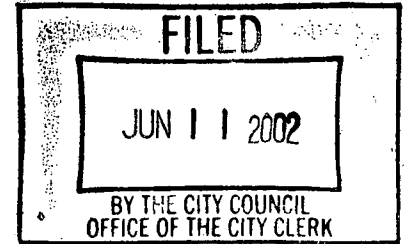


ECONOMIC DEVELOPMENT DEPARTMENT

CITY OF SACRAMENTO

14-2



May 29, 2002

Redevelopment Agency of the City of Sacramento
Sacramento, California

Honorable Members in Session:

SUBJECT: Update to the Sacramento Riverfront Master Plan Proposal Process

LOCATION AND COUNCIL DISTRICT: Sacramento Riverfront, Council Districts 1 and 4

STAFF RECOMMENDATION: Receive and File

CONTACT PERSON: Laura Sainz, Senior Project Manager, 264-2677
Wendy Saunders, Downtown Development Manager, 264-8196

FOR THE COUNCIL MEETING OF: June 11, 2002

SUMMARY:

The Cities of Sacramento and West Sacramento issued a Request for Proposals (RFP) to update the 1994 Riverfront Master Plans. The RFP was issued in April of this year and seven proposals were received. The evaluation committee has narrowed the choices down to four consulting teams. The final four will be interviewed on June 19th and 21st. The evaluation committee will then make a recommendation to the Waterfront Advisory Committee (WAC) regarding which firm to award the contract. Based on the recommendation of the WAC, the City of West Sacramento City Council is expected to award the contract on July 16th. The City of Sacramento City Council is expected to award the contract on July 18th. The Master Plan Update is expected to take six months.

BACKGROUND INFORMATION

In January of this year, the Mayors of Sacramento and West Sacramento held a joint press conference to highlight the potential of the Sacramento Riverfront. The cities also committed to updating the existing Master Plans that were prepared by Sasaki Associates in 1994. On March 14th, the WAC met for the first time. The meeting was facilitated by the Waterfront Center and served as a kickoff for the Master Plan process. Participants from the Sacramento Area Flood Control Agency task force and the public at large were invited to participate in a visioning session on the Sacramento Riverfront. The visioning session served as a guideline for the RFP that was issued on April 22nd of this year. The RFP remains committed to the original four basic planning principles, which guided the 1994 Plans, including:

Building on Our History - Creating The Place to Be.

1. Public Access to the Sacramento River
2. Linkages Throughout the Riverfront Area
3. Pedestrian Orientation Throughout the Riverfront Area
4. Active Animated Riverfront District

In addition, the firms were asked to focus on four priorities associated with the Master Plan Update, including:

1. An extensive public participation process;
2. An infrastructure "loop" system between the two cities that allows for increased pedestrian activities;
3. An infrastructure financing plan related to the proposed loop system; and
4. More in-depth planning on four specific sites including the Docks Area and PG&E site in the City of Sacramento, and Stone Lock Bluff and the Amphitheater site in West Sacramento. See Attachment A for a map of the sites.

On May 21st, seven proposals were received from a variety of consulting teams. The evaluation committee, which is made up of three representatives from West Sacramento and four representatives from the City of Sacramento, evaluated all seven proposals and selected four firms to interview. Those four firms include:

1. Roma Design, San Francisco
2. Wallace Roberts and Todd, San Francisco
3. Walker Macy, Portland
4. Hargreaves Associates, San Francisco

The evaluation committee will interview the four firms on June 19th and 21st. The final candidate will be selected and presented to the Waterfront Advisory Committee at the June 26th WAC meeting. Based on the recommendation of the WAC, the West Sacramento City Council will award the final contract at its July 16th meeting. The Sacramento City Council will award the final contract at its July 18th meeting.

Following the award of the contract it is anticipated that the Master Plan Update will take approximately six months.

FINANCIAL CONSIDERATIONS:

The Redevelopment Agency of Sacramento will be funding \$100,000 of the Update out of tax increment funds. The City of Sacramento will have more extensive planning done on its waterfront and is therefore covering a larger amount of the total \$150,000 budget. Funds for the Riverfront Master Plan were allocated in the Sacramento Housing and Redevelopment Agency 2002 budget.

ENVIRONMENTAL CONSIDERATION:

There will be a separate CEQA/NEPA contract associated with the Master Plan Update. Each city will manage its own environmental process separately.

POLICY CONSIDERATIONS:

2005 Downtown Sacramento Redevelopment Strategy

In 2000, a five-point strategy was prepared to guide redevelopment activities for Sacramento's Downtown. Section Three: Framework for Strategic Investment, focuses on the Waterfront and Old Sacramento area. The Master Plan Update is consistent with achieving the goals mentioned in the 2005 Downtown Sacramento Redevelopment Strategy.

Strategic Plan and Guiding Principles

The Sacramento Riverfront Master Plan assists the City in meeting four of the goals listed in the 2001-2004 City of Sacramento Strategic Plan including:

1. Enhance and preserve the neighborhoods;
2. Establish and strengthen community and regional partnerships to enhance the quality of life;
3. Preserve and expand the arts and culture, open space, urban forest, parks and recreation opportunities; and
4. Promote and support economic vitality.

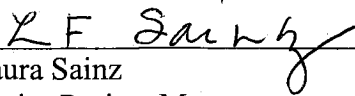
Finally, the Riverfront Master Plan Update will be funded out of the SHRA 2002 Budget. Future Riverfront improvements could be funded with tax increment funds. Last year, the Board allocated 10-20% of the remaining tax increment funds to parks and open space. The Master Plan Update is anticipated to greatly improve and increase open space and parks along the Riverfront, allowing the Riverfront to be more of a draw for pedestrian and other outdoor activities.

ESBD:

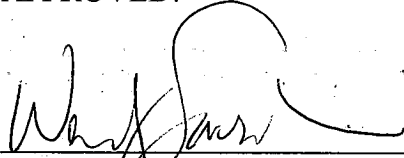
All contracts related to the Master Plan Update will meet ESBD requirements.

Respectfully submitted,

APPROVED:

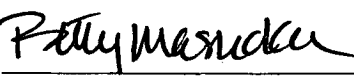


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APPROVED FOR INFORMATION:



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