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**DEPARTMENT OF PARKS
AND COMMUNITY SERVICES**

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February 12, 1991

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PARKS AND RECREATION
• NORTH
• SOUTH
• CITY-WIDE

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

Honorable Members in Session:

SUBJECT: Plaza Park Master Plan Process and 1991 Programming

SUMMARY

This report provides information on the public hearing process to develop a new master plan for Plaza Park. Additionally, this report includes a schedule of special events and programs planned by the Department of Parks and Community Services for the park this year. This report is for Council information only.

BACKGROUND INFORMATION

This report was heard by Joint Committee on February 5, 1991. Per their request, this report is being resubmitted with further information relative to funding sources necessary to implement a new master plan for Plaza Park.

Master Plan Process

On October 30, 1990, City Council authorized the development of a new master plan and improvements for Plaza Park. Specifically, City Council authorized the City Manager to enter into an agreement with the Sacramento Housing and Redevelopment Agency (SHRA) to fund improvements and the development of a new master plan for the park. In addition, City Council authorized the Director of Parks and Community Services to conduct public hearings necessary to develop a new master plan.

A preliminary master plan for Plaza Park was recently completed and reviewed by the Plaza Park Steering Committee. (The Steering Committee is composed of representatives from various City departments, SHRA, citizens, farmers' market, and downtown merchants and developers.) This plan incorporates input received from a variety of interested public/private groups and accommodates cultural performances,

the farmers' market, food service, an expanded water element, preservation of historic elements, and retention of existing trees. It will be presented at the public hearings as a model for developing the final master plan.

Public hearings will begin in February and tentatively conclude in July 1991 (see attached schedule). The hearings will be conducted by the Parks and Community Services' Landscape Architecture Section with the involvement of the Steering Committee. Notice of the hearings will appear in local newspapers and will be sent directly to interest groups and surrounding residents.

Department staff will finalize the new master plan, file appropriate environmental documents, and tentatively return to City Council in February 1992 with a final master plan and cost estimates for Plaza Park.

Based on the conceptual master plan and similar urban parks across the country, preliminary cost estimates to completely implement a new master plan for Plaza Park are \$3 - 6 million. Funding sources have not been identified but may be realized from the private sector and redevelopment funds. Representatives from corporations and businesses that have invested in the surrounding area have shown an interest in contributing to the redevelopment and programming of Plaza Park, thereby improving the area and encouraging its patronage. Staff will make every effort to maximize funding from private sector sources. However, a plan is essential in order to solicit these funds.

Phased implementation of the new master plan will be identified in the public hearing process should available funds be inadequate to fully redevelop the park.

1991 Programming

Special events and programs planned for 1991 include: Farmer's Market from May to December; mobile food vending June through October; City Life cultural programming and a book fair in July and August; "Sacramento Reads" in September, and the Pumpkin Patch Festival in October.

Due to the success of the Pumpkin Patch Festival, Department staff and the Plaza Park Steering Committee are examining the potential of a summer produce festival that would involve the farmer's market, downtown restaurants, and other sponsors. The Steering Committee will make recommendations on incorporating Plaza Park into grand opening festivities for the Galleria and Plaza Park Towers next year as well.

FINANCIAL DATA

Funding for the implementation of a new master plan has not been identified but may be realized from private sector sources and redevelopment funds. No general fund support is being considered at this time. Department staff will work with the Steering Committee to maximize private sector support and identify phased implementation of the master plan.

POLICY CONSIDERATIONS

Development of a master plan for Plaza Park and continued programming is consistent with the City Council's policy and commitment to revitalize downtown Sacramento.

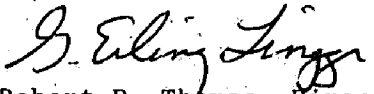
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No impact.

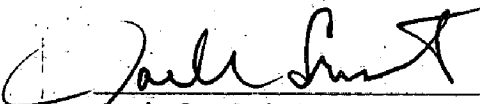
RECOMMENDATION

This report is for Committee information only.

Respectfully submitted,

for 
Robert P. Thomas, Director
Parks and Community Services

Approved for Information:


Jack R. Crist
Deputy City Manager

RPT:ja
Attachments

February 12, 1991
District No.1

K:Council/LHRPlaz4.dox



City of Sacramento

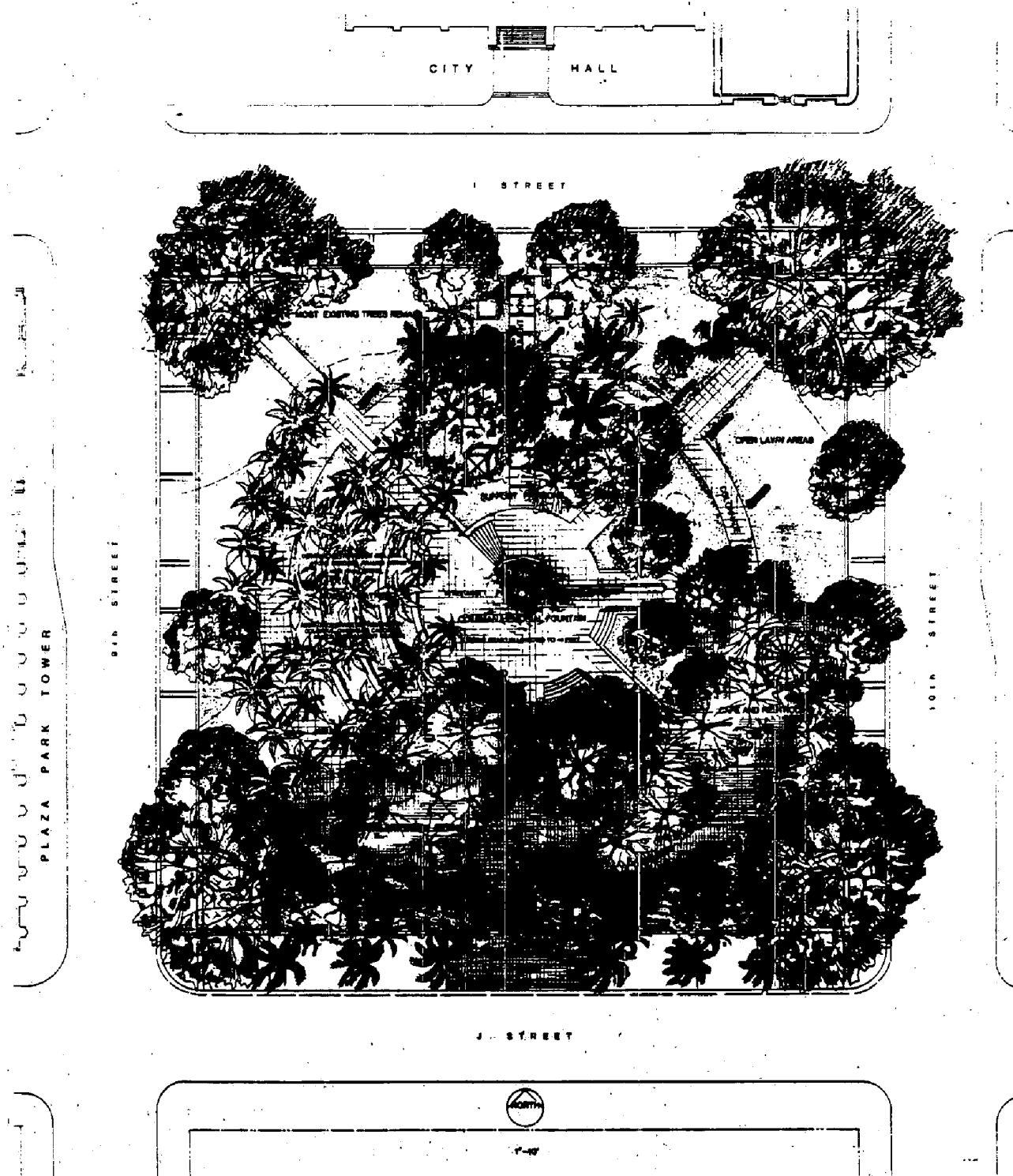
Department of Parks
& Community Services

June 11, 1990

PLAZA PARK DESIGN GUIDELINES

1. Capitulate upon the imagery of Plaza Park representing the urban 'center' of the downtown. The 'front yard' where paving dominates lawn areas.
2. Program activities for both evening and day uses.
3. Extend park influence to surrounding facades, streets and promenades.
4. Increase pedestrian movement through the entire park.
5. Widen perimeter sidewalks.
6. Strengthen North-South axis from City Hall, through center of park to the proposed Galleria, that will connect to the K Street Mall.
7. Increase size and vitality of fountain and strengthen its original concept of the three rivers: Sacramento, Feather and American.
8. Design the park that allows play for all ages. (Not specific places for children).
9. Retain existing monuments but not necessarily in existing locations.
10. Retain most larger trees to keep existing character 'alive'. Transplant smaller trees where appropriate.
11. Provide amphitheatre for up to 200 people (dressing rooms and storage questionable).
12. New, relocated restroom.
13. Farmer's market expansion to include 'Food Faire' or vendor locations- Flowers.
14. Open lawn areas.
15. Flowers in container-tubs as accent throughout.
16. Outdoor cafe with moveable furniture.
17. Lighting to accent trees and open space and water feature. 'Moonlighting' preference with concealed mercury vapor lamps placed high up in larger trees and up lighting of tree trunks.
18. (Retain perimeter parking to keep access available for both concessionaires and general motorists).
19. Maintain heirarchical structure of surrounding streets: I Street is the Civic corridor; J Street is now Sacramento's traditional 'Main Street'; and both 9th and 10th Streets are municipal and State government connectors - Plaza Park becomes the anchor of these two primary axes.
20. Create a place that appears timeless, without a 'designed' look.

PLAZA PARK TOWER



Proposed Plaza Park Renovation

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PROPOSED SCHEDULE

November 1, 1990

PLAZA PARK MASTER PLAN DEVELOPMENT

	1991									1992		
	February	March	April	May	June	July	August	September	Oct./Nov./Dec.	January	February	
A. ARCHEOLOGICAL INVESTIGATION		-----*										
B. PUBLIC MEETING #1		-----*										
C. PUBLIC MEETING #2			-----*									
D. PUBLIC MEETING #3				-----*								
E. FINALIZE MASTER PLAN							-----*					
F. ENVIRONMENTAL DOCUMENT									-----*			
G. CITY COUNCIL											-----*	

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