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# CITY OF SACRAMENTO

## DEPARTMENT OF PARKS AND COMMUNITY SERVICES

ROBERT P. THOMAS  
Director

G. ERLING LINGGI  
Assistant Director

CROCKER ART MUSEUM DIVISION  
GOLF DIVISION  
METROPOLITAN ARTS DIVISION  
MUSEUM AND HISTORY DIVISION  
RECREATION DIVISION  
PARKS DIVISION  
ZOO DIVISION

December 23, 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 a cultural amenities policy. This report provides information on the progress on the development of that policy.

### BACKGROUND

The Sacramento Metropolitan Arts Commission has been investigating a city/county policy which, through a system of incentives, would encourage private developers to include cultural amenities in major projects. To this effect the following activities have taken place:

1. Dozens of other cities around the country have been contacted in efforts to research similar programs. Seattle and New Orleans have set some helpful precedents which are proving useful to our discussions in Sacramento.
2. A committee composed of the following individuals from the public and private sector has been convened to assist in the compilation of the policy:

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Phil Angelides/Beth Davenport -  
AKT Developments Inc.

Carol Borden - Sacramento Metropolitan  
Arts Commission

Jennifer Dowley - Sacramento Metropolitan  
Arts Commission

John Horrell - Sacramento Metropolitan Arts  
Commission

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

Diana Parker - Sacramento Planning Department

Madelon Randall - McCuen and Steele

Mike Seward - Sacramento Metropolitan Chamber  
of Commerce

Jack Thompson - County Executive's Office

Audrey Tsuruda

Nancy Ormandy - County Planning Department

Randy Sater - The Cook Company

Gene Masuda - Sacramento Planning Department

Dick Hastings - Sacramento Planning Department

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

- 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 have been held with both City and County planning staff to review the suggested incentives and develop a workable policy that has a positive effect on all aspects of the built environment.

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It has become clear that there are no systems in the city or county that can be readily adopted to an incentive plan so staff is pursuing a number of options. Different zoning areas and different parts of the city and county will have to be dealt with on an individual basis to accommodate the specific issues and needs involved. Staff is working with the Downtown Urban Design Study as it explores incentives for development in the downtown. Staff is also working with the County Parks 2000 master plan and the Mayor's Downtown Action Committee.

It is now anticipated that a cultural amenities policy will be fully developed by July, 1986.

RECOMMENDATION

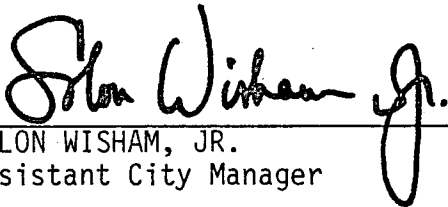
There are no recommendations at this date. This is an information report.

Respectfully submitted,



ROBERT P. THOMAS, Director  
Parks and Community Services

Approved for Committee Information:



SOLON WISHAM, JR.  
Assistant City Manager

RPT:sw

January 14, 1986  
All Districts