

FLORIN ROAD BEAUTIFICATION PROJECT UPDATE

A Project of the Florin Road Partnership,
the City and the County of Sacramento

COUNTY COMPLETES FLORIN ROAD IMPROVEMENTS AND CITY COMMITTS TO MORE IN 1999.



Tell us your view!
Questionnaire inside

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IT'S TIME TO CELEBRATE!

After much hard work, the median improvements and landscaping along the County's portion of Florin Road is complete. Thanks to Supervisor Illa Collin and Sacramento County, we now enjoy many of the same street enhancements as other successful shopping destinations within the County.

CITY COUNCIL APPROVES FUNDS TO COMPLETE FLORIN ROAD MEDIAN ENHANCEMENTS FROM FRANKLIN TO TAMOSHANTER.

While most of us were looking forward to the completion of the median construction, the Florin Road Partnership was working with City officials to identify the next portion of funds needed to complete the rebuilding and enhancement of Florin Road from Franklin Boulevard to Tamoshanter.

In December the City Council found those funds, making possible Phase II of the beautification project. Construction, which will include brick pavers in the medians, new trees, turn lanes, low-level landscaping and new curbs, is slated for Fall, 1999.

PARTNERSHIP ADOPTS AGGRESSIVE ACTION PLAN

The Florin Road Partnership recently adopted TARGET 2000, an aggressive action plan designed to produce noticeable results for residents and business owners along Florin Road by the year 2000.

TARGET BLIGHT - Paint Out Graffiti

The Partnership will assist District businesses in paying for the cost to paint out graffiti. Also look for a new Adopt-A-Stop program in early '99.

TARGET STREETSCAPE

Continue the Florin Road beautification project, improve intersections, increase street lights, replace public street signs and improve the look and feel of Highway 99's cloverleaves.

TARGET ECONOMIC STIMULATION

Decrease vacancy rates by 50 percent, increase jobs by 10 percent and produce cutting edge marketing materials to promote Florin Road.

TARGET PLANNING

Produce annual financial and development reports, conduct annual consumer surveys and create a special planning district.

TARGET EVENTS

Support the growth of local events such as the annual Tet Festival and the Meadowview Jazz Festival.

TARGET COMMUNITY PARTNERSHIPS

Build alliances within the community by providing opportunities for local students and supporting local programs.

TELL US YOUR VIEW.

The Florin Road Partnership has been working to improve Florin Road. We would like to hear your thoughts to help guide us in the years to come. Please take a moment to answer the following questions.

What positive changes have you noticed on Florin Road?

- Construction at Southgate Plaza
- More programs for local businesses
- Improved cleanliness
- Businesses improving their facilities
- More restaurants
- Other: _____

Do you shop more or less along Florin Road than in the past?

- More Less About the same

Approximately what portion of products and services you purchase do you buy along Florin Road?

(please check a percentage amount for each category)

- | | | | |
|-------------------|--------------------------------|--------------------------------|--------------------------------------|
| Clothing/Apparel | <input type="checkbox"/> < 25% | <input type="checkbox"/> < 50% | <input type="checkbox"/> Nearly 100% |
| Home Improvement | <input type="checkbox"/> < 25% | <input type="checkbox"/> < 50% | <input type="checkbox"/> Nearly 100% |
| Restaurants | <input type="checkbox"/> < 25% | <input type="checkbox"/> < 50% | <input type="checkbox"/> Nearly 100% |
| Auto Related | <input type="checkbox"/> < 25% | <input type="checkbox"/> < 50% | <input type="checkbox"/> Nearly 100% |
| Specialty Goods | <input type="checkbox"/> < 25% | <input type="checkbox"/> < 50% | <input type="checkbox"/> Nearly 100% |
| Convenience Store | <input type="checkbox"/> < 25% | <input type="checkbox"/> < 50% | <input type="checkbox"/> Nearly 100% |
| Music/Books/Video | <input type="checkbox"/> < 25% | <input type="checkbox"/> < 50% | <input type="checkbox"/> Nearly 100% |
| Office Supplies | <input type="checkbox"/> < 25% | <input type="checkbox"/> < 50% | <input type="checkbox"/> Nearly 100% |
| Professional | <input type="checkbox"/> < 25% | <input type="checkbox"/> < 50% | <input type="checkbox"/> Nearly 100% |
| Grocery | <input type="checkbox"/> < 25% | <input type="checkbox"/> < 50% | <input type="checkbox"/> Nearly 100% |
| Other: | <input type="checkbox"/> < 25% | <input type="checkbox"/> < 50% | <input type="checkbox"/> Nearly 100% |

What new products or services would you like to see along Florin Road?

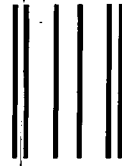
- Restaurants
- Clothing/Apparel
- Medical
- Department Stores
- Professional Services (ie. Doctor, Accountant, Attorney)
- Local Government Services
- Other: _____

Are you proud to be a part of the Florin Road community?

- Yes No

What is the most significant thing that would improve Florin Road?

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