



**SACRAMENTO  
HOUSING AND REDEVELOPMENT  
AGENCY APPROVED**



50

JUL 18 1989  
SACRAMENTO REDEVELOPMENT AGENCY  
CITY OF SACRAMENTO

APPROVED  
BY THE CITY COUNCIL

JUL 18 1989

OFFICE OF THE  
CITY CLERK

AG 89007

July 18, 1989

City Council and  
Redevelopment Agency of the  
City of Sacramento  
Sacramento, CA 95814

Honorable Members in Session:

SUBJECT: Downtown Cultural and Entertainment District Master Plan

SUMMARY

The staff recommends that the Agency contribute \$25,000 for the preparation of a Downtown Cultural and Entertainment District Master Plan and enter into an Individual Project Agreement with the City of Sacramento for administration of the contract.

BACKGROUND

On April 4, 1989, the City Council authorized the distribution of a Request for Proposals for the preparation of a Downtown Cultural and Entertainment District Master Plan. The goal of the Plan is to create a concentrated mix of cultural and entertainment facilities to support weekend and evening arts and entertainment activities.

The scope of work identified in the contract includes identification of cultural and entertainment goals and objectives, identification of facilities requirements, development of streetscape design features, and consensus building to develop popular support for proposed programs and facilities. An implementation strategy will be developed which recommends financing mechanisms and prioritization of capital improvements. A detailed scope of contract services is attached as Exhibit "A." A tentative time schedule is attached as Exhibit "B."

7-18-89  
District 1

**SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY**

50

City of Sacramento  
Redevelopment Agency of the  
City of Sacramento  
July 18, 1989  
Page 2

Williams-Kuebelbeck and Associates, in partnership with Kaplan McLaughlin and Diaz, architects, and Helen Fried Associates, arts consultants, have been selected to prepare the Plan. The contract amount is approximately \$60,000.

The City staff has requested that the Agency allocate \$25,000 from its budget of \$250,000 for Plaza Park improvements to the contract. In 1987, the Agency and the City entered into an individual project agreement (IPA) which identified improvements to take place in the park with the Agency funds. Since that time, the City has reassessed the proposed improvements and chosen not to proceed with implementation until a more comprehensive program is identified and more funds are available. The IPA has expired, and City and Agency staff believe that allocation of Plaza Park funds to the contract is appropriate since the park is included within the proposed District, and since the Plan will consider park activities such as the 1987 "City Life" program.

FINANCIAL DATA

Staff recommends that \$25,000 be allocated from the Plaza Park budget (Cost Center B00891) for an individual project agreement with the City of Sacramento, which specifies that the City will contract with Williams-Kuebelbeck & Associates for preparation of the Master Plan. The balance of the contract, \$35,000, will be funded by the City Community/Convention Center.

POLICY IMPLICATIONS

The recommended actions are consistent with the Merged Downtown Redevelopment Plan and Implementation Strategy which calls for the concentration of cultural and entertainment facilities in order to create an active area of nighttime and weekend activity.

MBE/WBE CONSIDERATIONS

Potential MBE/WBE vendors were identified from both the City and SHRA rosters of certified MBE/WBE firms. Requests for proposals were sent to eighteen of these firms. None of these firms submitted a proposal for consideration. The selected consultant is not an MBE/WBE vendor.

ENVIRONMENTAL REVIEW

CEQA: This proposed action is exempt per Section 15262; the action involves only funding of planning studies for possible future actions which the Agency has not approved, adopted or funded.

NEPA: Not applicable - no federal funds involved.

50

City Council  
**SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY**  
Redevelopment Agency of the  
City of Sacramento  
July 18, 1989  
Page 3

VOTE AND RECOMMENDATION OF COMMISSION

At its meeting of July 3, 1989, the Sacramento Housing and Redevelopment Commission adopted a motion recommending approval of the attached resolution. The votes were as follows:

AYES: Amundson, Pernell, Simon, Simpson, Strong, Wooley, Yew,  
Wiggins  
NOES: None  
ABSENT: Moose, Sheldon

RECOMMENDATION

The staff recommends that the Acting Executive Director be authorized to enter into an Individual Project Agreement with the City of Sacramento for the preparation of a Cultural and Entertainment District Master Plan; and that the City Manager be authorized to enter into the same contract. The Agency's contribution to the project shall not exceed \$25,000.


Respectfully submitted,



ANDREW J. PLESCIA  
Acting Executive Director

AJP/WS:cmc

TRANSMITTAL TO COUNCIL:



WALTER J. SLIVE  
City Manager

Contact Person: Wendy Saunders, Associate Planner  
440-1355

0620C

# RESOLUTION NO. 89-062

ADOPTED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO

ON DATE OF \_\_\_\_\_



## AGREEMENT CULTURAL AND ENTERTAINMENT DISTRICT MASTER PLAN

Whereas, the Agency and City of Sacramento desire that a Cultural and Entertainment Master Plan be prepared; and

Whereas, the City is prepared to administer a consultant contract for said Master Plan; and

Whereas, the Agency desires to contribute a portion of the funds required by said consultant contract:

NOW, THEREFORE, BE IT RESOLVED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO:

Section 1: The Executive Director is authorized to execute an agreement with the City of Sacramento for the preparation of a Cultural and Entertainment District Master Plan.

Section 2: The amount of the agreement shall not exceed \$25,000.

\_\_\_\_\_  
CHAIR

ATTEST:

\_\_\_\_\_  
ASSISTANT SECRETARY

1100WPP2(376)

### FOR CITY CLERK USE ONLY

RESOLUTION NO.: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_

50

# RESOLUTION NO. 89-560

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

**APPROVED**  
BY THE CITY COUNCIL

JUL 18 1989

AGREEMENT  
CULTURAL AND ENTERTAINMENT DISTRICT  
MASTER PLAN

OFFICE OF THE  
CITY CLERK

Whereas, the City of Sacramento and the Redevelopment Agency of the City of Sacramento desire that a Cultural and Entertainment Master Plan be prepared; and

Whereas, the City is prepared to administer a consultant contract for said Master Plan; and

Whereas, the Agency desires to contribute a portion of the funds required by said consultant contract:

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SACRAMENTO:

Section 1: The City Manager is authorized to execute an agreement with the Redevelopment Agency of the City of Sacramento for the preparation of a Cultural and Entertainment District Master Plan.

Section 2: The amount of the agreement shall not exceed \$25,000.

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

1100WPP2(376)

**FOR CITY CLERK USE ONLY**

RESOLUTION NO.: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_

EXHIBIT "A"

SCOPE OF SERVICES

1. Summary.

The Project will unfold in two phases. Phase one will consist of a consensus building process aimed at developing a popularly supported plan of programs and facilities for the Project Area. This process will focus on assessing the cultural and entertainment needs of the Project Area and will culminate in the drafting and adoption of a concept plan document ("Concept Plan") which will outline:

- (a) Cultural and entertainment goals and objectives for the Project Area;
- (b) Prioritized cultural and entertainment needs, including public and commercial uses;
- (c) The relationship between new and existing facilities and programs;
- (d) Short and long term financial support and funding options;
- (e) Market opportunities and potential development incentives for supporting private uses;
- (f) Ground floor land use, streetscape design features, and physical linkages; and
- (g) An overall vision for the Project Area as a viable and lively residential and commercial district.

Phase two will consist of a process aimed at developing a strategy for implementing the ideas contained in the Concept Plan. This process will focus on:

- (a) Developing financial models and resources, both public and private;
- (b) Establishing programatic links between cultural, ARE, and retail uses;
- (c) Identifying feasible new programs and facilities;
- (d) Prioritizing and phasing public capital improvements;
- (e) Establishing design criteria for new development; and
- (f) Developing the leadership necessary to achieve successful implementation.

The final product of the Project will be the Cultural and Entertainment Master Plan ("Master Plan") which will synthesize the programmatic recommendations set forth in the Concept Plan and the implementation strategy developed in phase two.

EXHIBIT "B"  
TENTATIVE SCHEDULE  
DOWNTOWN CULTURAL AND ENTERTAINMENT  
DISTRICT MASTER PLAN

<u>PROCEDURE</u>	<u>ESTIMATED TIME</u>	<u>TENTATIVE DATE</u>
Consultant Meets with TAC	1 Day	July 29, 1989
Consultant Meets with Key Community Reps		
Consultant/Staff Notice Public Forum #1		
Conduct Public Forum #1 with CAC		
Consultant Prepares Progress Report #1		
Consultant/Staff Notice Public Forum #2	1 Week	
Conduct Public Forum #2 with CAC	10 Days	
Consultant Prepares Progress Report #2	2 Weeks	
Technical Committee Reviews Progress Report #2	1 Week	
Consultant/Staff Notice Public Forum #3	1 Day	
Conduct Public Forum #3 with CAC	10 Days	
Consultant Prepares Draft of Concept Plan	2 Weeks	
Consultant/Staff Notice Public Forum #4		
Conduct Public Forum #4		
Submit Concept Plan to Council for Approval		
Submit Concept Plan to Environmental Coordinator for Environmental Review		
END OF PHASE ONE		September, 1989



<u>PROCEDURE</u>	<u>ESTIMATED TIME</u>	<u>TENTATIVE DATE</u>
Consultant Prepares Progress Report #3		
Technical Committee Reviews Progress Report #3		
Consultant Prepares Draft Final Report	2 Weeks	
Consultant/Staff Notice Public Forum #5		
Conduct Public Forum #5		
Consultant Revises Final Report	1 Week	
Technical Committee Reviews Final Report	1 Week	
Consultant/Staff Notice Public Forum #6		
Conduct Public Forum #6		
Public Notice of Council Hearing/ Mailing List	3 Weeks	
Environmental Determination	3 Weeks	
Approval by City Council	3 Weeks	November, 1989
Press Conference		