



**SACRAMENTO  
HOUSING AND REDEVELOPMENT  
AGENCY**



7

November 10, 1987

Budget & Finance Committee of  
the City Council  
Sacramento, CA

Honorable Members in Session:

**SUBJECT:** Extension of Stockton Boulevard and Franklin Boulevard  
Commercial Revitalization Coordinator Contracts

SUMMARY

The attached report is submitted to you for review and recommendation prior to consideration by the Redevelopment Agency and City Council of the City of Sacramento.

RECOMMENDATION

The staff recommends approval of the attached resolution authorizing extension of the coordinator contracts.

Respectfully submitted,

*William H. Edgar*

WILLIAM H. EDGAR  
Executive Director

TRANSMITTAL TO COMMITTEE:

*Walter J. Slips*

JACK R. CRIST  
Deputy City Manager

Attachment

FOR



**SACRAMENTO  
HOUSING AND REDEVELOPMENT  
AGENCY**



Redevelopment Agency of the  
City of Sacramento

Sacramento City Council  
Sacramento, California

Honorable Members in Session:

**SUBJECT: Extension of Stockton Boulevard and Franklin Boulevard  
Commercial Revitalization Coordinator Contracts**

**SUMMARY**

This report requests authorization to extend the existing Stockton Boulevard and Franklin Boulevard Commercial Revitalization Coordinator contracts through December 1988 for an additional \$25,000 each.

**BACKGROUND**

The Sacramento Housing and Redevelopment Agency contracted with the Small Business Improvement Network and Zephyr Urban Management Associates to act as commercial revitalization coordinators for Stockton Boulevard and Franklin Boulevard, respectively. Maps of the Stockton Boulevard and Franklin Boulevard commercial revitalization areas are provided in Attachments 1, 2 and 3. Each contract expires on December 31, 1987.

Under each proposed new twelve month contract, the coordinator will continue to be paid \$25,000 or \$2,083/month for services rendered as specified in an authorized Agency work plan. This amount is standard for all of the Agency's existing revitalization coordinator contracts. In addition, after six months and after twelve months, evaluations will be made to determine whether or not to continue the contracts.

A summary of the status of each area follows:

# SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY

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## Stockton Boulevard

In May 1986 the Agency contracted with the Small Business Improvement Network to act as commercial revitalization coordinator for the Stockton Boulevard commercial target area. The contract was then extended to coincide with the end of the Agency's fiscal year, December 31, 1987.

During the term of the contract, significant accomplishments have furthered the City and County objectives for commercial revitalization. Some of the accomplishments to date include:

- An increase in Stockton Boulevard Merchants and Property Owners Business Association (Merchants Association) membership by 300%.
- The establishment of a Business Improvement District (BID). The funds raised from the self-imposed assessment district will provide about \$8,000 for the Merchants Association's efforts to promote commercial activity on the Boulevard.
- The marketing of the Agency's commercial finance programs, resulting in  
18 facade grant applications;  
7 facade projects completed; and,  
6 loan applications approved.
- The preparation and maintenance of a monthly up-to-date inventory of property available for sale and lease on the Boulevard.
- The attraction of new investment to Stockton Boulevard. A very successful luncheon for real estate investors, brokers and developers was held. Over 50 attendees who represented major firms, such as Coldwell Banker, Banchemo Company, Grubb & Ellis, MCM Corporation, Red Carpet Investments, Sylva-Kirk, and Norris, Beggs and Simpson have expressed interest. Real estate fliers were prepared on available development sites (see attachment 4). The coordinator now receives almost 10 - 15 calls per month requesting more information.

# SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY

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In general, the coordinator has performed very well, and has consistently worked to establish a viable cohesive commercial district. The coordinator understands the commercial revitalization program thoroughly, and has worked effectively with Agency staff and businesses on the Boulevard in pursuing revitalization activities. The coordinator has regularly contacted not only the business operators, but the local and out-of-town property owners. The trust and relationship developed are reflected in the fact that the coordinator is often asked for business management assistance and advice, and has gone as far as preparing individualized financial plans and helping owners find new tenants for vacant commercial space.

## Franklin Boulevard

Since April 1984, Zephyr Urban Management Associates has been under contract with the Agency to perform commercial revitalization coordinator activities on Franklin Boulevard. The Association has focused on making needed capital improvements and undergrounding overhead utility lines. A number of accomplishments have taken place: 1) the formation of a Business Improvement District, 2) the strengthening of a cohesive business association, 3) the development of a commercial revitalization plan, 4) the completion of design guidelines for building improvements, and 5) the scheduling of a number of clean-up events and tree planting activities.

The priorities for 1988 include 1) the resolution of problems associated with the design construction and financing of capital improvements along the unimproved sections of the Boulevard, 2) the establishment and marketing of the underground utility assessment district, 3) continuing new business development and business attraction activities (see Attachment 5), 4) the marketing and involvement of business people in the Agency's financing programs, 5) the resolution of nuisance problems resulting from "cruisers", and 6) the coordination of promotional events.

In order to provide the continuity which exists when the same coordinator works with property and business owners and given the performance record of Zephyr Urban Management Associates throughout the contract period, it is recommended that the Agency extend the contract with Zephyr Urban Management Associates through December 1988.

# **SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY**

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An attachment to the contract amendment will include the 1988 work plan for the Boulevard. The work plan will be reviewed by the Franklin Boulevard Merchants Association Board of Directors in December 1987.

## **FINANCIAL DATA**

The cost to extend both contracts through December 1988 will be \$25,000 for each area.

The Franklin Boulevard contract will be paid entirely from City Community Development Block Grant (CDBG) funds. The Stockton Boulevard contract is split between City and County CDBG funds.

Financing for the coordinators will be allocated from the 1988 general economic development line item under the City and County CDBG programs. A fund balance for each is shown in Attachments 6 and 7, respectively.

## **ENVIRONMENTAL REVIEW**

The proposed action does not require environmental review pursuant to the California Environmental Quality Act (CEQA). The appropriate review will be made on individual projects as they are implemented.

## **POLICY IMPLICATIONS**

The recommended resolution is consistent with previously approved policy and no new policies are recommended at this time.

# SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY

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## VOTE AND RECOMMENDATION OF COMMISSION

At its regular meeting of November 2, 1987, the Sacramento Housing and Redevelopment Commission adopted a motion recommending approval of the attached resolution. The votes were as follows:

AYES: Glud, Moose, Pettit, Sheldon, Simon, Simpson,  
Wiggins, Wooley, Amundson.

NOES: None

ABSENT: Sanchez, Yew

## RECOMMENDATION

The staff recommends adoption of the attached resolution: 1) authorizing the Executive Director to extend the existing Stockton Boulevard and Franklin Boulevard Commercial Revitalization Coordinator contracts for twelve months to December 31, 1988; 2) requiring each coordinator to submit for staff approval a work plan for the extension period within thirty (30) days of execution of the contract extension and, 3) transferring of \$50,000 in CDBG dollars for the coordinator contracts.

Respectfully submitted,

*William H. Edgar*

WILLIAM H. EDGAR  
Executive Director

Contact Person: Thomas V. Lee  
440-1355

TRANSMITTAL TO COUNCIL:

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WALTER J. SLIPE  
City Manager

2315J  
11/03/87

# RESOLUTION NO.

ADOPTED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO  
ON DATE OF

## EXTENSIONS OF THE STOCKTON BOULEVARD AND FRANKLIN BOULEVARD COMMERCIAL REVITALIZATION COORDINATOR AGREEMENTS

BE IT RESOLVED BY THE REDEVELOPMENT AGENCY OF THE CITY  
OF SACRAMENTO:

Section 1. The Executive Director is hereby authorized to amend the Stockton Boulevard Commercial Revitalization Coordinator Agreement dated May 1, 1986 with Small Business Improvement Network (the "Contractor") as follows:

- a. The term is extended through December 31, 1988.
- b. The total amount of additional compensation to the Contractor shall be increased by an amount not to exceed \$25,000.

Section 2. The Executive Director is authorized to amend the Franklin Boulevard Commercial Revitalization Coordinator Agreement dated April 17, 1984 with Zephyr Urban Management Associates (the "Contractor") as follows:

- a. The term is extended through December 31, 1988.
- b. The total amount of additional compensation to the Contractor shall be increased by an amount not to exceed \$25,000.

Section 3. Staff shall report back after six (6) months and twelve (12) months with recommendations regarding whether or not to extend or terminate said Agreement.

Section 4. The Agency budget is hereby amended to reflect this action taken by the Resolution.

\_\_\_\_\_  
CHAIR

ATTEST:

\_\_\_\_\_  
SECRETARY

**RESOLUTION NO. 87-957**

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

November 17, 1987

AMENDING THE COMMUNITY DEVELOPMENT BLOCK GRANT BUDGET FOR  
THE STOCKTON BOULEVARD AND FRANKLIN BOULEVARD  
COMMERCIAL REVITALIZATION COORDINATORS

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF  
SACRAMENTO:

Section 1. The City Council does hereby amend the  
Community Development Block Grant (CDBG) Budget by transferring  
\$37,500 in CDBG Economic Development Funds (Cost Center J04318)  
as follows:

\$25,000 to the 1988 budget line item entitled "Franklin  
Boulevard Commercial Revitalization Coordinator" (Cost  
Center J04319) and \$12,500 to the 1988 budget line item  
entitled "Stockton Boulevard Commercial Revitalization  
Coordinator" (Cost Center J04320).

\_\_\_\_\_  
MAYOR

ATTEST:

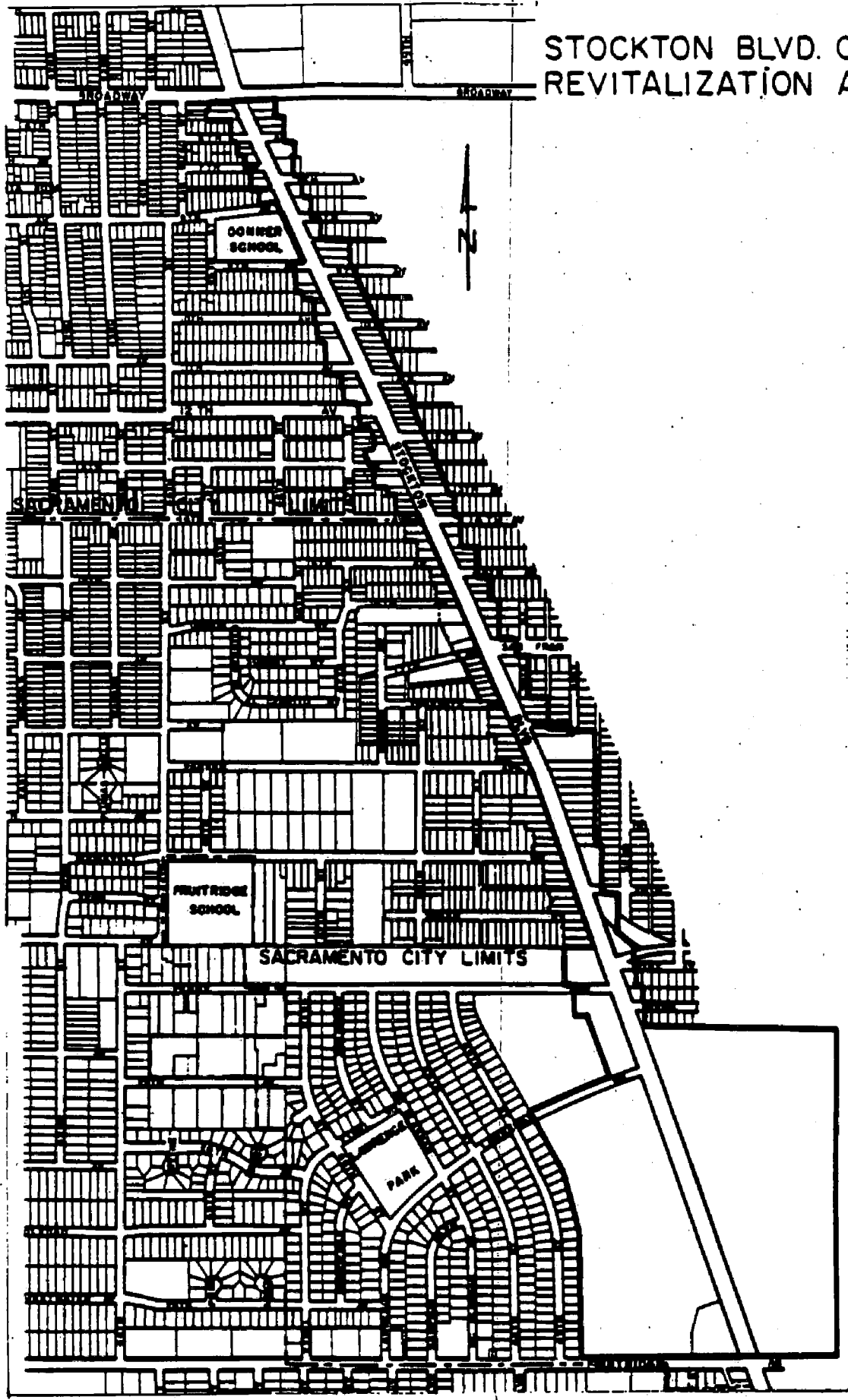
\_\_\_\_\_  
CITY CLERK

170(b)f  
10/19

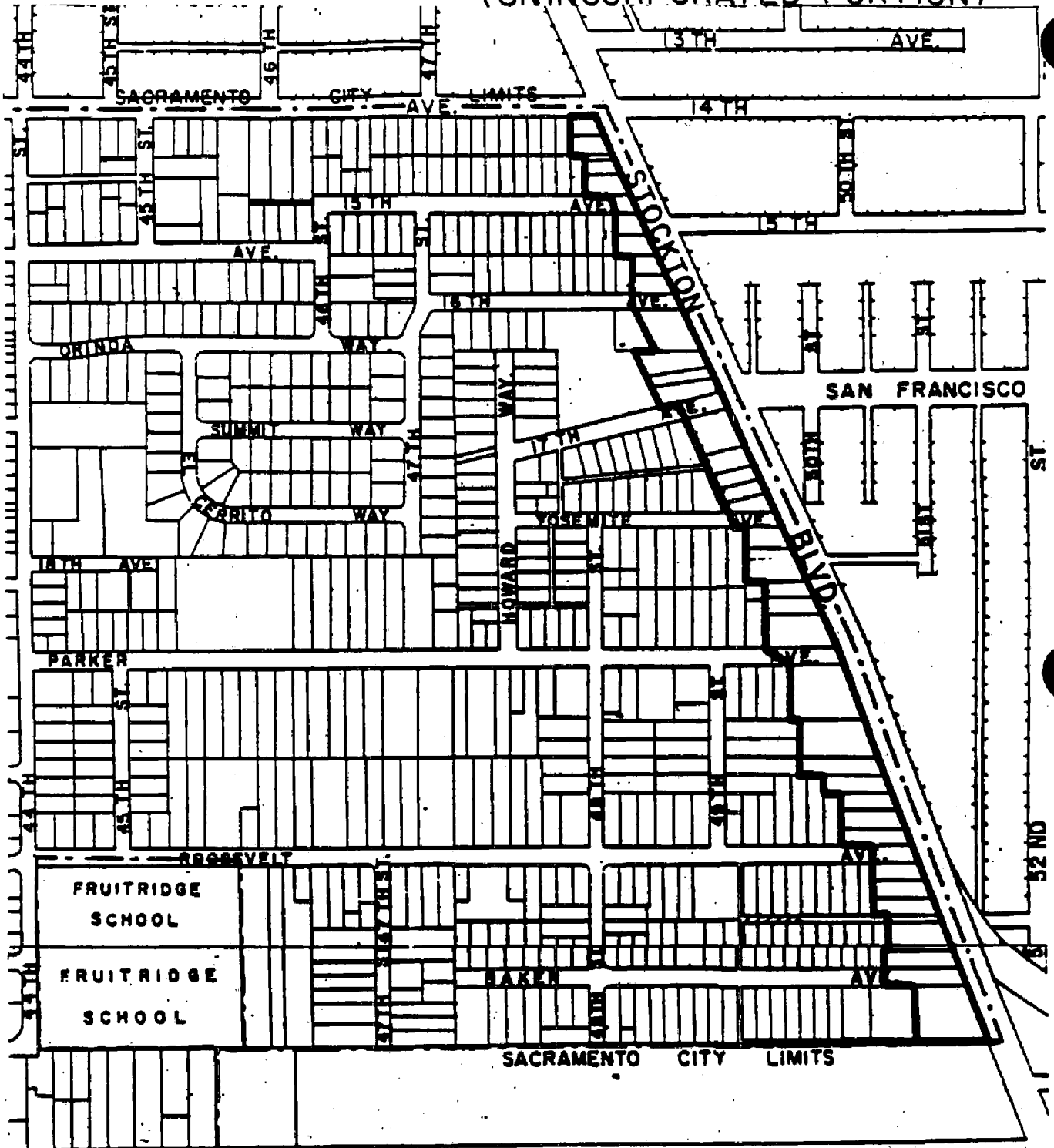
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NOV 18 1987  
CITY CLERK



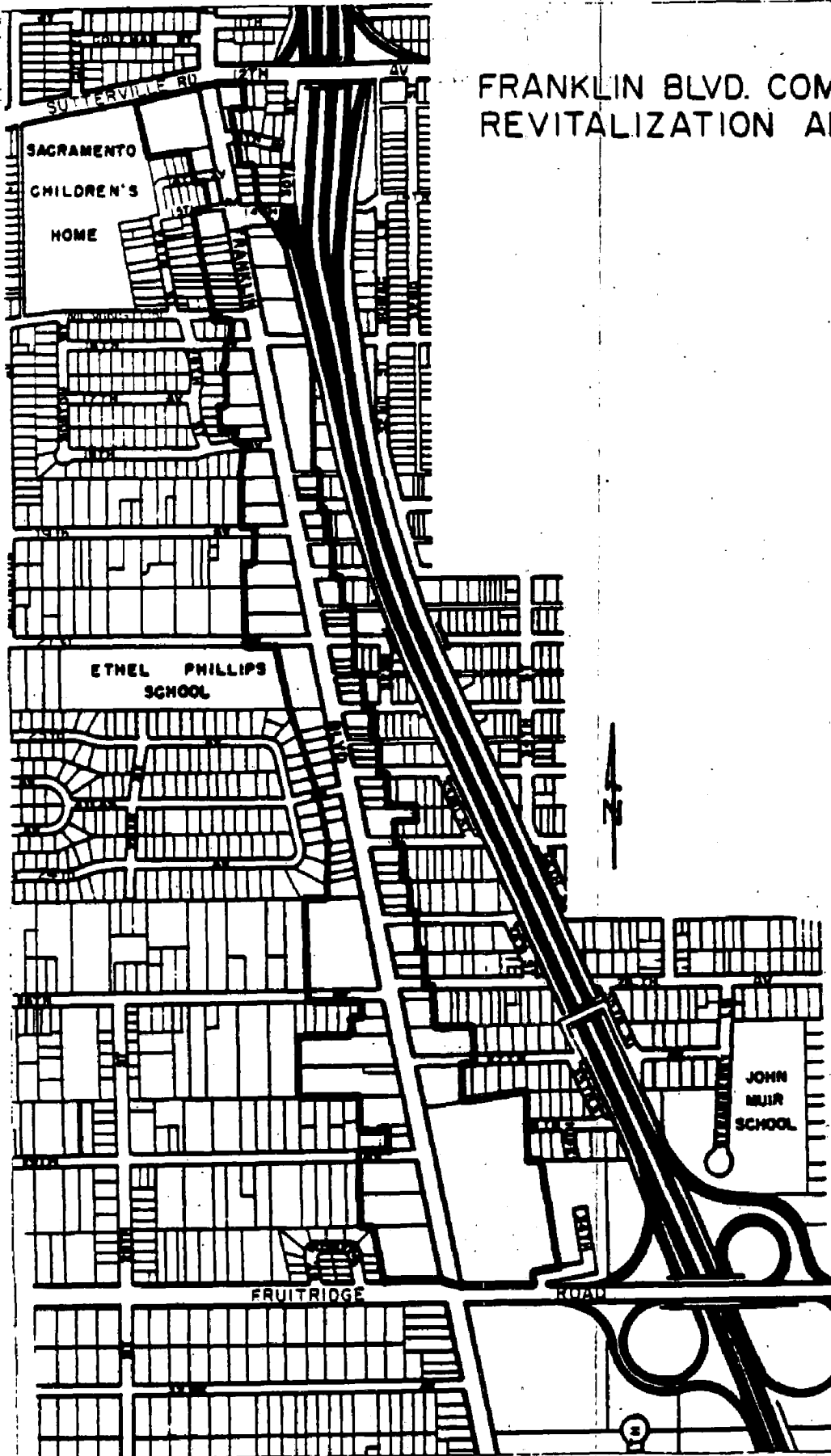
# STOCKTON BLVD. COMMERCIAL REVITALIZATION AREA



ATTACHMENT 2  
STOCKTON BLVD. COMMERCIAL  
REVITALIZATION AREA  
(UNINCORPORATED PORTION)

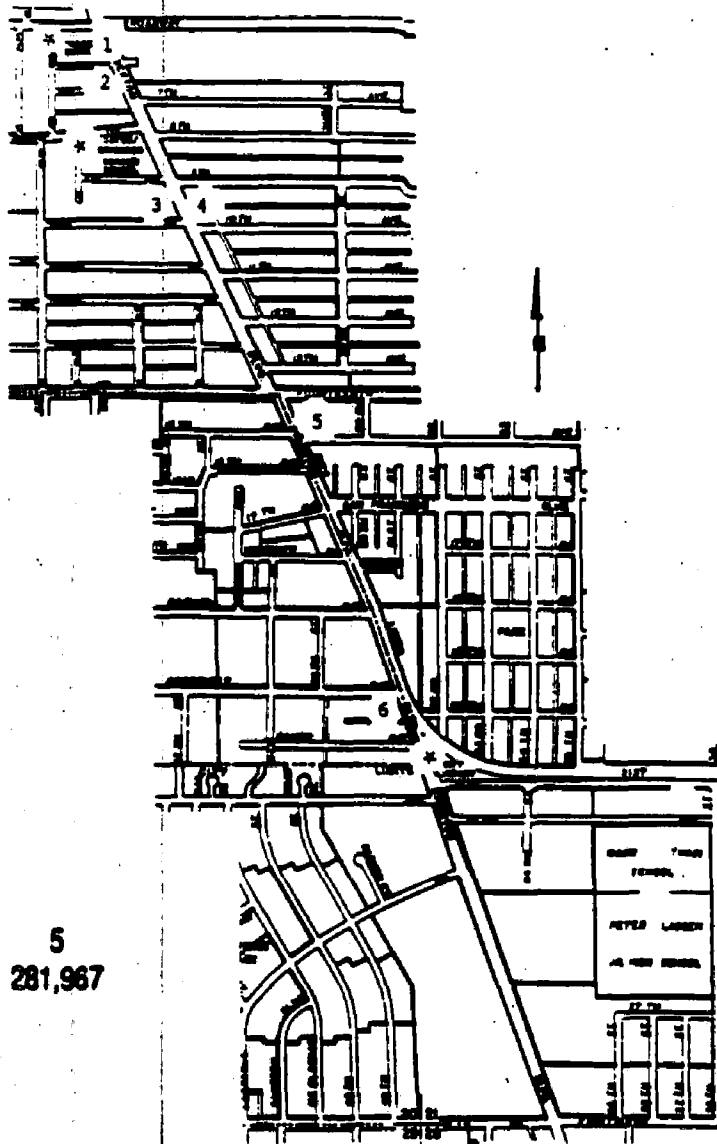


FRANKLIN BLVD. COMMERCIAL  
REVITALIZATION AREA



**STOCKTON  
BOULEVARD**

**POTENTIAL SITES FOR DEVELOPMENT**



	MILE RADIUS		
POPULATION:	1	3	5
	37,078	121,698	281,967

*1985 Estimate*

**MEDIAN FAMILY INCOME: 24,917**  
*1985 Estimate*

**TRAFFIC COUNT AT STOCKTON BOULEVARD AND BROADWAY: 24,000 - 32,000 VEHICLES**

**TRAFFIC COUNT AT STOCKTON BOULEVARD AND FRUITRIDGE: 28,000 VEHICLES**

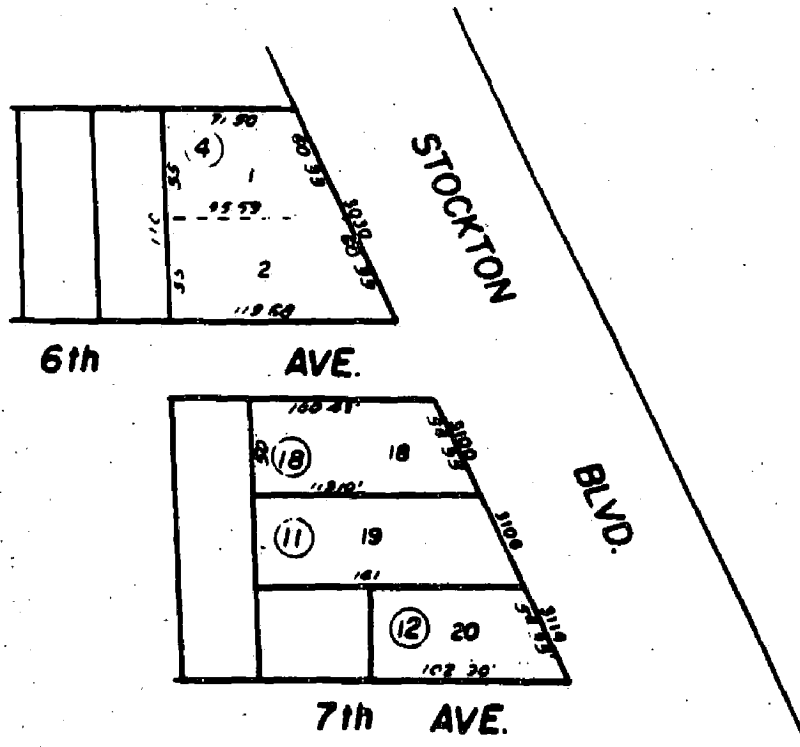
**RETAIL SALES ACTIVITY 1984-1987: UP 44%**  
*(Source: City of Sacramento Department of Finance)*

**STOCKTON BOULEVARD  
MERCHANTS AND  
PROPERTY OWNERS ASSOCIATION**

FOR SITE INFORMATION, CONTACT RICK DEGREGORIO  
STOCKTON BOULEVARD COORDINATOR  
920 22ND STREET  
SACRAMENTO, CA 95814  
(916)442-7235

**STOCKTON  
BOULEVARD**

**SITE #1 AND #2**



**SITE #1**

**LOCATION:** WEST SIDE OF STOCKTON BOULEVARD HALF WAY DOWN FROM BROADWAY TO 5TH AVENUE

**SQUARE FOOTAGE:** 10,514 SQUARE FEET

**ZONING:** C-2

**SUGGESTED USES:** AUTOMOTIVE REPAIR,  
SMALL FOOD USER

**SITE #2**

**LOCATION:** WEST SIDE OF STOCKTON BOULEVARD FROM 6TH AVENUE TO 7TH AVENUE

**SQUARE FOOTAGE:** 18,150 SQUARE FEET

**ZONING:** C-2

**SUGGESTED USES:** LIGHT COMMERCIAL,  
PROFESSIONAL OFFICES

**POPULATION WITHIN 1 MILE RADIUS:** 37,078

**TRAFFIC COUNT ON STOCKTON BOULEVARD:** 17,789

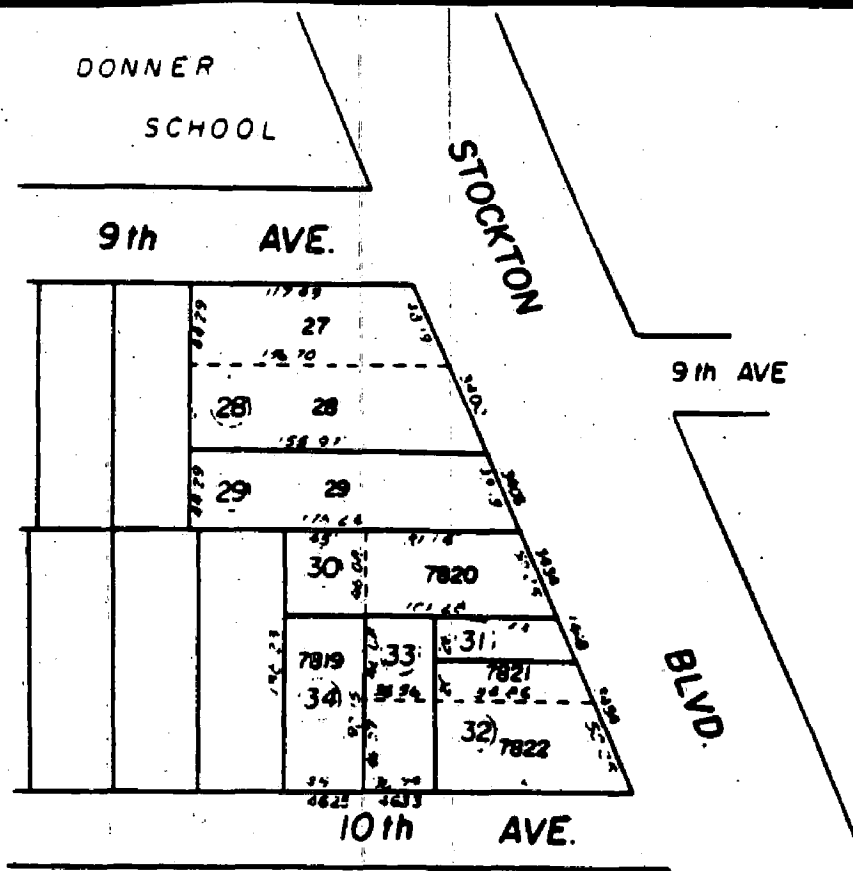
**UNIQUE FEATURES:** NEAR UC MEDICAL CENTER AND ADJACENT TO NEW DEVELOPMENT BY TRACE ENGINEERING

**STOCKTON BOULEVARD  
MERCHANTS AND  
PROPERTY OWNERS ASSOCIATION**

FOR SITE INFORMATION, CONTACT RICK DEGREGORIO  
STOCKTON BOULEVARD COORDINATOR  
920 22ND STREET  
SACRAMENTO, CA 95814  
(916)442-7235

**STOCKTON  
BOULEVARD**

**SITE #3**



**LOCATION: WEST SIDE OF STOCKTON BOULEVARD FROM 9TH TO 10TH AVENUE**

**SQUARE FOOTAGE: 44,194 SQUARE FEET**

**ZONING: C-2**

**SUGGESTED USES: STRIP COMMERCIAL CENTER, DISCOUNT RETAIL STORE, AUTOMOTIVE REPAIR,  
PROFESSIONAL OFFICES**

**POPULATION WITHIN 1 MILE RADIUS: 37,078**

**TRAFFIC COUNT ON STOCKTON BOULEVARD: 17,789**

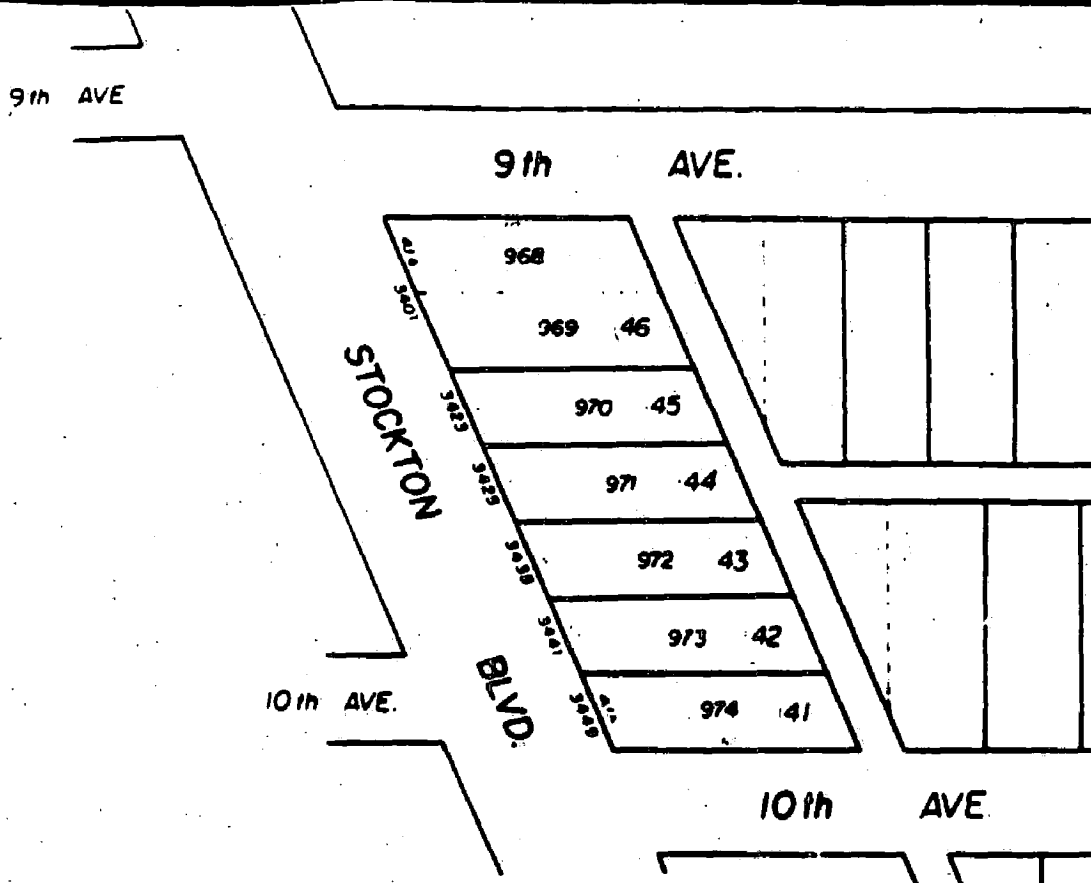
**UNIQUE FEATURES: ADJACENT TO NEW DEVELOPMENT BY OATES/ERICKSON**

**STOCKTON BOULEVARD  
MERCHANTS AND  
PROPERTY OWNERS ASSOCIATION**

**FOR SITE INFORMATION, CONTACT RICK DEGREGORIO  
STOCKTON BOULEVARD COORDINATOR  
920 22ND STREET  
SACRAMENTO, CA 95814  
(916)442-7235**

**STOCKTON  
BOULEVARD**

**SITE #**



**LOCATION: EAST SIDE OF STOCKTON BOULEVARD FROM 9TH AVENUE TO 10TH AVENUE**

**SQUARE FOOTAGE: 39,676 SQUARE FEET**

**ZONING: C-1 PARCELS 41 - 43 AND C-2 PARCELS 44 - 46**

**SUGGESTED USES: DISCOUNT RETAIL STORE, AUTOMOTIVE REPAIR, PROFESSIONAL OFFICES**

**POPULATION WITHIN 1 MILE RADIUS: 37,078**

**TRAFFIC COUNT ON STOCKTON BOULEVARD: 17,789**

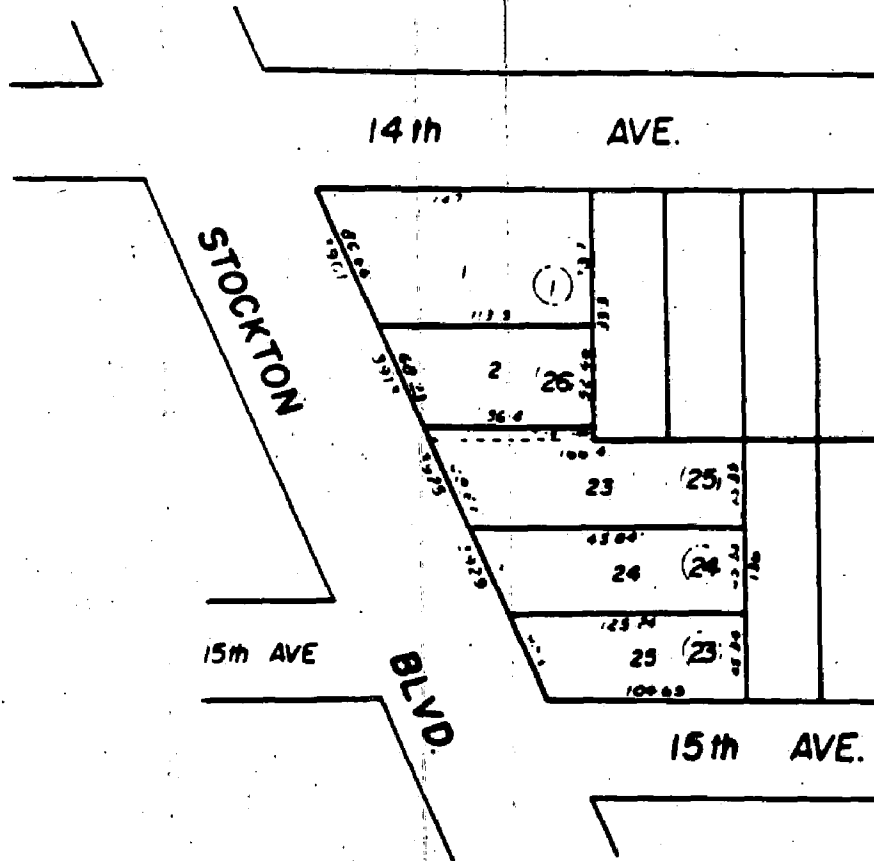
**UNIQUE FEATURES: ADJACENT TO NEW DEVELOPMENT BY OATES/ERICKSON**

**STOCKTON BOULEVARD  
MERCHANTS AND  
PROPERTY OWNERS ASSOCIATION**

**FOR SITE INFORMATION, CONTACT RICK DEGREGORIO  
STOCKTON BOULEVARD COORDINATOR  
920 22ND STREET  
SACRAMENTO, CA 95814  
(916)442-7235**

**STOCKTON  
BOULEVARD**

**SITE #5**



**LOCATION: EAST SIDE OF STOCKTON BOULEVARD FROM 14TH AVENUE TO 15TH AVENUE**

**SQUARE FOOTAGE: 36,607 SQUARE FEET**

**ZONING: C-2**

**SUGGESTED USES: GAS STATION, FAMILY RESTAURANT, CONVENIENCE STORE**

**POPULATION WITHIN 1 MILE RADIUS: 37,078**

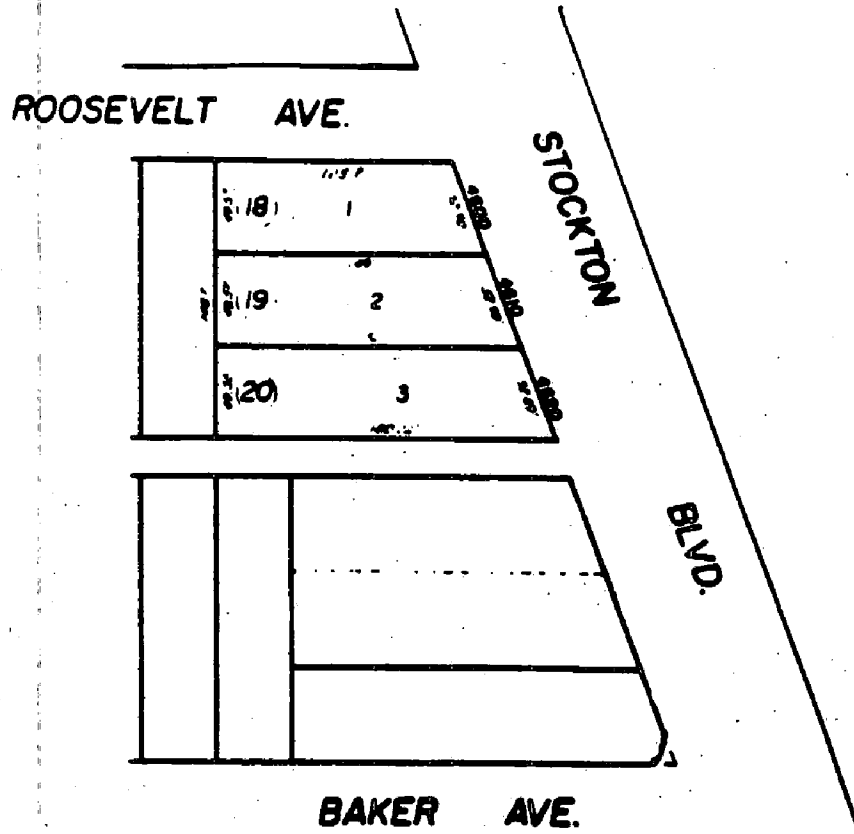
**TRAFFIC COUNT ON STOCKTON BOULEVARD: 17,789**

**UNIQUE FEATURES: LIT INTERSECTION**

**STOCKTON BOULEVARD  
MERCHANTS AND  
PROPERTY OWNERS ASSOCIATION**

**FOR SITE INFORMATION, CONTACT RICK DEGREGORIO  
STOCKTON BOULEVARD COORDINATOR  
920 22ND STREET  
SACRAMENTO, CA 95814  
(916)442-7235**





**LOCATION: WEST SIDE OF STOCKTON BOULEVARD BETWEEN ROOSEVELT AVENUE TO THE ALLEY**

**SQUARE FOOTAGE: 23,858 SQUARE FEET**

**ZONING: C-2**

**SUGGESTED USES: AUTOMOTIVE REPAIR, AUTOMOTIVE RELATED SERVICES**

**POPULATION WITHIN 1 MILE RADIUS: 37,078**

**TRAFFIC COUNT ON STOCKTON BOULEVARD: 17,789**

**UNIQUE FEATURES: CLOSE TO LIT INTERSECTION AND NEW CITY-COUNTY BRANCH LIBRARY**

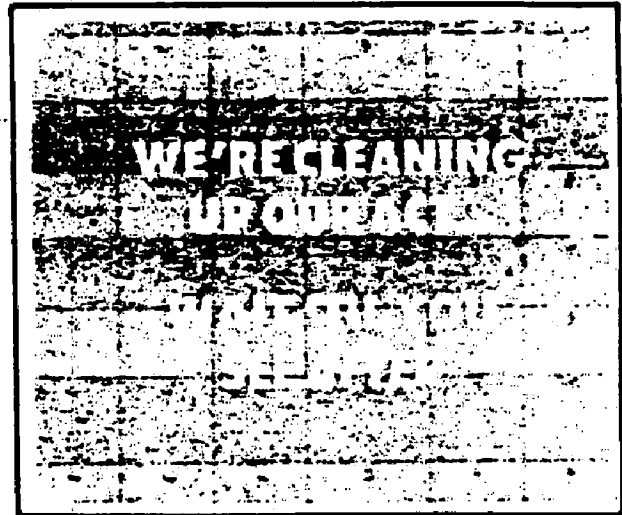
**STOCKTON BOULEVARD  
MERCHANTS AND  
PROPERTY OWNERS ASSOCIATION**

**FOR SITE INFORMATION, CONTACT RICK DEGREGORIO  
STOCKTON BOULEVARD COORDINATOR  
920 22ND STREET  
SACRAMENTO, CA 95814  
(916)442-7235**

# FRANKLIN BLVD. TWELFTH AVE. TO FRUITRIDGE RD.



BEFORE



AFTER

## FRANKLIN BLVD. BUSINESS ASSN.

P.O. BOX 160422 • Sacramento 95816 • 916/446-1472

***“Courtesy to Brokers”***

		CITY	CSSS	FUND	SUMMARY	
		----	----	----	-----	
		----	----	----	-----	
Cost Code	Project	Original Amount	Current Allocation	Expended	Balance	Comments
A04294	12th St. Signs	7,000.00	7,000.00	3,500.00	3,500.00	
A04295	12th St. Sign Removal	7,000.00	7,000.00	1,275.00	5,725.00	
A04329	Del Paso Parking Study	9,950.00	9,950.00	6,900.00	3,050.00	
A04411	Design Services	15,000.00	35,000.00	20,540.00	14,360.00	
B04518	ED General	370,000.00	564,582.44	263,456.56	231,113.68	Zero balance given 467,583 F/C commitments and 127,000 for applications in process
J04317	Franklin Coord.	18,756.00	93,750.00	87,506.00	6,244.00	
J04320	Stockton Coord.	15,000.00	23,332.00	20,552.87	2,779.13	
J09294	Del Paso Coord.	27,084.00	39,584.00	39,584.00	0.00	
A04612	EZ Misc. Adsin.	4,999.00	4,999.00	2,093.43	2,905.57	
	EZ Permit Subsidy	50,000.00	50,000.00	2,000.00	48,000.00	
B04419	Metro CDC	50,000.00	88,409.29	79,630.14	8,779.15	
A04614	Franklin Capital Improvements	90,000.00	90,000.00	0.00	90,000.00	
	ED Staff	32,000.00	32,000.00	1,991.60	30,008.20	
	Program Income				2,498.28	Zero balance given commitments
J04318	ED General	200,000.00	200,000.00	32,000.00	168,000.00	Balance of 359.16 assuming current and on line applications and Maxine's 170,000 set aside

October 5, 1987

Doc# Desc	Project	Original Amount	Current Allocation	Encumbered	Balance	Comments
	Facade Program	40,000.00	40,000.00	40,000.00	0.00	
A08301	ED General	400,000.00	400,000.00	400,000.00	0.00	Zero balance given commitments
B08301	ED General	500,000.00	500,719.97	401,385.57	99,332.40	Balance of 68,978.46 given 192,119.50 F/C commitments and 59,500 for applications in process
J08417	Stackton Coord.	15,000.00	23,332.00	20,952.26	2,779.14	
A08512	Elk Grove Coord.	25,000.00	37,500.00	33,417.00	2,083.00	
B08519	Walnut Grove Coord.	25,000.00	50,000.00	31,249.00	13,751.00	
J08518	Rio Linda Coord.	25,000.00	50,000.00	26,784.00	23,215.00	
J08517	Design Services	5,000.00	30,000.00	11,330.00	18,670.00	
A08528	EZ Misc. Admin.	4,999.00	4,999.00	1,931.60	3,067.40	
B08720	EZ Permit Subsidy	50,000.00	50,000.00	0.00	50,000.00	
A08519	Metro CDC	50,000.00	68,409.23	79,630.14	9,779.14	
J08331	ED Staff Adsin.	32,000.00	32,000.00	8,924.09	23,075.91	
	Program Income				217,450.64	Zero balance given commitments
	Isleton Capital Improvements	47,000.00	47,000.00	0.00	47,000.00	
A08503	Rio Linda Capital Improvements	243,000.00	243,000.00	0.00	243,000.00	
	Walnut Grove Capital Improvements	99,500.00	99,500.00	0.00	99,500.00	
B08712	Isleton Historic Survey	3,500.00	3,500.00	3,173.42	326.58	
	Walnut Grove Historic Survey	5,000.00	5,000.00	0.00	5,000.00	

October 2, 1957