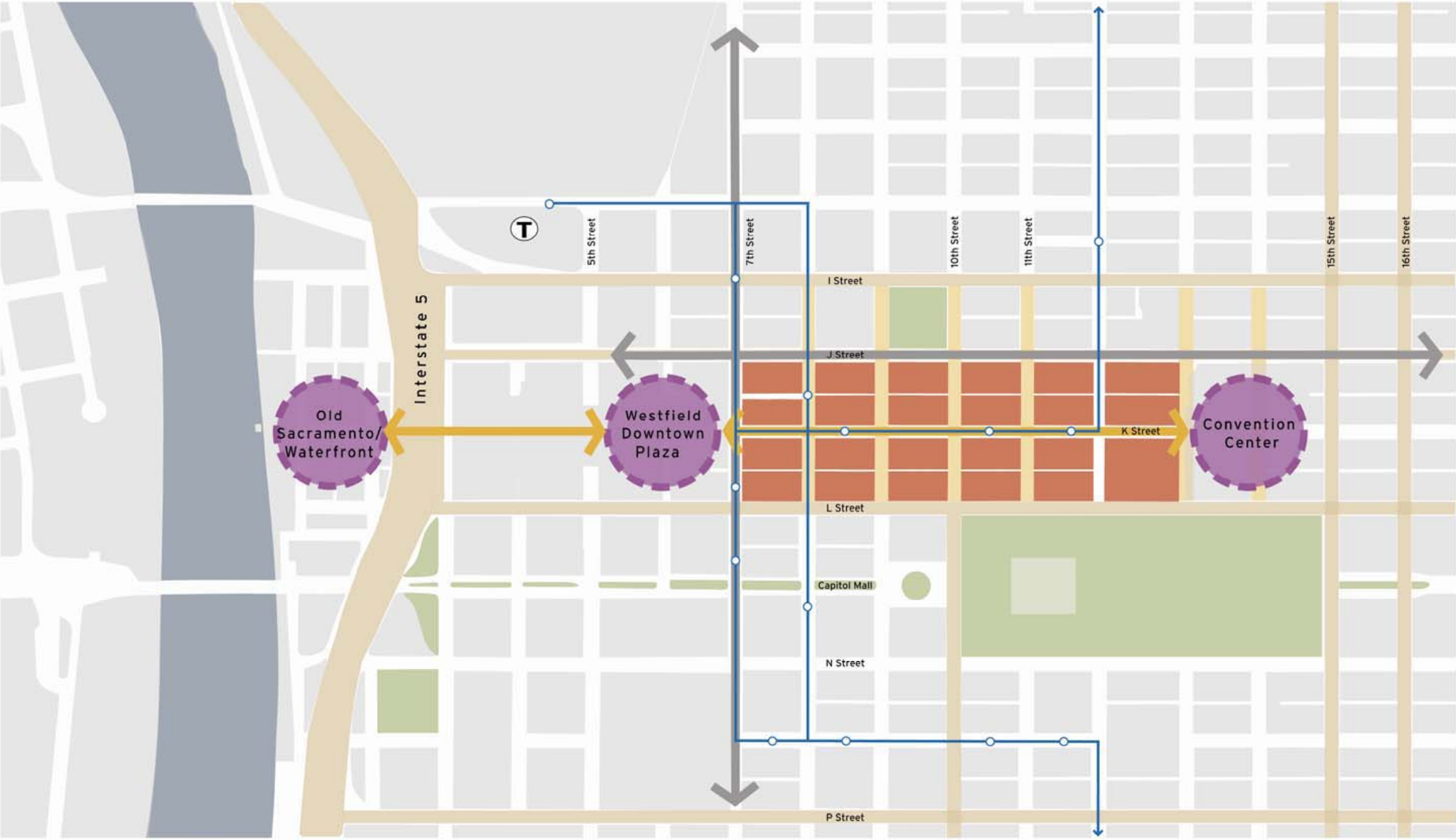
Old Sacramento/ Waterfront
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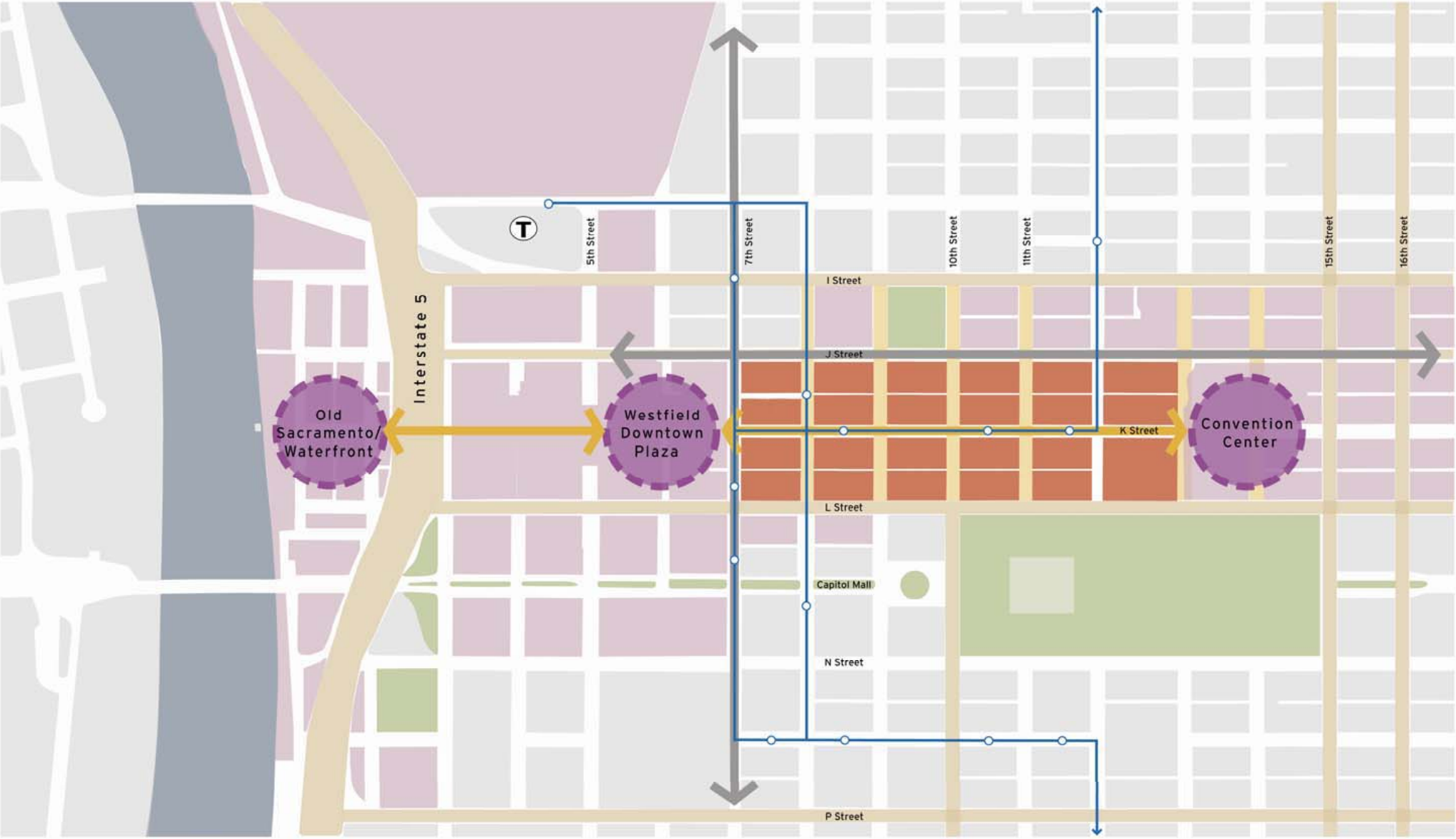
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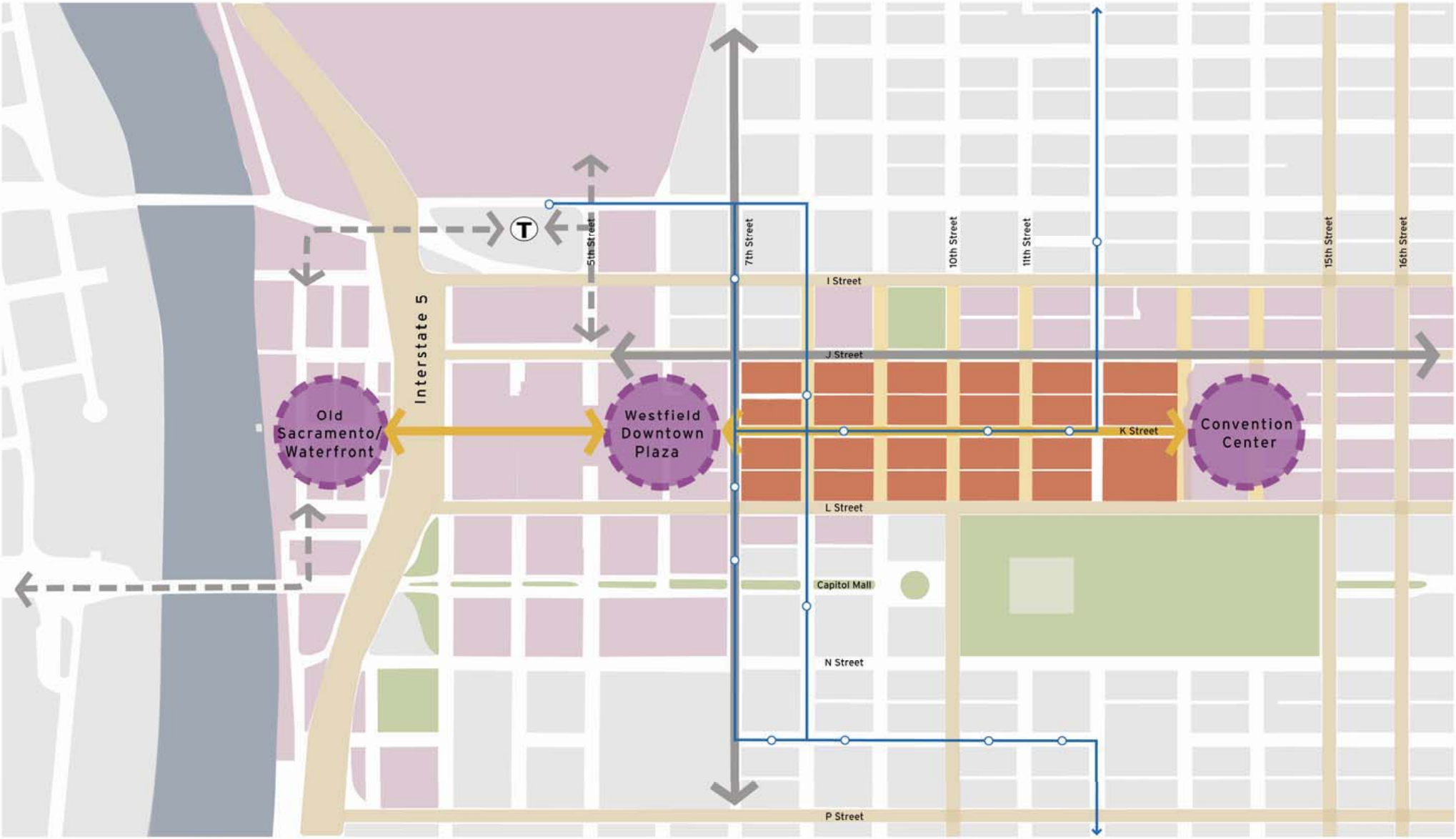
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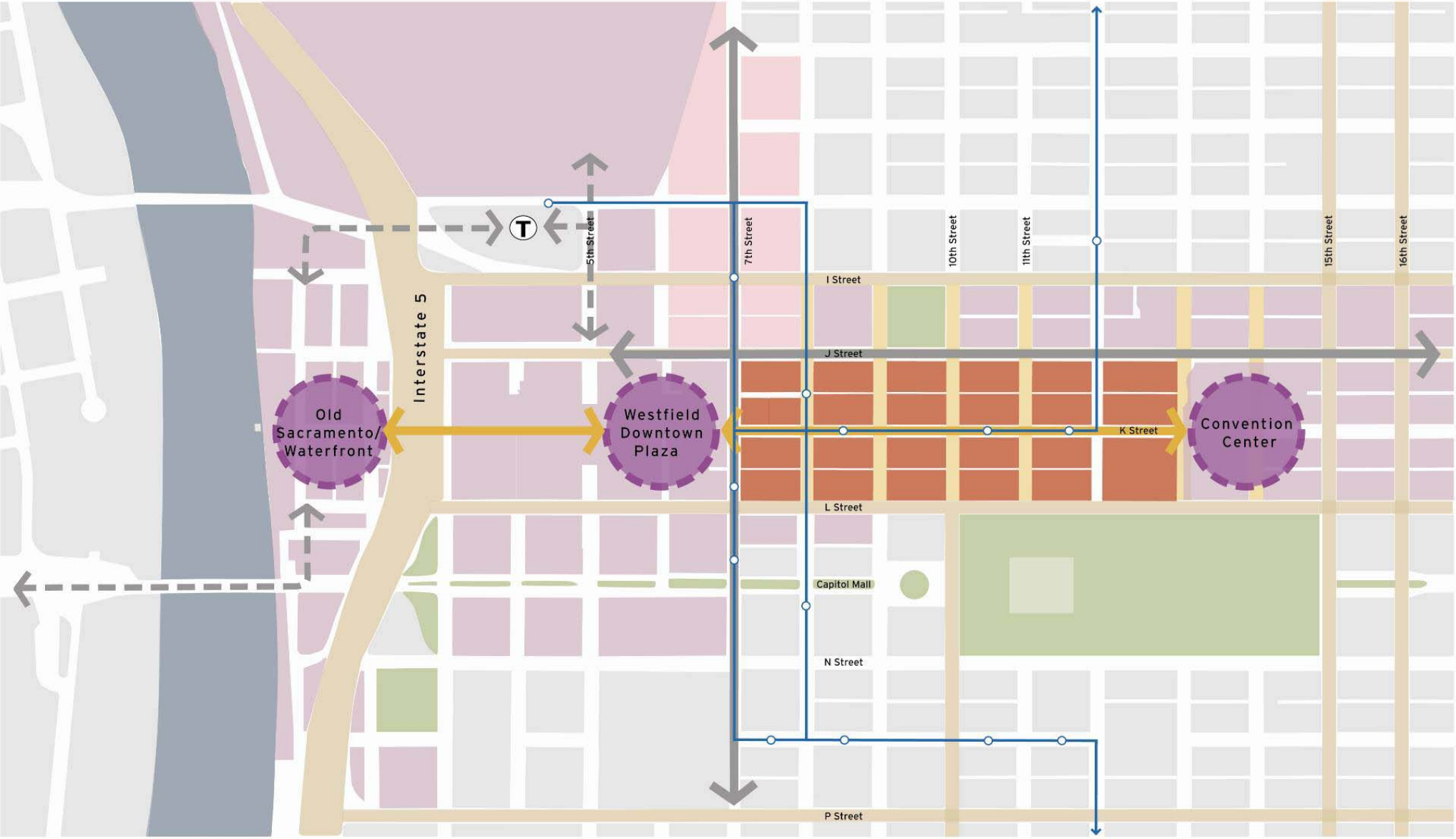
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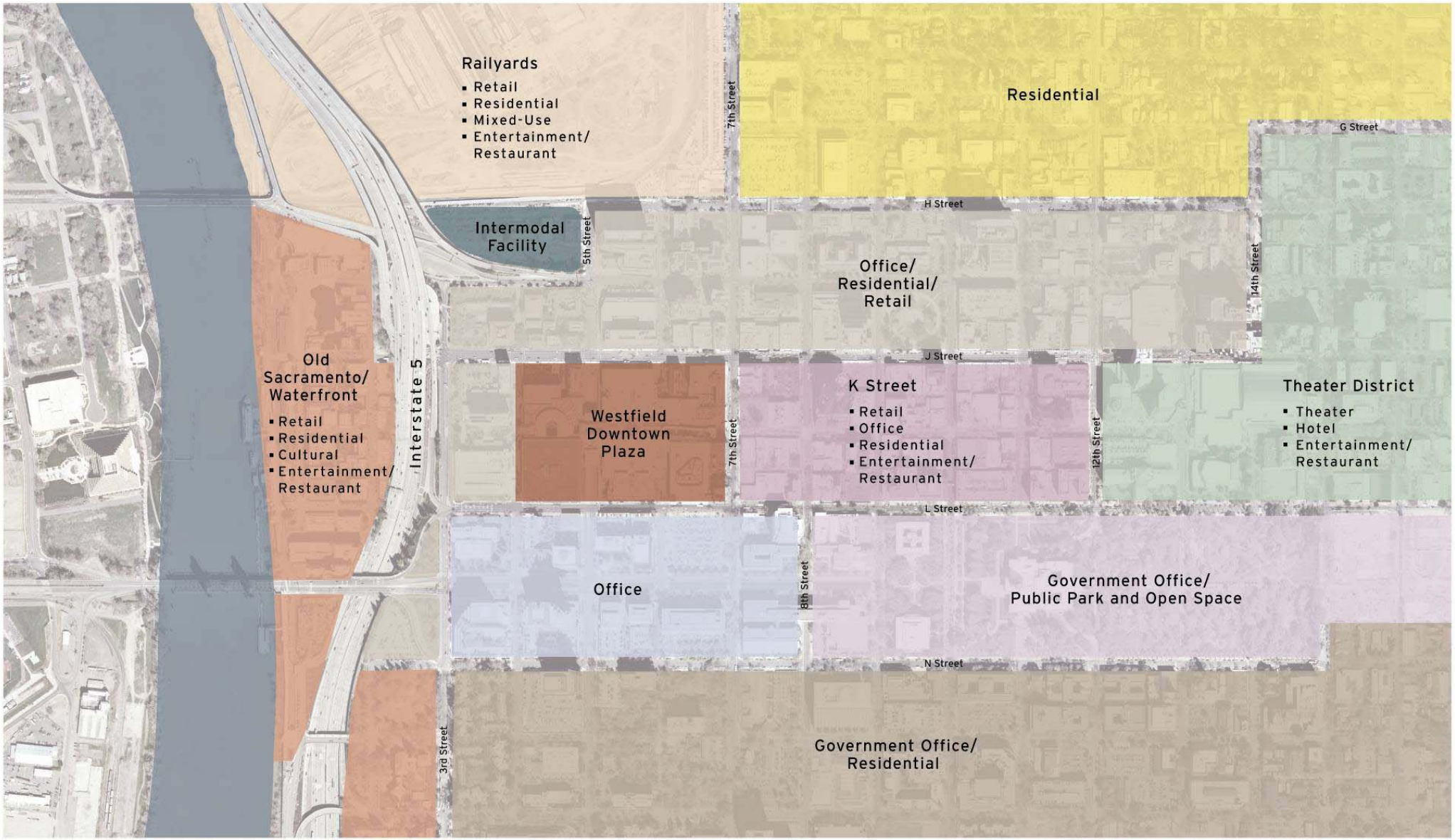
Railyards
▪ Retail
▪ Residential
▪ Mixed-Use
▪ Entertainment/ Restaurant
Residential
G Street
H Street
Intermodal Facility
5th Street
7th Street
Office/ Residential/ Retail
14th Street
J Street
Old Sacramento/ Waterfront
▪ Retail
▪ Residential
▪ Cultural
▪ Entertainment/ Restaurant
Interstate 5
Westfield Downtown Plaza
K Street
▪ Retail
▪ Office
▪ Residential
▪ Entertainment/ Restaurant
12th Street
Theater District
▪ Theater
▪ Hotel
▪ Entertainment/ Restaurant
L Street
Office
8th Street
Government Office/ Public Park and Open Space
N Street
3rd Street
Government Office/ Residential

Development Opportunity Sites
1 Enterprise Hotel
2 Magnolia Lords
3 County-Owned Parcel (8th & I streets)
4 701 Block of J Street
5 900-918 J Street
6 Firehouse Parking Lot
7 630 K Street
8 Marshall Hotel
9 7th & L Street
10 800 K Street
11 818 K Street
12 830 K Street
13 1020 K Street
14 200 Capitol Mall
15 301 Capitol Mall
16 601 Capitol Mall
Note: Land uses for these sites are undefined.
Railroad Technology Museum
Railyards
F Street
G Street
H Street
I Street
J Street
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N Street
O Street
P Street
7th Street
8th Street
10th Street
Performing Arts Rehearsal Space
City Hall
Discovery Museum
Railroad Museum
Front Street
49er Park
2nd Street
3rd Street
Chinatown
5th Street
6th Street
9th Street
Cesar Chavez Plaza
The Metropolitan
11th Street
13th Street
14th Street
15th Street
Memorial Auditorium
16th Street
Old Sacramento/ Waterfront
Hotel Orleans
Ebner-Empire Hotel
Interstate 5
St. Rose of Lima Park Redesign
731 K St.
801 K St.
926 J St.
Cathedral Square Building
Roos Atkins Building
K Street
Convention Center
Maydestone Apartments
Westfield Downtown Plaza
700 K St.
The Berry Hotel
K Street Central
12th Street
Community Center Theater
Meridian Plaza Phase 2
Firestone
West Sacramento
621 Capitol Mall
Capitol Mall
State Capitol
Capitol Park
Tower Bridge
500 Capitol Mall
Raley Field
Sacramento River
Crocker Park
Crocker Art Museum Expansion
Crocker Art Museum

Development Strategy Hierarchy

Primary Strategies

A. Housing

- Make Downtown an attractive place to live, providing an array of housing types and costs for residents with a wide range of income levels and needs.

B. Retail

- Recruit and retain a diversity of retail uses that contribute to an active and distinct Downtown while providing for a range of users' needs, including those of residents, businesses and visitors.

C. Culture, Entertainment & Tourism

- Make Downtown a place for entertainment and cultural activities, promoting Downtown as a regional destination and extending hours of use into evening and weekend hours.

D. Office

- Maintain Downtown as the premier office center for the region. Support a growing employment base.

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Requisite Strategies

E. Regulatory Reform & Advocacy

- Advocate for the City, County, State agencies and other regulatory bodies to develop tools and resources that will facilitate the primary development strategies: housing, retail; culture, entertainment and tourism, and office.

F. Social Environment

- Resolve issues regarding behavioral problems and occupation of civic areas to improve Downtown's image and ensure its accessibility to all members of the public.

G. Transportation, Circulation & Pedestrian Environment

- Create an efficient and balanced transportation system including auto, transit and pedestrian elements within Downtown; improve access in and out of Downtown.

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Supporting Strategies

H. Downtown Identity, Marketing & Communications

- Develop a comprehensive public relations and communications effort, marketing Downtown Sacramento as a lively, dynamic, multi-use activity center for locals, regional residents, and visitors.

I. DSP Organizational Development

- Provide a sound organizational structure to ensure implementation of the Strategic Action Plan and ongoing Downtown development.

Top Priority Actions

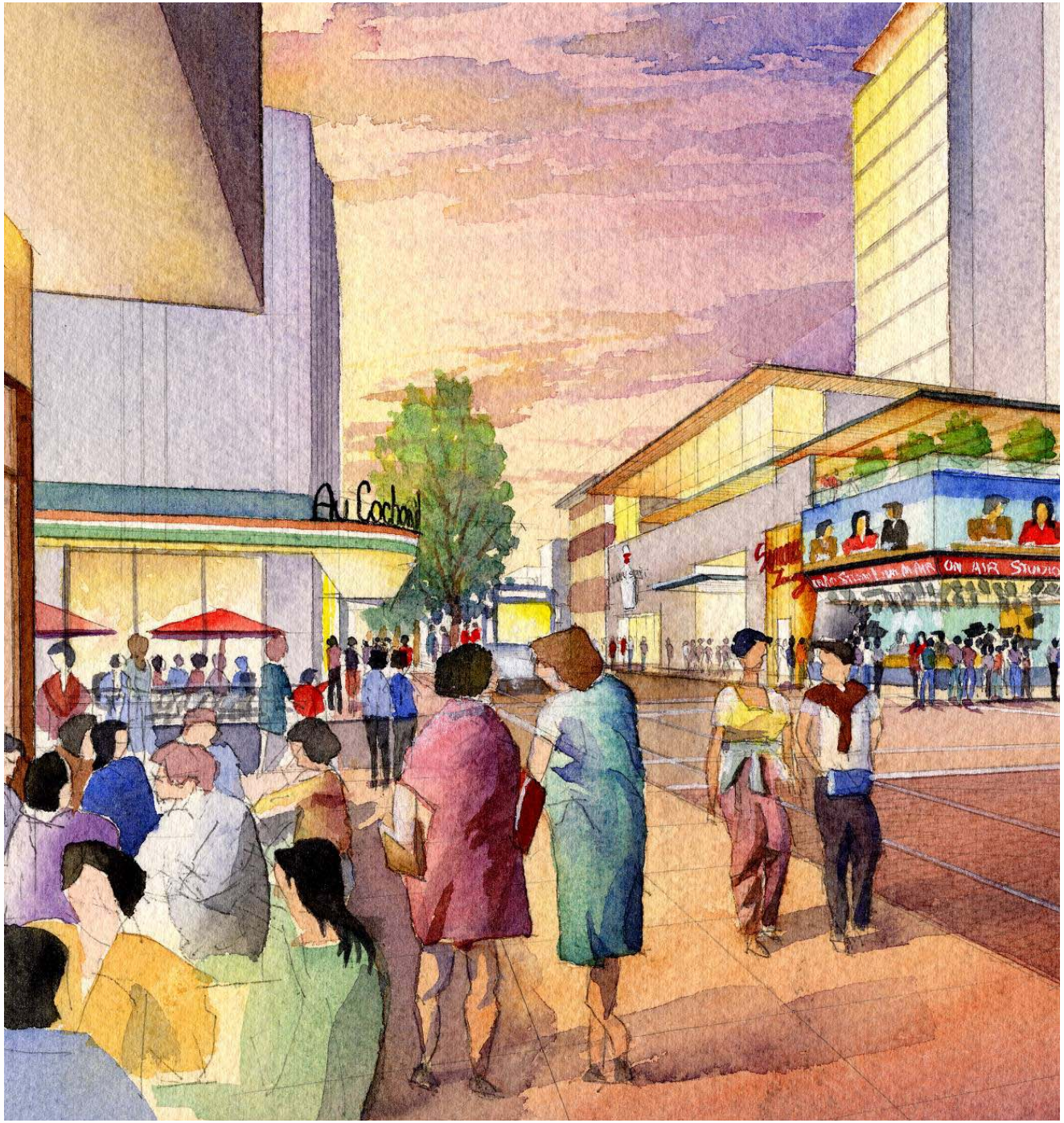
Housing

Target specific parcels with a high catalytic impact for development, such as:

- Berry Hotel (8th & L)
- Cathedral Square Building (11th & J)
- Maydestone Apartments (15th & J)
- The Metropolitan (10th & J)

Retail

Promote the development of unique destination retail opportunities and the removal of blight along the 700 and 800 blocks of K Street.



Culture, Entertainment & Tourism

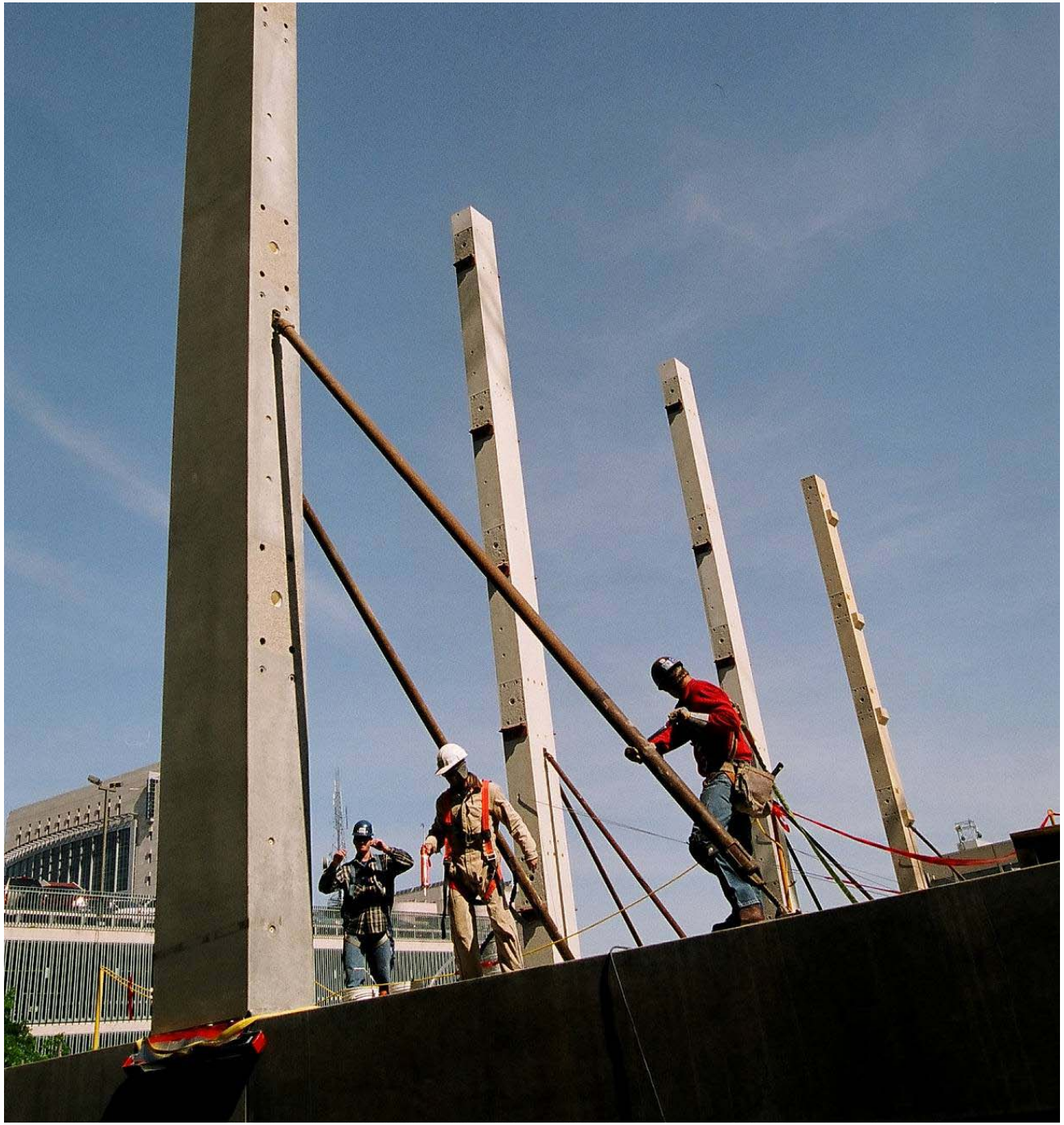
Assist with development and improvement of destination projects, such as:

- Community Center Theater Renovation
- Crocker Art Museum Expansion
- K Street Central
- Old Sacramento/ Waterfront
- Performing Arts Rehearsal Building
- Railroad Technology Museum

Office

Support the development of proposed office projects, such as:

- 500 Capitol Mall
- Meridian Plaza Phase II
- State DGS West End Office Development



Regulatory Reform & Advocacy

Work with stakeholders to utilize a Community Development Corporation (CDC) or CDC-model organization to assist with developing new projects.

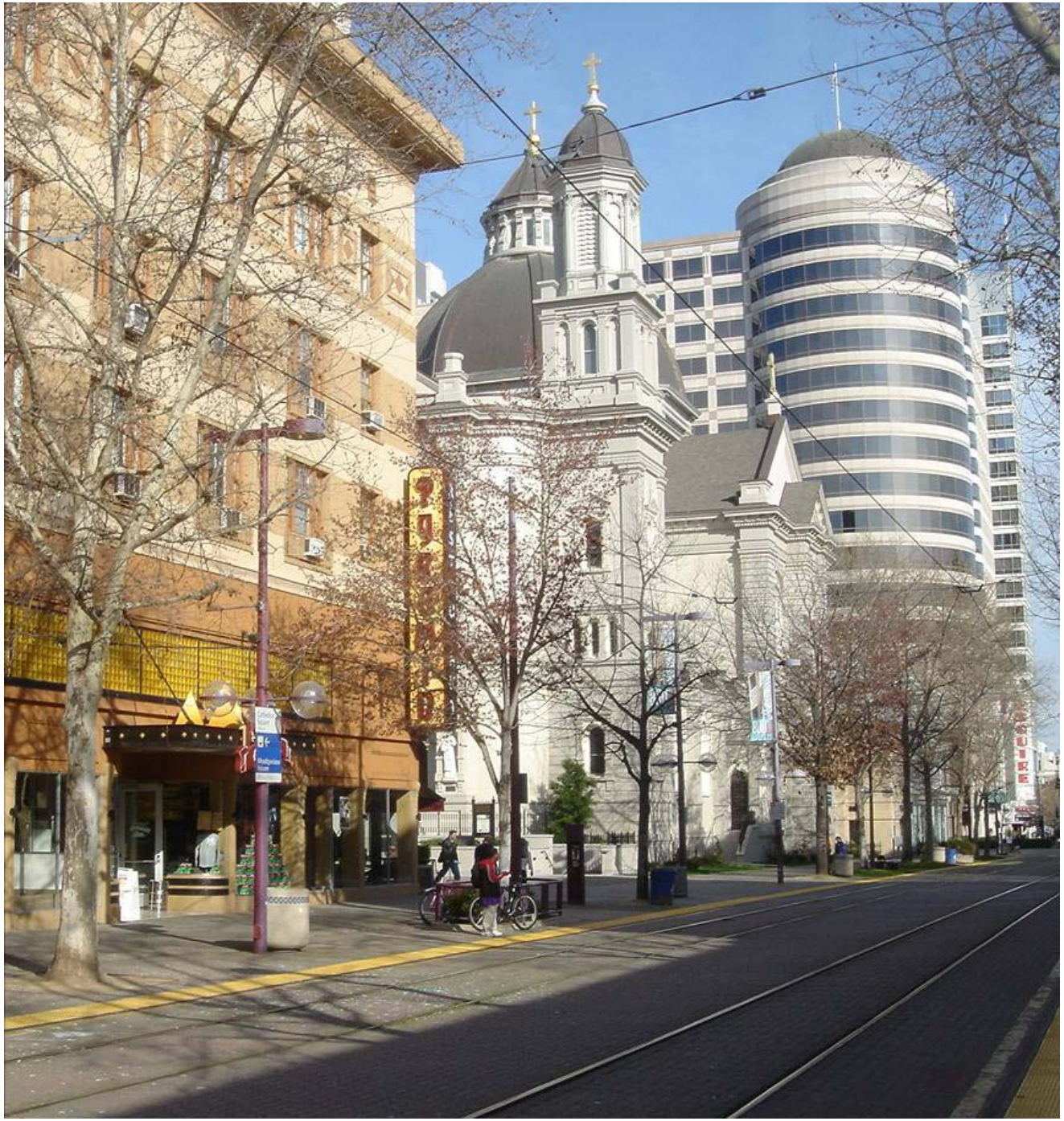
Social Environment

Organize a coordinated approach to reducing crime and its perception in the 7th and K streets area, including:

- Reducing vacancies and blight
- Increasing public safety presence

Transportation, Circulation & Pedestrian Environment

Relocate the Greyhound Station to the identified site on Richards Blvd. in the near term and eventual inclusion in the Intermodal Transportation Facility.



Transportation, Circulation & Pedestrian Environment

Develop and implement streetscape improvements on K Street that:

- Identify the K Street area as a unique district.
- Promote street activity through a variety of uses (outdoor dining, live entertainment, special events).
- Improve public safety, comfort and overall aesthetics.

Downtown Identity, Marketing & Communications

Strengthen brand image for Downtown as the vibrant business, cultural and entertainment destination in the Sacramento region.

DOWNTOWN SACRAMENTO PARTNERSHIP

STRATEGIC ACTION PLAN

2007-2011

downtown
SACRAMENTO PARTNERSHIP