

SACRAMENTO'S INTERNATIONAL MARKETPLACE



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Stockton Boulevard is home to many Asian, Middle Eastern, and Latino residents and businesses. With a thriving commercial corridor and a rich cultural mix, this area is ripe with opportunity. Fueled by this energy, redevelopment focuses on the feeling you get once you're there, by making the area more accommodating to pedestrians and shoppers.



STOCKTON BOULEVARD

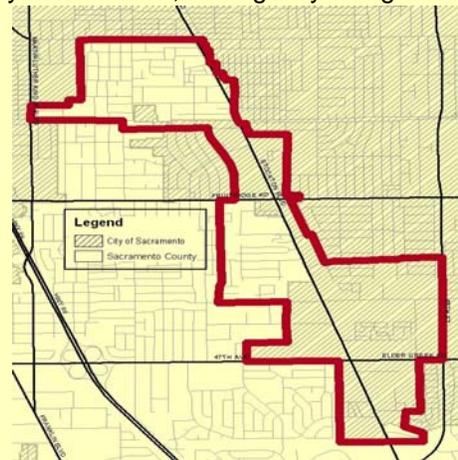


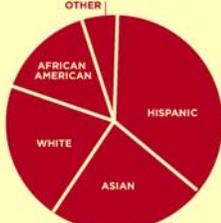
ABOUT STOCKTON BOULEVARD

For over 100 years, Stockton Boulevard was a major transportation artery, linking Sacramento to the City of Stockton. This function of the boulevard ended in the early 1960's when State Highway 99 replaced Stockton Boulevard as the regional transportation artery. As a result, traffic was drawn away from the boulevard, causing many businesses to close, while others continued on a marginal basis.

In order to alleviate blight and obsolescence resulting from freeway construction, the Agency designated Stockton Boulevard eligible for commercial rehabilitation loans and façade rebates in mid 1980. In May 1994, the Sacramento City Council and the Sacramento County Board of Supervisors approved the adoption of the Stockton Boulevard Redevelopment Plan; its boundaries were Stockton Boulevard from 14th Avenue to Riza Street.

Since that time, Redevelopment Agency's (Agency) efforts, combined with an influx of primarily Asian-owned businesses, have helped spur the revitalization of Stockton Boulevard. Over the past few years, public infrastructure has been greatly improved based on the Broadway/Stockton Streetscape Master Plan, which was completed in 2002. These improvements continue to enhance the appearance and competitiveness of Stockton Boulevard and support commercial revitalization activities along the corridor.



Notable Timeframes	What is There?	Who is There?
Redevelopment Plan Adopted 1994 Expires 2025	<p data-bbox="808 1394 971 1430">925 Acres</p> <p data-bbox="824 1436 992 1457">EXISTING LAND USE</p> 	<p data-bbox="1159 1394 1354 1430">8,427 Residents</p> <p data-bbox="1208 1436 1305 1457">ETHNICITIES</p> 
Implementation Plan 2005-2009		
Housing Compliance Plan 2005-2014 (For affordable housing program planning)		

POSITIONING FOR THE FUTURE

In the last five years, the Agency has championed several successful projects and programs in the Project Area:

- Broadway/Stockton Boulevard Beautification Master Plan:** Completed in 2001 with \$230,000 in redevelopment funds, the Broadway/Stockton Boulevard Master Plan further develops the streetscape concepts identified by the Broadway/Stockton Urban Design Plan. In addition to developing and proposing aesthetic enhancements, the Master Plan provides uniform improvements to the streetscape that will link individual communities together while providing for basic pedestrian and motorist safety
- Commercial Loan and Façade Improvement Program:** The facade improvement program has helped many businesses improve the exteriors of their buildings. In 2003, the program was restructured to provide a zero percent interest loan rather than grant. The loans are available to all property and business owners up to a maximum of \$50,000. The program is financed through a fund established with tax increment dollars. Once loans are repaid, the monies are reinvested back into the program. The Agency has dedicated \$500,000 to this program.
- Stockton Boulevard Property & Business Improvement District:** In 2001, the Agency provided \$93,000 to assist with the formation of the Stockton Boulevard Property and Business Improvement District (PBID). The PBID enables property and business owners to provide services and activities for Stockton Boulevard that make the corridor a more attractive commercial destination for patrons.

Stockton Boulevard Streetscape – Phase I and II

Phase I of the Stockton Boulevard Streetscape, located between Fruitridge Road and El Paraíso Avenue, was completed in 2002. Improvements included landscaped medians, streetside landscaping, curb ramps, sidewalk, curb, and gutter, and related drainage improvements. The Agency contributed \$857,865 to the total project cost of approximately \$2 million. Phase II is located on Stockton Boulevard between Broadway and Fruitridge Road. Construction is expected to be completed in 2005. Agency funds in the amount of \$761,534 will be contributed towards the total project cost of approximately \$7 million.



REDEVELOPMENT PLAN GOALS

The Stockton Boulevard Redevelopment Plan was adopted in 1994 and amended in 1998 to address blighting conditions found in the neighborhood. The plan's goals are identified as:



Eliminate the Ugliness: The elimination and prevention of the spreading of blight and the conservation, rehabilitation of the Project Area in accord with the applicable general plans, specific plans, and local codes and ordinances.



Ensure Local and Regional Retail Appeal: The promotion of new and continuing private sector investment within the Project Area to prevent the loss of and to facilitate the capture of commercial sales activities.



Protect Local Businesses: The retention and expansion of existing businesses by implementing redevelopment and rehabilitation activities and by encouraging and assisting property owners, businesses, and public agencies in the revitalization of the Project Area.



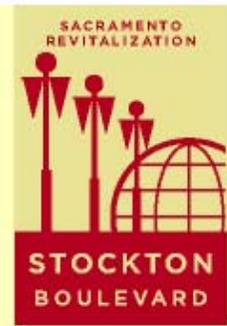
Emphasize Infrastructure Improvements: The elimination and overall improvement of certain Infrastructure deficiencies, such as substandard streets, pedestrian infrastructure, inadequate water, sewer and storm drainage systems and other similar public improvements.



Jobs for the Neighborhood: The creation and development of local job opportunities through private investment and the preservation of the existing employment base.



Housing for All Families: The preservation and rehabilitation of existing residences in the Project Area especially for low- and moderate- income earners. Create new and attractive housing opportunities at various affordability levels in those areas that will most effectively improve homeownership and improve housing conditions.



OUR REDEVELOPMENT STRATEGY

The redevelopment strategy for Stockton Boulevard focuses on five key principles - concentrating major investments on public infrastructure improvements, emphasizing the importance of the International Marketplace theme, supporting new and existing businesses, infilling key redevelopment sites, and a detailed housing program.

- **Improve the Area's Infrastructure:** The upgrading of the Project Area's infrastructure is crucial to the long-term viability of the corridor. The Agency intends to eliminate infrastructure deficiencies during the work program by completing Phase III of the Stockton Boulevard Streetscape, which will also strengthen the long-term competitiveness of the Project Area.
- **Reinforce the Area's Role as Sacramento's International Market Place:** The greatest strength of the Stockton Boulevard Corridor is its evolving function as Sacramento's International Marketplace. The Agency will reinforce the area's role by supporting a focused International Marketplace program, funding new signage for the district, and offering commercial loans for property and business owners.
- **Increase Private Investment While Retaining and Assisting the Expansion of Local Businesses:** The Stockton Boulevard Corridor has been home to an energetic entrepreneurial spirit over the years. Over the course of the work program, the Agency will encourage investment in existing businesses through select target programs while also recruiting new businesses to the corridor.
- **Attract High-Quality Design and Development on Key Catalyst Sites Along the Boulevard:** High-quality, mixed-use development at major commercial nodes along the corridor has the potential to provide for long-term sustainable economic development. A major focus of the Agency's work program will be to work with property owners, developers and local jurisdictions to ensure the creation of catalyst projects along the corridor.
- **Housing Program Strategy:** The Agency's housing program will focus on the creation of new housing opportunities at various affordability levels, encourage infill development, and improvements to existing housing stock.
 - **Housing for all persons of all income levels:** The creation of new and attractive housing opportunities to all income groups and family size are necessary to address the needs of the expected influx of new residents to the area. Special focus will be placed on increasing the housing options available to low- and moderate- income earners.
 - **Quality Infill Development:** In an effort to improve and increase housing opportunities, the housing strategy will place emphasis on Agency assistance in the creation of quality infill projects throughout the portions of the Project Area. In some select cases the Agency may be able to provide assistance funds for high-quality multi-family mixed-use developments that have the potential to improve the character of the Project Area that might not otherwise be built without Agency assistance.

- **Improve Existing Housing Stock:** The improvement of area housing stock is of paramount importance. The housing strategy will focus on providing assistance for the improvement of living conditions for those that need it most. The rehabilitation or reuse of motels and the improvement of multi-family properties are a key concern of the Agency's housing strategy.
- **Increase Individual Home Ownership and Encourage Neighborhood Stability:** In an effort to increase neighborhood stability, the Agency aims to promote and increase individual home ownership throughout the Project Area. This will be achieved through various programs and opportunities conducted by the Redevelopment Agency.

PROPOSED REDEVELOPMENT PROGRAM – 2005 THROUGH 2009

Over the next five years, the Agency will implement the Stockton Boulevard redevelopment strategy by undertaking the following projects and programs:

Project/Description	Estimated Redevelopment Investment	Goals Achieved
<p>Obsolete Motel Reuse Reconfiguration Program To improve existing housing stock and attract high quality design on key sites, funds will be provided to redevelop obsolete motels on the corridor. Potential activities include assemblage of parcels, financial assistance to developers, and reuse of sites as possible mixed-use projects.</p> <p>Completion of this project would result in eliminating factors hindering economically viable use, improving inadequate public infrastructure, and decreasing high crime rates.</p> <p><i>Anticipated Completion:.....2005 Thru 2008</i></p>	<p>\$3,000,000</p>	 CLEAN  HELP  INVEST
<p>Stockton Boulevard / Riza Avenue Development Site The goal of this project is to further the strategy of attracting quality design to a key site. Funds will be used to assist with the development of the large underutilized site.</p> <p>Completion of this project would result in eliminating factors hindering economically viable use and improving inadequate public infrastructure.</p> <p><i>Anticipated Completion:.....2005 Thru 2006</i></p>	<p>\$800,000</p>	 CLEAN  HELP

Project/Description	Estimated Redevelopment Investment	Goals Achieved
<p>International Marketplace District Development Area This program will implement multiple strategies to reinforce the International Marketplace and assist local businesses. The program will provide funds to rehabilitate buildings, assemble development sites, and provide financial assistance to developers.</p> <p>Completion of this project would result in eliminating factors hindering economically viable use and improving inadequate public infrastructure.</p> <p><i>Anticipated Completion:.....2005 Thru 2009</i></p>	\$1,000,000	 CLEAN  HELP
<p>21st Avenue/Stockton Boulevard District Development Funds will be used to attract quality design and development at this strategic location along the corridor.</p> <p>Completion of this project would result in eliminating factors hindering economically viable use.</p> <p><i>Anticipated Completion:.....2006 Thru 2008</i></p>	\$800,000	 CLEAN  HELP
<p>Exterior Rebate/ Commercial Loan Program The program implements the strategy of increasing investment on the corridor by providing funds for exterior rehabilitation of commercial properties.</p> <p>Completion of this project would result in eliminating factors hindering economically viable use.</p> <p><i>Anticipated Completion:.....2005 Thru 2009</i></p>	\$1,000,000	 CLEAN  HELP

Project/Description	Estimated Redevelopment Investment	Goals Achieved
<p>Max Baer House This project proposes reuse of the potentially historic structure into a community asset, which implements the Agency strategy of bringing high-quality design projects to the corridor. Potential uses may include an art house, community center or nonprofit center.</p> <p>Completion of this project would result in eliminating factors hindering economically viable use.</p> <p><i>Anticipated Completion:.....2006 Thru 2007</i></p>	<p>\$800,000</p>	 <p>CLEAN</p>  <p>GROW</p>
<p>Phase 3 Stockton Boulevard Streetscape Funds will be used to improve the area's infrastructure by constructing streetscape improvements on Stockton Boulevard from El Paraíso Avenue to the City/County limits.</p> <p>Completion of this project would result in improving inadequate public infrastructure.</p> <p><i>Anticipated Completion:.....2005 Thru 2006</i></p>	<p>\$1,500,000</p>	 <p>CLEAN</p>  <p>GROW</p>
<p>Traffic Management for the Fruitridge Pocket Neighborhood Funds will provide key traffic and pedestrian improvements to improve the area's infrastructure in the Fruitridge Pocket neighborhood.</p> <p>Completion of this project would result in improving inadequate public infrastructure.</p> <p><i>Anticipated Completion:.....2005 Thru 2006</i></p>	<p>\$500,000</p>	 <p>GROW</p>
<p>Development Assistance This program provides gap financing for projects that will bring continued revitalization to Stockton Boulevard.</p> <p>Completion of this project would result in eliminating factors hindering economically viable use.</p> <p><i>Anticipated Completion:.....2005 Thru 2009</i></p>	<p>\$500,000</p>	 <p>HELP</p>  <p>INVEST</p>

Project/Description	Estimated Redevelopment Investment	Goals Achieved
<p>International Marketplace Signage Project Installation of a gateway monument sign will showcase the International Market Place.</p> <p>Completion of this project would result in improving inadequate public infrastructure.</p> <p><i>Anticipated Completion:..... Thru 2006</i></p>	<p>\$200,000</p>	 <p>SHOP</p>
<p>Total Estimated Redevelopment Investment</p>	<p>\$10,100,000</p>	

PROPOSED AFFORDABLE HOUSING PROGRAM – 2005 THROUGH 2009

Over the next five years, the Agency will implement the residential component of the Stockton Boulevard redevelopment strategy by undertaking the following projects and programs:

Project/Description ¹	Estimated Redevelopment Investment	Goals Achieved
<p>Redevelop Motel Sites for Mixed Use Provide financial incentives for the reuse of obsolete motel sites on the corridor. The strategy will focus on improving the existing housing stock. Assuming assistance of \$3,000,000 (averaging \$50,000 per unit), approximately 60 units could be assisted as a result of this program.</p> <p>Completion of this project would result in the conversion of a blighted area into a use that has a positive impact on the surrounding neighborhoods.</p> <p><i>Anticipated Completion:..... Thru 2006</i></p>	<p>\$3,000,000</p>	 <p>LIVE</p>
<p>New Infill and Single Family Rehab Funds to assist in infill construction and rehabilitation of existing single-family homes. Assuming assistance of \$1,500,000 (averaging \$50,000 per unit), approximately 30 units could be assisted as a result of this program.</p> <p>Completion of this project would result in improvement of existing properties that are contributing to the spread of blighting conditions.</p> <p><i>Anticipated Completion:.....2005 Thru 2009</i></p>	<p>\$1,500,000</p>	 <p>LIVE</p>

¹ Assumed per unit assistance referenced in this Implementation Plan are conservative estimates for illustrative purposes only. The actual assistance will be determined as the project is implemented, and could be lower depending upon the type of housing program funds used.

Project/Description ¹	Estimated Redevelopment Investment	Goals Achieved
<p>Multifamily Residential Rehabilitation Funds to assist in the rehabilitation of multi-family properties to improve existing housing stock and assist in creating neighborhood stability. Assuming assistance of \$1,000,000 (averaging \$50,000 per unit), approximately 20 units could be assisted as a result of this program.</p> <p>Completion of this project would result in the improvement of existing housing stock.</p> <p><i>Anticipated Completion:.....2005 Thru 2009</i></p>	\$1,000,000	
<p>Multifamily Residential Development Funds to be used to build new multi-family projects in the Project Area. Assuming assistance of \$800,000 (averaging \$50,000 per unit), approximately 16 units could be assisted as a result of this program.</p> <p>Completion of this project would result in the construction of high-quality developments in key-infill sites that are either underutilized or vacant.</p> <p><i>Anticipated Completion:.....2005 Thru 2009</i></p>	\$800,000	
<p>Total Estimated Redevelopment Investment</p>	<p>\$6,300,000</p>	

HOUSING PROGRAM COMPLIANCE OBJECTIVES

This section of the Implementation Plan addresses specific requirements in state law with respect to prior affordable housing activities and the anticipated housing program in the future.

Redevelopment agencies use implementation plans to establish 10-year objectives to achieve compliance with state law in its affordable housing programs. These housing goals generally fall into three categories:

- Housing Production – based on the number of housing units constructed or substantially rehabilitated over a 10-year period, a redevelopment agency is to ensure that a percentage of these units are affordable to low- and moderate- income households.
- Replacement Housing – another legal obligation for redevelopment agencies to ensure that any housing units destroyed or removed as a result of an Agency redevelopment project are replaced within four years.
- Targeting Household Types – specific requirements on the amount of housing set-aside funds an agency must spend over a 10-year period on housing affordable to very low-income households, low-income households, and housing for residents under the age of 65.

The housing program goals applicable to this Project Area are described below.

Housing Production

To estimate the number of housing units that need to be affordable to low- and moderate-income households, the Agency estimated the total number of units to be constructed or substantially rehabilitated in the Project Area and applied formulas established in State law.

The following chart summarizes the production goals over various time periods as required by Redevelopment Law. The number of affordable units required is based on statutory thresholds, and the Agency is responsible for ensuring that the appropriate number of affordable units is created during a 10-year period.

Actual and Projected Housing Production Needs by Time Period			
Time Period	Actual/Assumed Housing Units Constructed and Substantially Rehabilitated in Project Area	Required Affordable Units /1	
		Total	Very Low
Prior to 2005	204	32	13
10 Year Forecast	99	15	6
<i>2005 to 2009</i>	99	15	6
<i>2010 to 2014</i>	0	0	0
Redevelopment Plan Duration <i>(1994 to 2025)</i>	303	47	19
Notes:			
1/ Based on 15 percent of actual/assumed units developed by entities other than Agency. (No units developed by Agency.) All figures rounded up.			

As shown in the above table, the Agency anticipates a need for 32 affordable units (including 13 very low-income units) to fulfill its production goals for the 10-year period, and 47 affordable units (including 19 very low-income units) over the duration of the Redevelopment Plan. Fulfillment of these productions goals is shown in the following table.

Fulfillment of Affordable Housing Production Requirements by Time Period								
Time Period	Units Required (see previous table)		Units Produced		Additional Units Required		Net Surplus Units Produced	
	Total	VL	Total	VL	Total	VL	Total	VL
Prior to 2005 /1 <i>In Project Area</i> <i>Outside Project Area /2</i>	32	13	32	13	0	0	0	0
10 Year Forecast /3	15	6	0	0	15	6	0	0
Redevelopment Plan Duration (1994 to 2025)	47	19	32	15	15	6	0	0
Notes:								
1/ Includes units in Cardosa Village (seven units), Renwick Square Senior Apartments (13 units), and Florin Meadows (12 units).								
2/ Units produced outside the Project Area credited on a 2-for-1 basis. Beginning in 2005, the Agency will have the authority to aggregate its production needs among project areas in its jurisdiction and credit units produced in other project areas on a 1-for-1 unit basis.								
3/ Units produced for 10-year period include any surplus units produced prior to 2005.								

As shown in the above table, the Project Area has a 15 unit affordable housing production need for the next 10 years, including six very low-income units. As described earlier in this Implementation Plan the Agency anticipates development of several affordable housing projects in the Project Area over the next 10 years. Preliminarily, these projects could result in the development of more than 126 affordable units over this time frame, thereby achieving these housing production goals for Stockton Boulevard.

Replacement Housing

During the Implementation Plan period, the Agency does not anticipate that any Agency-assisted projects will result in the displacement or removal of housing units. Consequently, the Agency does not anticipate that any housing will need to be replaced at this time.

Expenditures by Household Types

Based on preliminary estimates as of August 2004, the Agency anticipates that the low- and moderate- income housing fund will have a balance of \$1,300,000 available on January 1, 2005. Over the five-year period ending on December 31, 2009, staff conservatively estimates that the Project Area will generate another \$1,040,000 in 20 percent housing set-aside revenue. However, it is the goal of the Agency to expend an additional five percent of gross tax increment revenue from the City's jurisdiction of the Project Area on housing projects.

Upon adoption of this Implementation Plan, the Agency will have the authority to expend Project Area housing set-aside funds either inside or outside the Project Area and aggregate housing production activities among all of its Project Areas, in order to more effectively meet housing program objectives for the Agency and this Project Area in particular.

At a minimum, the Agency's low- and moderate- income housing set-aside revenue is to be expended in proportion to the community's need for very low- and low-income housing, as well as the proportion of the population under the age of 65.

Based on 2000 Census statistics and statistics from the Regional Housing Needs Assessment used by the local government to meet state requirements for affordable housing by category, the following minimum thresholds for housing program expenditures would be required over the term of the Implementation Plan.

Household Type	Minimum Percentage of Housing Set-Aside Expenditures over Implementation Plan
Very Low Income Households	41%
Low Income Households	28%
Households Under Age 65	89%
<p>Notes:</p> <p>As a joint (City/County) Project Area, it is the Agency's policy to use the more restrictive County requirements.</p> <p>Percentage of very low- and low-income household expenditures based upon County of Sacramento Regional Housing Needs Assessment in which 5,589 of the 13,638 units (41 percent) in the County's housing needs are applicable for very low-income households and 3,765 units (28 percent) are applicable for low-income households.</p> <p>Percentage of expenditures for housing to households under the age of 65 based on 2000 Census population for the County, wherein 1,087,624 residents (89 percent) of the total population of 1,223,499 are under the age of 65. No more than 11 percent of Project Area housing set-aside funds may be expended on housing for households age 65 and older.</p>	

- Housing Set- Aside Expenditures Since January 2002.** These proportionality requirements affect expenditures over a 10-year period, although the law permits the compliance initially for a period beginning in January 2002 and ending in December 2014. The chart below documents the amount of low- and moderate- income housing fund revenue used since January 2002 for these income categories:

Housing Expenditures and Proportionality Since 2002				
Income Category	2002	2003	2004	Period to Date
Very Low Income	\$0	\$0	\$0	\$0 (0%)
Low Income	\$0	\$0	\$0	\$0 (0%)
Moderate Income	\$0	\$5,000	\$5,000	\$10,000 (100%)
Total Expenditures	\$0	\$5,000	\$5,000	\$10,000 (100%)
Notes: 2004 Estimates based on preliminary projections as of August 2004 and subject to change.				

- Family Units Assisted by Housing Set-Aside Fund.** State law also requires a recap of the number of the projects assisted by the housing set-aside fund over the past Implementation Plan period, divided by family projects (open to all age groups) and senior projects (restricted to residents age 65 and older). The chart below summarizes these statistics by project from January 2002 (when proportionality requirements took effect) through December 2004.

Project/Location	Housing Set-Aside Expenditures	Units Assisted by Housing Set-Aside Fund (January 2002 – December 2004)				
		Ext. Low	Very Low	Low	Mod.	Tot.
Family Projects	\$10,000 (100%)	0	0	0	2	2
First-Time Home Buyer	\$10,000	0	0	0	2	2
Senior Projects	\$0 (0%)	0	0	0	0	0
Totals	\$10,000 (100%)	0	0	0	2	2
Notes: 2004 estimates based on preliminary projections as of August 2004 and subject to change.						

- Housing Units Constructed During Prior Implementation Plan Without Housing Set-Aside Funds.** Since January 2000, no other funding source was used by the Agency to construct affordable units featuring long term covenant restricted units (affordable units with covenants of at least 45 years for ownership housing or 55 years for rental housing).