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DEPARTMENT OF PARKS  
AND COMMUNITY SERVICES

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MUSEUM & HISTORY  
PARKS  
RECREATION  
ZOO

December 5, 1986

Transportation and Community Development Committee  
Sacramento, California

Honorable Members in Session:

SUBJECT: Information Update on Cultural Amenities Program

SUMMARY:

On April 23, 1985, City Council requested that the Arts Commission explore the feasibility of an optional cultural amenities policy. This report provides information on the progress on the development of that policy.

BACKGROUND:

The Sacramento Metropolitan Arts Commission was exploring the feasibility of implementing a cultural amenities policy as part of a developer bonus/incentive option for large projects within the City. The purpose for such a policy was to give developers of major projects the option of including cultural amenities in their commercial facilities. Cultural amenities would be specifically defined by the Committee but could include: exhibition spaces, performance spaces, works of art, and/or trust funds to underwrite ongoing cultural events. The policy was to propose for City Council approval a number of incentives that would be offered to developers for their participation in this program. To this effect the following activities took place:

1. Dozens of other cities around the country were contacted in efforts to research similar programs.
2. A committee composed of the following individuals from the public and private sector was convened to assist in the development of the policy:

Sacramento Metropolitan Arts Commission participants:  
Wendy A. Ceccherelli  
Carol Borden  
Jennifer Dowley  
John Horrell  
Audrey Tsuruda

Sacramento Planning Department participants:  
Diana Parker  
Nancy Ormandy  
Gene Masuda  
Dick Hastings

Clarence Caesar, Sacramento History Center  
Kevin Gordon, Building Industry Association  
Bruce Hohenhaus, Lee Sammis Company  
Maurice Read, Lukenbill Enterprises  
Ken Murai, County Department of Public Works  
Madolon Randall, McCuen and Steele  
Mike Seward, Sacramento Metro. Chamber of Commerce  
Randy Sater, The Cook Company  
Phil Angelides/Beth Davenport, AKT Developments, Inc.  
Jack Thompson, County Executive's Office

3. A selection of private developers were surveyed to ascertain what incentives they would be interested in having. A summary of those suggestions follows:

- density increase
- reduction in landscape requirements
- fast tracking
- reduction of fees or tax credits
- program to educate community on benefits of cultural amenities

4. Extensive meetings were held with both City and County planning staff to review the suggested incentives and develop a workable policy that would have a positive effect on all aspects of the built environment.

It has become clear that there are no systems in the City or County that can be readily adopted to an optional bonus/incentive plan. Staff worked with the Downtown Urban Design Task Force as it explored incentives for development in the downtown area. Staff was also working with the County Parks 2000 Master Plan and the Mayor's Downtown Action Committee. None of these planning efforts resulted in a workable Cultural Amenities policy. However, the Sacramento Metropolitan Arts Commission will continue to explore the following options as part of our effort to improve the built environment:

1. Arts Commission to develop an education program about benefits of cultural amenities.
  - Host a luncheon for local developers; present slides of projects from around the country; invite as speaker a prominent out-of-town developer and Phil Isenberg.
  - Develop a brochure outlining benefits for distribution by City/County Planning /Departments in application packets.
2. Arts Commission to be automatically included in all City/County planning processes. The intended result would be that cultural land uses could be identified, incorporated into master plans to thereby provide justification to private developers of need for cultural amenities. Specific incentives could be explored as part of each planning process.
3. Once developers have included cultural amenities in their projects, the Arts Commission should develop ways of providing them with special public recognition (Board/Council resolutions; press coverage).

FINANCIAL DATA:

No City funds are required.

RECOMMENDATION:

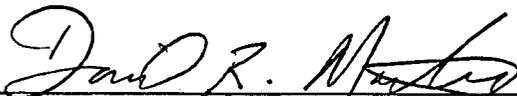
This is an information report. It is not anticipated that an optional cultural amenities policy is feasible at this time in Sacramento.

Respectfully submitted,



ROBERT P. THOMAS, Director  
Parks and Community Services

Approved for Committee Information:



DAVID R. MARTINEZ  
Deputy City Manager

RPT:k  
WC#15

December 23, 1986  
All Districts