

2019 PRIORITIES

Building the Future of Downtown Sacramento



Downtown continues to play a central and distinctive role in powering Sacramento's economy. Downtown Sacramento Partnership is committed to investing in our urban core's growth and economic viability. An investment which will provide public safety, civic amenities, and economic sustainability for future generations. To realize this vision, it is critical we focus on removing barriers and promoting incentives that attract investment in downtown Sacramento.

Continuing to adapt and refine our priorities to adjust for a changing downtown environment, Downtown Sacramento Partnership's board of directors has committed to a renewed focus on three key priority areas. Advancing the goals established in our guiding document, the 3 Point Plan, each priority addresses a key aspect of downtown's commercial, cultural, and civic success; with the intent to enhance Sacramento's economy and quality of life.

2019 PRIORITIES

ECONOMIC ASSISTANCE

A holistic approach to economic development in downtown, inclusive of people, place and business.

ENVIRONMENTAL IMPROVEMENTS

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

STRATEGIC DEVELOPMENT

An active and economically thriving Old Sacramento Waterfront.

The 2019 Priorities are intended to focus Downtown Partnership activities in the year ahead. Through ongoing working groups and public-private partnerships, the following framework of key objectives, tactics, and achievements will continue building value downtown.

2019 PRIORITIES

Economic Assistance



3 POINT PLAN GOAL

Fostering active investment in the downtown core with a focus on key uses, small and mid-sized businesses, and fostering specific industry clusters.

VISION

A holistic approach to economic development in downtown, inclusive of people, place and business.

OBJECTIVES

- Increase housing stock of all types, for all incomes.
- Enhance customer service levels from the City for project development.
- Adopt a State-level Opportunity Zone tax incentive overlay.
- Elevate business recruitment and job attraction within downtown.

2019 TACTICS

- Facilitate Housing Working Group to strategize on new development incentives within the downtown core.
- Develop the role and responsibilities of a staff position within the city that would streamline developer interactions and facilitate central city interests.
- Collaborate with GSEC and City to ensure the State makes Opportunity Zones more effective through a State tax incentive overlay.
- Highlight market intelligence and research data for downtown property owners, developers, and economic development organizations.

YEAR-END ACHIEVEMENTS

- 500 new multi-family units in application within the Central City.
- Downtown ombudsman hired within the Economic Development Department.
- Identify path towards adoption of State-level Opportunity Zone tax incentive overlay.
- Create off the shelf materials highlighting downtown market intelligence and local business owners.

CHAMPIONS

Denton Kelley, John Hodgson, Michael Heller, Bay Miry, Wendy Saunders, LaShelle Dozier, Frankie McDermott, Jason Goff, Paul Faries, Stan Van Vleck, Nikky Mohanna, Nico Coulouras, Jennifer Gress, Tyrone Williams, Leslie Fritzsche, Michael Jasso, Douglas Aguiar

2019 PRIORITIES

Environmental Improvements



3 POINT PLAN GOAL

Enhancing Downtown's environment by maintaining clean and safe streets, minimizing physical impediments, improving linkages and connections, and focusing on the end user experience.

VISION

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

OBJECTIVES

- Maximize resources and partnerships to address individuals experiencing homelessness within the downtown core. (2018 PIT Count = 104)
- Identify optimal solutions that maintain a safe and clean environment within the downtown core.
- Activate the downtown core through events, lighting enhancements, infrastructure and pedestrian improvements.

2019 TACTICS

- Participate in statewide discussion about new partnerships and regional efforts around homelessness.
- Catalogue vacant and blighted properties, working with local owners to activate or enhance these spaces.
- Utilize Homelessness Solutions Working Group to explore new ideas and approaches.
- Enhance coordination between Regional Transit resources and City of Sacramento departments to keep the downtown core safe.

YEAR-END ACHIEVEMENTS

- 100 people experiencing homelessness within the downtown core connected with permanent housing and services.
- Produce a downtown map and database of vacant properties.
- Identify best practices around solutions to homelessness.
- Implement new safety and security program utilizing cooperation with the Sacramento Police Department, Sacramento County District Attorney's Office and Regional Transit.

CHAMPIONS

Bob Cook, David Taylor, Sandy Sharon, Mayor Darrell Steinberg, Supervisor Phil Serna, Howard Chan, Mike Testa, Daniel Kim, Moe Mohanna, Henry Li, John Rinehart, Terry Harvego, Angelo G. Tsakopoulos, Jaycob Bytel, Capt. Norm Leong

2019 PRIORITIES

Strategic Development



3 POINT PLAN GOAL

Prioritizing key opportunity sites, which remove blight and stimulate additional activity.

VISION

An active and economically thriving Old Sacramento Waterfront.

OBJECTIVES

- Achieve a destination waterfront development for the west side of Front Street, from Neasham Circle to J Street.
- Realize an enhanced gateway entrance on I Street the into Old Sacramento Waterfront.

2019 TACTICS

- Emphasize the stakeholder's vision for developing the west side of Front Street with Mayor Steinberg.
- Participate and endorse a selection of the Waterfront Idea Makers plan.
- Champion Destination Sacramento funding for Old Sacramento Waterfront with Visit Sacramento to gain support.
- Promote the completion of the Wayfinding plan (in progress).
- Initiate a funded plan for the enhancement of the I Street gateway with the City.
- Expand collaboration with West Sacramento and neighboring properties along the waterfront to build stronger connections.

YEAR-END ACHIEVEMENTS

- Identify a feasible waterfront development plan for the west side of Front Street in Old Sacramento Waterfront.
- Initiate project design and funding mechanism for Old Sacramento Waterfront I Street Gateway project.

CHAMPIONS

Randy Koss, Bob Cook, Janie Desmond-Ison, Councilmember Steve Hansen, Lloyd Harvego, Kipp Blewett, Lyman Gray, Rob Lechner, Scott VandenBerg, Chris Delfino, Amanda Blackwood, Dorla Licausi, Richard Lewis, Samantha Minor, Scott Whyte