

# 2018 PRIORITIES

Moving Downtown Sacramento Forward



**downtown  
SACRAMENTO**  
PARTNERSHIP

Downtown has an important and unique role in powering Sacramento's economy. A strong urban core is integral to ensuring growth, fiscal sustainability and long-term prosperity for Sacramento, our businesses and our residents. To create this hotbed for activity, it is critical we focus on removing barriers and promoting incentives that attract investment in downtown Sacramento.

With a mission of building value downtown, Downtown Sacramento Partnership's board of directors has identified three priorities to advance the goals established in our strategic plan – the 3 Point Plan – to keep the momentum building in 2018. Each priority is pivotal to stimulate downtown's commercial, cultural, and civic activities and thereby, grow Sacramento's economy and quality of life.

## 2018 PRIORITIES

### **ECONOMIC ASSISTANCE**

Support a viable mixed-income model that makes building housing downtown desirable.

### **ENVIRONMENTAL IMPROVEMENTS**

Maintain a welcoming and inviting physical environment that is safe, clean and vibrant.

### **STRATEGIC DEVELOPMENT**

Establish an economically thriving destination within the Old Sacramento historic district.

The 2018 Priorities are intended to guide Downtown Partnership activities in the year ahead and focus city leadership to sustain the city's economic vitality. Through an emphasis of key objectives, tactics and achievements for each priority, the following framework sets the stage that will drive Sacramento's rising success. It is essential that both public and private sectors push forward this framework and prioritize strategies that will further build value downtown.

# 2018 PRIORITIES

Economic Assistance



## 3 POINT PLAN GOAL

Incentivize diverse housing options in downtown.

### VISION

A viable mixed-income model that makes building housing downtown desirable.

### OBJECTIVES

#### Financing

- Incentives are in place for the development of residential units targeting 80-120% AMI.
- Mixed-income projects are financially feasible.
- Financing mechanisms distribute infrastructure upgrade and modernization costs.

#### Development

- Development of mixed-income housing has created a diverse, integrated and vibrant downtown with a diverse supply of for-rent and for-sale housing.
- The City of Sacramento's planning, permitting and inspection processes are the best, fastest, most consistent and transparent in the region.
- Adaptive re-use of underutilized downtown buildings is an important source for additional housing units.

### 2018 TACTICS

- Facilitate collaboration between SHRA and CalHFA.
- Advocate for incentives to develop of mixed-income housing in the Central City.
- Support a consistent and timely building inspection for residential development by the City of Sacramento Planning Department.
- Work with SMUD to prioritize infrastructure enhancements within the Central City.
- Take inventory of underutilized Class B & C opportunity sites for conversion to housing.

### YEAR-END ACHIEVEMENTS

- Enhanced utilization of the Downtown Sacramento Revitalization Corporation (DSRC) for gap financing that prioritizes mixed income projects.
- Established SHRA / CalHFA partnership for optimal financing.
- Standardized in-house, expedited plan check process by the City of Sacramento Planning Department for central city housing projects.
- Development of a database of properties that are housing conversion candidates.

### CHAMPIONS

Ali Youssefi, Randy Koss, John Hodgson, Michael Heller, Bay Miry, Wendy Saunders  
LaShelle Dozier, Frankie McDermott, Douglas Aguiar, Jason Goff, Paul Faries, Kipp Blewett,  
Stan Van Vleck, Dave Brennan, Robert Drabkin

# 2018 PRIORITIES

Environmental Improvements



## 3 POINT PLAN GOAL

Prioritize public safety and public space management.

### VISION

A welcoming and inviting physical environment that is safe, clean and vibrant.

### OBJECTIVES

#### Activation

- Activated public space drawing year-round visitors.
- Top destination for events with the highest foot traffic in the region.

#### Enforcement

- Safest downtown urban space in California.
- Standardized best practices for nuisance abatement.

#### Services

- Increased capacity, diversity, and supply of housing, inclusive of scattered site housing, affordable housing, and rapid rehousing options.
- Increased placement in permanent supportive housing.

### 2018 TACTICS

- Support and guide third party event producers to activate public spaces downtown.
- Champion policies and programs that support a clean and safe environment in downtown.
- Facilitate meetings around homelessness that bring key stakeholders to the table, reflect feedback from local property and business owners, and advance ongoing objectives.
- Region-wide commitment to implementation of housing-first policies, including utilization of the coordinated entry system and allocation of existing financial resources and pursuit of new grants.

### YEAR-END ACHIEVEMENTS

- Ensure coordinated City and County processes to provide greater access to housing, mental health services and additional wrap-around services under the umbrella of Whole Person Care.
- Serve as a credible and experienced voice on solutions to homelessness for downtown property owners, developing guiding principles.
- Establish a uniform resource for charitable giving directed towards ending homelessness for property and business owners.

### CHAMPIONS

Bob Cook, David Taylor, Mayor Darrell Steinberg, Supervisor Phil Serna  
Moe Mohanna, Richard Lewis, Chris Delfino, Kevin Fat, Terry Harvego, Nico Coulouras, Scott Vandenberg,  
Sandy Sharon, Dorla Licausi, Angelo G. Tsakopoulos, Capt. Norm Leong

# 2018 PRIORITIES

Strategic Development

## 3 POINT PLAN GOAL

Cultivate civic amenities and cultural attractions that create an active environment in downtown.

### VISION

An economically thriving riverfront destination within the Old Sacramento historic district.

### OBJECTIVES

#### Activation

- Universal adoption of one brand promise and visual identity for the Old Sacramento district.
- Engaging public space along the riverfront that is clean, safe and fun.
- Well-lit and inviting nighttime experience.
- Optimal ground-floor commercial retail mix.

#### Development

- Strong public connections to surrounding assets like Golden 1 Center, Railyards, I St. Bridge, downtown, etc.
- Riverfront accessibility.

### 2018 TACTICS

- Advocate for support, prioritization and funding initiatives focused in the Old Sacramento District area of the riverfront.
- Facilitate coordination among private-sector, municipal and State agencies on key initiatives related to riverfront development.
- Actively participate in the Mayor's riverfront stakeholder group to champion enhancement and connectivity from the confluence to Miller Park.
- Lead teams to develop plans and manage projects including North Public Market development and façade lighting program.

### YEAR-END ACHIEVEMENTS

- Development of a governance structure that consolidates duplicative roles and responsibilities.
- Implementation of interim leasing plan for North Public Market with development of a long-term lease strategy following renovation.
- Cohesive and consistent brand identity reflected throughout the Old Sacramento district, inclusive of wayfinding.
- Installation of the façade lighting program.

### CHAMPIONS

Denton Kelley, Janie Desmond-Ison, Lloyd Harvego, Lyman Gray  
Old Sacramento Advisory Committee