



DEPARTMENT OF
PLANNING AND DEVELOPMENT

CITY OF SACRAMENTO
CALIFORNIA

1231 I STREET
ROOM 200
SACRAMENTO, CA
95814-2998

September 19, 1989

BUILDING INSPECTIONS
916-449-5716

PLANNING
916-449-5604

Joint Budget and Finance
Transportation and Community
Development Committee
Sacramento, California

Honorable Members in Session:

SUBJECT: DOWNTOWN CULTURAL AND ENTERTAINMENT DISTRICT MASTER PLAN
STATUS REPORT (M89-011)

SUMMARY

This status report highlights the progress made by the selected consultant preparing the Downtown Cultural and Entertainment District Master Plan. The Final Master Plan is tentatively scheduled for City Council approval in November, 1989. This report is informational only; no action is required.

BACKGROUND

Williams-Kuebelbeck and Associates consultant team were hired by the City in June, 1989 to prepare the Downtown Cultural and Entertainment District Master Plan. The five-month planning process envisioned to complete the plan should end in November. The consultant is in the process of developing a preliminary draft plan.

The goal of the proposed Downtown Cultural and Entertainment District Master Plan is to create a concentrated mix of cultural and entertainment facilities and programs that will be capable of contributing to downtown's night and weekend activity by attracting and accommodating professional artists and supporting patrons from the greater Sacramento metropolitan area. Financial and implementation strategies intended to achieve this goal will be included in the final document.

A window of opportunity exists for the City to achieve the goal of the proposed master plan. The consultant is identifying ways to animate downtown by choreographing the arts, retail, and development communities. New downtown development present timely opportunities with regards to establishing facilities for visual and performing arts.

The eighteen member City Council's Citizens Advisory Committee (CAC) has selected a chair and vice-chairperson and has participated in four workshops. Discussion at these meetings have identified many issues and have included public testimony. Summaries of the CAC's visions, assets, and needs/priorities of the District are in attachment A. Several group workshops have been conducted by the consultant and involved various interest groups including the arts, retail, and development communities (see attachment B). Responses to the consultant's questionnaire will be combined with information obtained from the workshops as part of the plan process.

The consultant is approximately halfway through the planning process. They have progressed in documenting the needs assessment, prioritization of facilities, and various programs. Adjustments made to the process will cause the Concept Plan (Phase I) and the Financial/Implementation Strategies (Phase II) to be developed concurrently as draft and final products. The consultant is currently within budget and on schedule (see attachment C).

The Technical Advisory Committee (TAC) has met with the consultant to review the CAC meeting agendas and content of the preliminary draft master plan. Draft plans will be reviewed by the TAC to help coordinate adopted City policies. TAC members include representatives from City departments, Sacramento Housing and Redevelopment Agency, and Regional Transit.

Expanding the boundaries of the District area is being explored by the consultant in response to CAC and public testimony. Neighboring areas reaching from Old Sacramento to Mid-Town are under consideration as linkages with the District. The District basically centers around the Community and Convention Center, Memorial Auditorium and the Sacramento Theatre Company. These adjacent portions of the Central City could be linked to the District by shuttles, streetscape designs, and marketing/promotional themes. The easterly portion of the Central Business District (Convention Center, etc.) has historically been identified as a cultural and entertainment district and has served as the starting point in the master plan process.

Urban design elements of the District have been identified and correlated to an updated ground floor land use inventory prepared by the consultant. Supporting land uses, possible major facility locations (i.e., theatres, Contemporary Art Center) and designs features including street lighting, signage, and building facades will be discussed in the draft and final plans.

Methods used to fund similar districts in other cities have been outlined by the consultant. The appropriate funding strategy for Sacramento's Downtown Cultural and Entertainment District will be developed in light of these findings and tailored to Sacramento's specific needs and resources. Financial strategies developed by the consultant will be done in conjunction with the City's Finance Department and City Treasurer's office.

Implementation strategies will discuss possible reorganization and/or new organizations to execute the recommendations of the master plan. Phasing of short and long term objectives will be included in the implementation strategies.

Next steps in the process include two TAC/CAC meetings and preparation of the Draft and Final Master Plans. City Council consideration of the Final Master Plan is tentatively scheduled in November, 1989.

POLICY CONSIDERATION

No recommendations are made at this time.

MBE/WBE CONSIDERATION

No recommendations are made at this time.

FINANCIAL INFORMATION

No recommendations are made at this time.

RECOMMENDATION

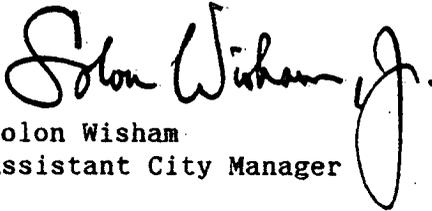
This report is informational only with no recommendations.

Respectfully submitted,



Steve Dee
Associate Planner

Recommendation Approved:



Solon Wisham
Assistant City Manager

Approved:



Michael M. Davis
Director
Planning and Development

Contact Person to
answer questions:
Steve Dee
Associate Planner
449-5604

SD:ob

September 19, 1989
District 1

Attachment A

SACRAMENTO DOWNTOWN CULTURAL AND ENTERTAINMENT DISTRICT
Aug. 28, 1989

VISION FOR THE DISTRICT:

The Cultural and Entertainment District should be:

<p>Active</p>	<p>The District should have people, movement, and activity.</p> <p>It should provide a dynamic, festive environment with a variety of activities taking place.</p>
<p>A Destination</p>	<p>The District should be a destination during lunch, evenings, weekends and special events.</p> <p>It should attract people from throughout the region with a diversity of high-quality facilities and programs.</p>
<p>Accessible</p>	<p>The District should be accessible to a mixture of people of all ages, incomes, and interests.</p> <p>It should be inviting, convenient and "user-friendly."</p>

SACRAMENTO DOWNTOWN CULTURAL AND ENTERTAINMENT DISTRICT
Aug. 28, 1989

ASSETS OF THE DISTRICT

The Cultural and Entertainment District should build upon the following important assets of the downtown/community:

<p>Physical Environment</p>	<p>A climate conducive to outdoor activity.</p> <p>The human, pedestrian scale of the downtown.</p> <p>The capitol area.</p> <p>The river, trees and existing architecture.</p>
-----------------------------	---

<p>Artistic Talent</p>	<p>The depth of variety of existing artistic talent, facilities and programs.</p>
------------------------	---

<p>Timing</p>	<p>The current economic and population growth of the region.</p> <p>The stage of development that is occurring in the downtown.</p>
---------------	---

SACRAMENTO DOWNTOWN CULTURAL AND ENTERTAINMENT DISTRICT
Aug. 28, 1989

NEEDS/PRIORITIES OF THE DISTRICT

The primary needs and priorities of the Cultural and Entertainment District are:

<p>Cultural</p>	<p>A diversity of quality cultural facilities and programs.</p> <p>Affordable artist live/work space.</p>
<p>Retail/Entertainment</p>	<p>More retail/entertainment facilities and activities in the evenings and on weekends.</p>
<p>Inviting Environment</p>	<p>An attractive physical setting that is safe, comfortable and accessible.</p>
<p>Implementation</p>	<p>Financing sources and incentives.</p> <p>Visionary leadership and organization.</p>

DISCUSSION HIGHLIGHTS

The following presents highlights of the discussions at each of the workshop sessions. Many additional ideas were presented and will be considered and contained in the Master Plan document.

1. POETRY AND LITERATURE

- The Master Plan must be sensitive to political issues within the arts/cultural community.
- The physical needs of literary arts groups are not that extensive, although they do have some trouble finding places for readings
 - Physical needs are flexible
 - "Cabaret" style space is generally OK
- Leadership for the district is important
 - There shouldn't be a hierarchy
 - Don't want small groups left out because of their style
- Educational institutions should be involved
 - They have the resources, audience
 - Not currently integrated well with the arts community
- Literary groups are committed to the downtown, want to be involved

2. FESTIVALS

- The groups attending the workshop generally represent parade interests
- Parade/festival groups would benefit from a higher level of organization
 - Don't need huge umbrella organization, just "one level higher"
 - Need improved coordination (e.g. meeting every quarter) so don't repeatedly approach the City with the same issues
- Parades are in conflict with existing environment: light rail
 - Can't cross light rail tracks
 - Limits major parade routes to Old Sacramento, Capitol area currently (maybe 13th and K?)
 - Want conducive environment to outdoor activity

3. VISUAL ARTS

- Economic forces are moving theaters and galleries out of downtown
 - Adequate, quality space is too costly
 - Can't afford to bring older spaces up to code
- Linkages are important
 - Major strengths of the visual arts community are outside of the downtown
- Importance of downtown

- Create an environment/arena for visual arts (e.g. Center for Contemporary Art)
- Linkages to Crocker Art Museum, etc.
- Create a nice physical environment in the downtown seeded with visual arts

4. COMMUNITY ARTS

- Need concert space in the 200-300 seat range
 - Must be affordable, financially accessible to wide range of people
 - Community center is not an option--too expensive
- Need display space

5. RETAIL OPERATORS #1

Cancelled

6. LARGE INSTITUTIONS

- "Big 5" institutions: symphony, ballet, opera, Sacramento Theater Company, Crocker Art Museum
- Existing organization/coordination among the large institutions is "informally formal"
 - Directors meet regularly
 - Most coordination done on an event by event basis
- Need shared office/support facilities
 - Offices, copying, printing, box office
 - Would reduce costs, improve coordination, joint promotion
- Available facilities: community center
 - Hard to program within 2-year time frame allowed by community theater
 - Can't pay enough to compete with conventions for space
- Financing options, should look into
 - Admissions tax
 - Development fees
 - Transient occupancy tax--available in future?
- Need weekly/daily advertising of events
 - calendars, weekly magazines, light rail ads, telephone hot line needed to tell people what's going on each evening
 - previews in paper more beneficial than Sunday reviews
 - limited marketing funds available within current budgets

7. SERVICE ORGANIZATIONS

- Facility Needs:
 - Need mid-size facility(ies) in 500-700 seat or 300-500 seat range
 - Need small facility(ies) in 99-199 seat range
 - Smaller facilities should be professional caliber, quality space

- Economics
 - Can't afford to pay high rents
 - Don't want to raise ticket prices
- Close proximity of theaters would be beneficial
 - "theater row" concept good
- Need to distinguish between daytime activity (e.g. Crocker) vs. evening (performing arts, etc.)

8. PUBLIC ART IN THE DISTRICT

- Use of 2% For Art funds on a district-wide vs. site-specific (project related) basis
 - Other programs have started district-wide approach
 - Need public art plan as basis for implementation
 - Could create difficulty for certain projects: need funds spent on-site to create quality project
- "Theater Row" concept
 - concentrate performing arts facilities in a core area
 - Lot A may not be the best location for a 500-seat theater--not linked to other facilities, better to put it in a more central location
- Implementation options:
 - Use ground floor retail zoning to encourage cultural uses/pedestrian activity
 - Use bonus zoning system for sites outside the C-3 zone
 - Write-down City-owned sites (cost of land)

9. DANCE

- Untapped potential for bringing ethnic dance downtown
 - tend to be neighborhood-oriented currently
- Studio-based dance a healthy part of dance community
 - recitals, etc.
- Equal participation
 - Size of organization shouldn't determine how its treated, its significance
- Need appropriate facilities for the venue
 - Need small, 99-199 seat space(s)
 - Size not the only issue: formality of space also important
 - Need comfortable, informal, affordable spaces
- Programming issues: festivals
 - Small groups which can not put on their own performances could be part of a larger festival
 - Would get community groups out of their neighborhoods to the downtown
 - Would diversify audiences ethnically

10. THEATRE

- Need two small facilities (99 to 199 seats)

- Don't have enough of a schedule to put together a season, need access on an occasional basis.
- Need facilities where small groups can be cycled/rotated through
- Need one or probably two mid-size theaters (500 to 700 seats)
 - Sacramento Theater Company could cycle one facility year round--currently share 85-seat theater as well as use their larger facility
- Need to coordinate and expand promotion
 - Need to address needs of the audience outside the downtown
 - Promotion: bringing people downtown requires supporting activities. (pedestrian activity, security, parking, lighting, etc.)
 - Potential methods to increase promotion: newsletter, telephone hotline, computers in hotels/airport
- Plan must be sensitive to political issues

11. MUSIC

- All groups tend to have seasonal concerts
 - Creates potential scheduling difficulties: all may want same weekends
- Could use larger facilities: 1,000 seats plus
 - Alternative: do more than one performance in 500-700 seat facilities
- "Afterglow" parties an important component
 - Need places for impromptu performances, eating, drinking, socializing after the performance
 - Cabaret-style places a possibility
- Groups very interested in outdoor performances
 - Need shell
- Roots of music community are very deep
 - Schools: widespread music programs
 - Varied ethnic backgrounds--one of easiest ways groups can maintain their culture
 - Many activities work better outside--combine music, theater, dance
 - Community groups have clearly defined audiences--could provide regional attraction if activities brought downtown
 - Programming well established--could have broad outreach with short start-up, good opportunity to create activity in downtown with music

12. RETAIL OPERATORS #2

- Need more shops, restaurants open at night--need activities to keep people downtown
- Outdoor cafes:
 - Start around the Community Center and Hyatt as existing assets
 - Spread to Crest Theater area--keep people in the area after movies let out
 - Expand to Cathedral Square as a second focus area for activity
- Lighting and visual attractions necessary
 - lighting

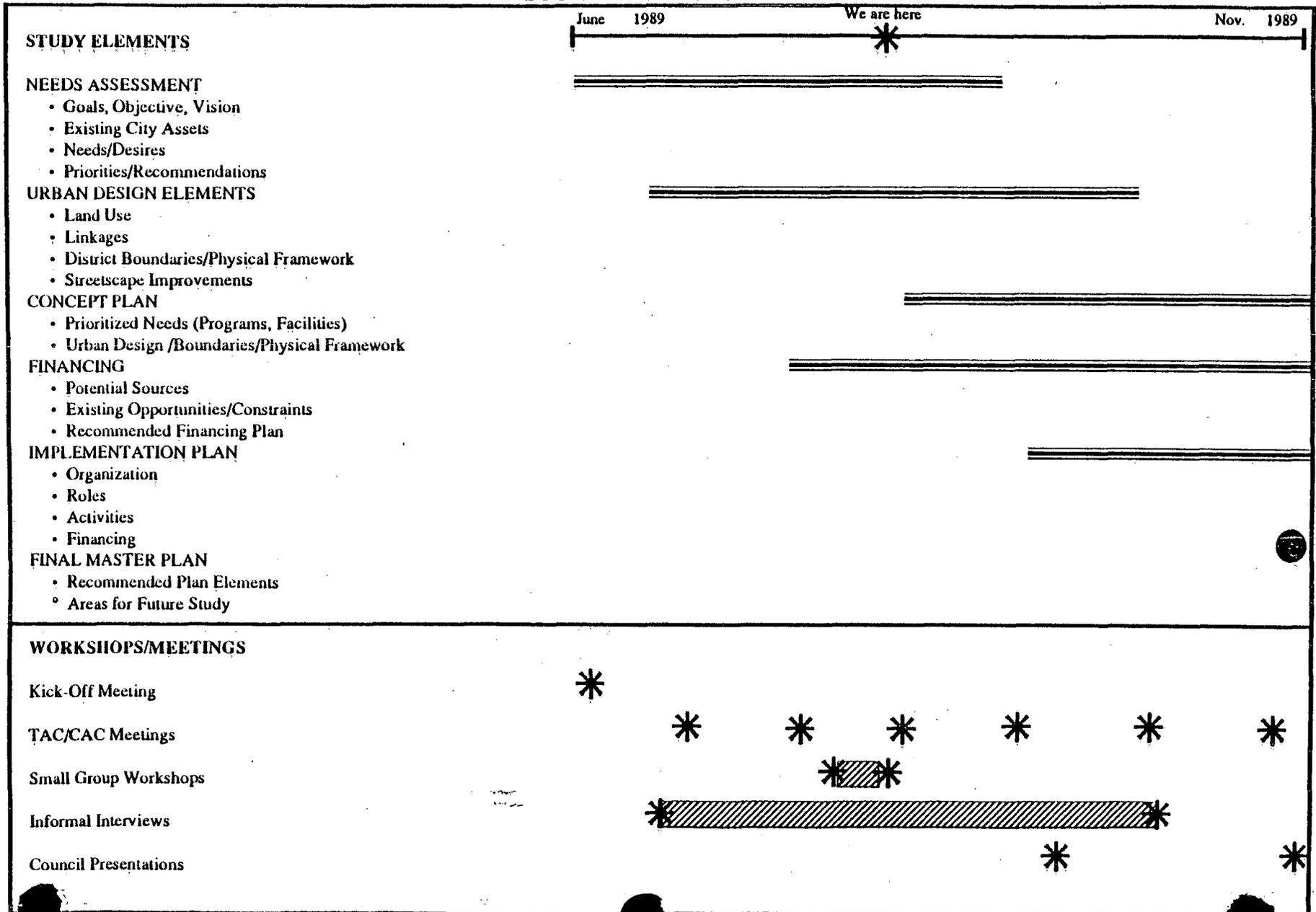
- banners
- flowers, color

- Need to program evening activities--keep people after work
 - Start gradually, e.g. once a month
 - Encourage restaurants to stay open on certain nights
 - Coordinate with outside music events, art exhibitions, special events
 - Put displays in storefront windows: art, special collections
 - Use vacant storefronts to display art/use art to help lease/advertise space
 - Need places for people to sit down
 - Allow street vendors associated with retail stores to operate at night
 - Expand both geographically and programmatically (no. of evenings) over time

- Redevelopment Agency participation:
 - Agency assists developers, how about catalyst businesses that will bring people downtown in the evening--assist start up of businesses

- Provide information/hospitality in the downtown
 - Information people (hosts) or kiosks downtown
 - Coordinate with safety (cadets in training, hosts with radios, kiosks, etc.)
 - Provide a presence on the mall--increase perceptions of safety, activity

SACRAMENTO DOWNTOWN CULTURAL AND ENTERTAINMENT DISTRICT STUDY PROCESS DIAGRAM



Attachment C