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DOWNTOWN AND REGIONAL
ENTERPRISE DEPARTMENT
DEVELOPMENT GROUP

CITY OF SACRAMENTO
CALIFORNIA

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March 25, 1999

City Council
Sacramento, California

Honorable Members in Session



SUBJECT: DOWNTOWN REDEVELOPMENT PROJECT AREA - FIVE-YEAR IMPLEMENTATION STRATEGY UPDATE; JOINT WATERFRONT DEVELOPMENT GOALS FOR CITY OF SACRAMENTO AND CITY OF WEST SACRAMENTO

CONTACT PERSON: Wendy Saunders, Manager, Downtown Development Group, 264-8196

FOR THE COUNCIL MEETING OF: March 30, 1999

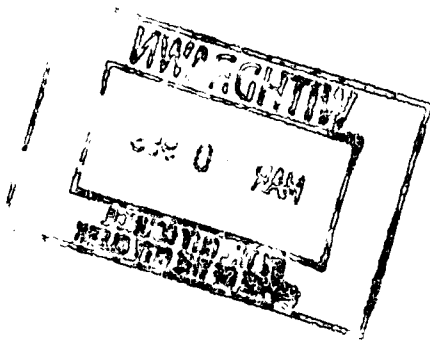
SUMMARY:

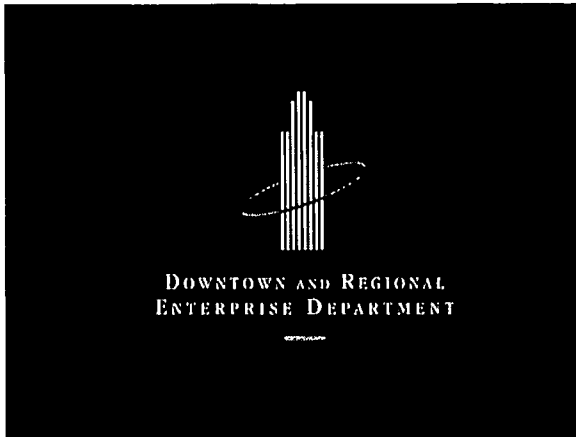
Transmitted herewith is a copy of a PowerPoint presentation to be delivered to Council. The presentation summarizes redevelopment objectives identified by Council in 1994 and activities completed to date in furtherance of those objectives. The City of West Sacramento will also present activities undertaken of the west side of the Sacramento River in furtherance of goals for riverfront development common to the City of Sacramento and the City of West Sacramento.

Respectfully submitted

WENDY SAUNDERS
Development Manager

THOMAS V. LEE
Deputy City Manager





**DOWNTOWN AND REGIONAL
ENTERPRISE DEPARTMENT**

- Convention Center Complex
- Arts Consortium
- Parking (Off-Street)
- Old Sacramento
- Marina
- The Development Group

V I S I O N
Statement

BUILDING ON
OUR HISTORY
CREATING
The PLACE
TO BE!

M I S S I O N
Statement

TOGETHER...

Establishing the Region's Center for COMMERCE,
ENTERTAINMENT and CULTURE by Creating a
VIBRANT, INVIGORATING, and Inspiring Economic
COMMITMENT and LEADERSHIP.

Five Point Strategy

- 1 Development of New Hotels to Support Tourism and the Expanded Convention Center
- 2 Creation of Downtown Market Rate Housing
- 3 Support of New Commercial/Office Development
- 4 Expansion of Retail, Entertainment, and Cultural Arts Facilities
- 5 Development of the Sacramento River Waterfront

**Develop New Hotels to Support
Tourism and the Expanded
Convention Center**

1

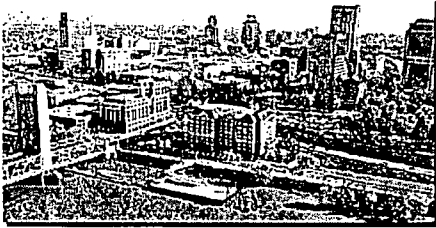
Convention Center Hotel

- \$90 million
- \$8 million investment
- 500-rooms with historic Public Market building incorporated

Waterfront Hotel

\$35 million project

8-stories, 249 rooms



Meeting space

Outdoor Terrace
Dining

Indoor
restaurant

Create Downtown Market Rate Housing

2



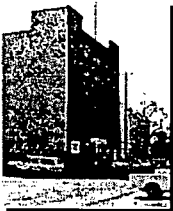
K PENSIONE



- \$1.6 million public investment + land lease
- 129 units & 8 live-work studios
- Ground floor retail

NOFA for Downtown Housing Projects

- 1996 - \$4.5 million
- 1999 - \$8 million
- Partnership with the State



Existing CADA Warehouse



Proposed Renovation

Support New Commercial/Office Development



Cal EPA Building

- \$170 million
- 25 stories
- 765,000 sf office
- 3,500 employees
- City investment of land & parking

State of California East End Project

- \$392 million
- 1,470,000 gross sf
- \$4.2 million for
 - Housing
 - Preservation
 - Lighting
 - Park Enhancements
 - Utilities

FEDERAL COURTHOUSE

- \$134 million
- 380,000 sf office
- 16 stories
- Investment of City land

Imax Theatre/Esquire Plaza

- \$60 million
- IMAX Theater in restored historic Esquire Theater
- 22-story office building
- Opening 13th Street to automobiles

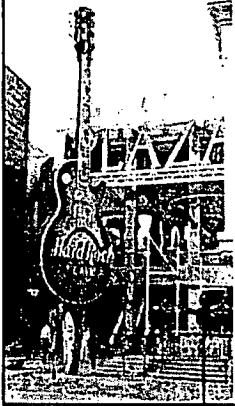


Expand Retail, Entertainment, and Cultural Arts Facilities

4

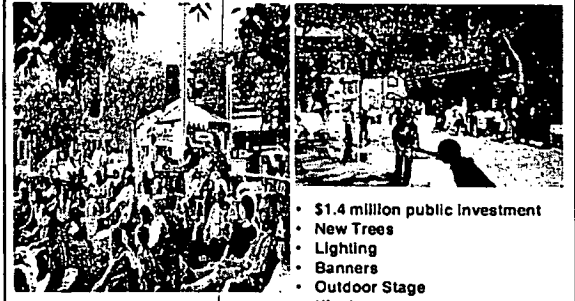


Downtown Plaza

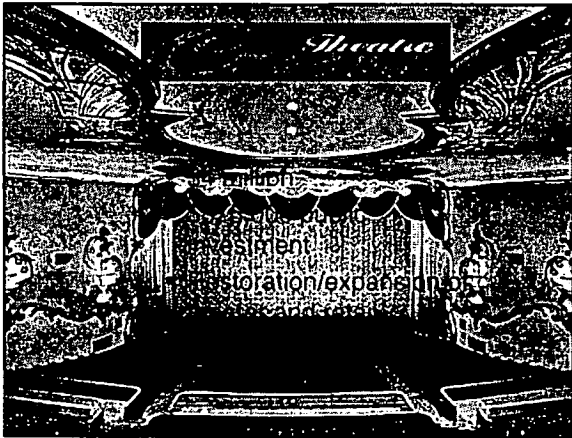


- \$145 million
- \$14 million public investment
- Ongoing commitment to preferential parking rates

St. Rose of Lima



- \$1.4 million public investment
- New Trees
- Lighting
- Banners
- Outdoor Stage
- Kiosk
- Seasonal Ice Rink



Theater

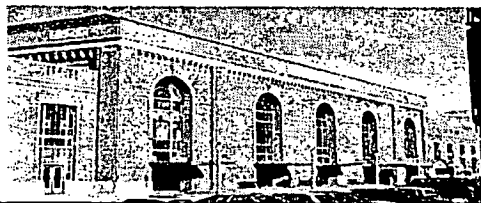
Renovation/Expansion

K STREET





Depot Project

- \$23 million - \$19 million raised to date
- Renovation of an historic building as a multi-modal transportation center




History Wall

\$100,000





11th Street Improvements

\$185,000



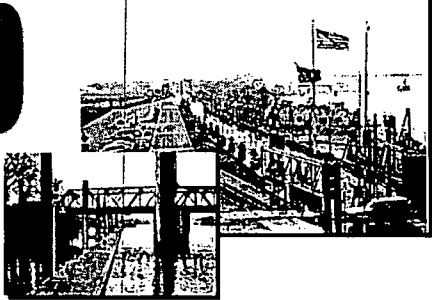
CESAR E. CHAVEZ PARK



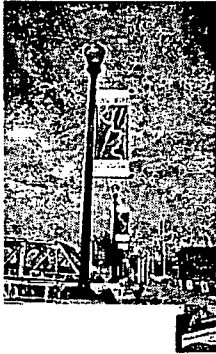
\$1 MILLION RENOVATION

Development of the Sacramento River Waterfront

5




Waterfront Promenade

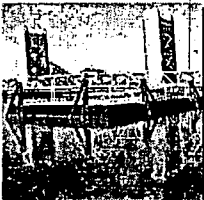
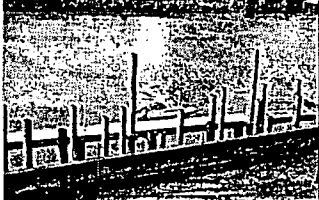


- \$2 million
- Construction of the waterfront promenade for pedestrians, south of Capitol Mall

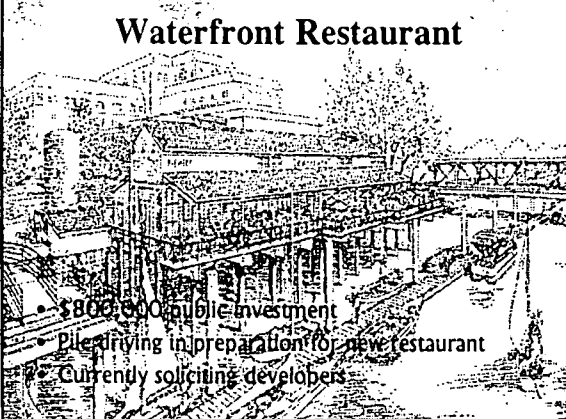
Visitor Boat Docks



- \$2.4 million
- Construction of a visitor boat dock and new barge

Waterfront Restaurant



- \$800,000 public investment
- Pile driving in preparation for new restaurant
- Currently soliciting developers

"O" Street Improvements

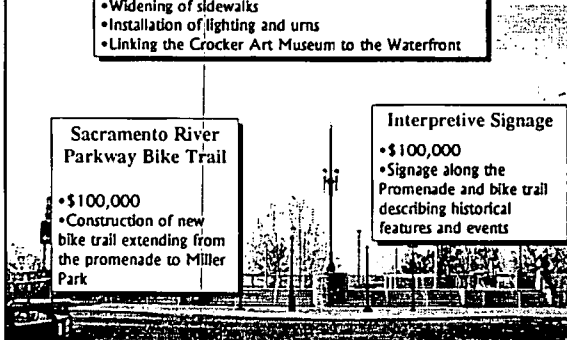
- \$100,000
- Widening of sidewalks
- Installation of lighting and urns
- Linking the Crocker Art Museum to the Waterfront

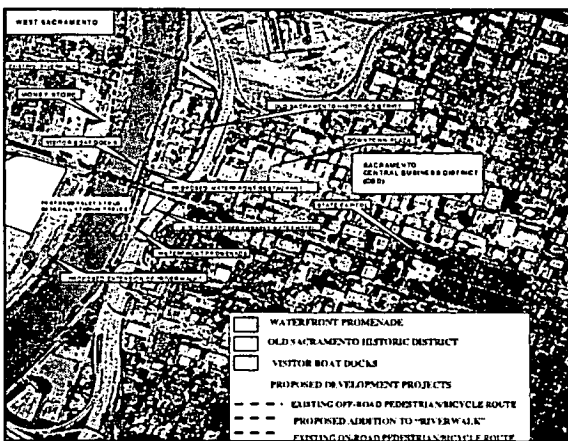
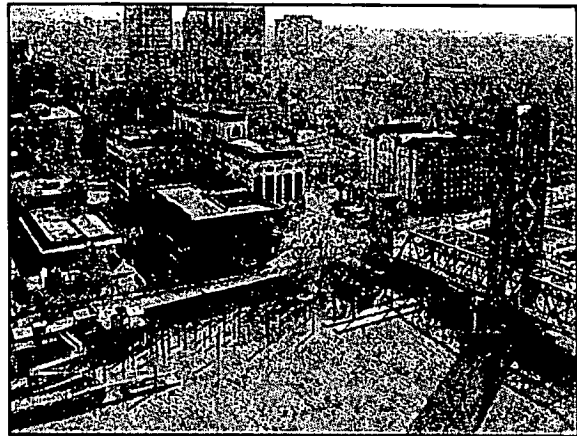
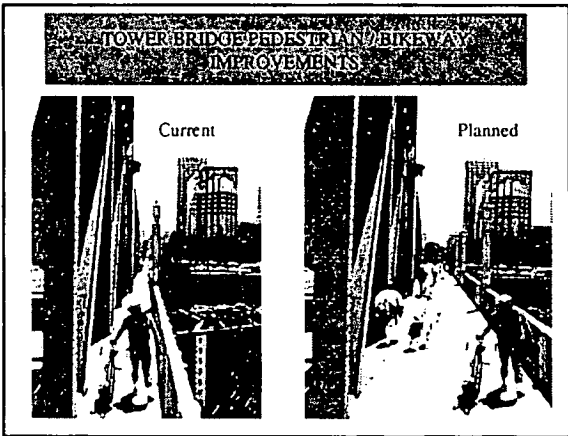
Sacramento River Parkway Bike Trail

- \$100,000
- Construction of new bike trail extending from the promenade to Miller Park

Interpretive Signage

- \$100,000
- Signage along the Promenade and bike trail describing historical features and events





Next Steps

- Solicit developers for remaining catalyst development sites (Lot A and Metro Place)
- Develop a successful strategy for K Street Mall including the promotion and development of destination-oriented retail
- Promote development opportunities in the UP/Richards Boulevard area
- Create the new Office of Economic Development for job attraction, expansion, and retention

Next Steps

- Develop implementation strategy for next five years
- Bring additional, high-quality, market rate and affordable housing downtown
- Link Old Sacramento to the Marina through additional waterfront-enhancing developments
- Address long-term parking needs
- Strengthen relationships with other entities to create successful partnership projects

DOWNTOWN AND REGIONAL ENTERPRISE DEPARTMENT

THANK YOU

Please visit our new web site for current information on projects and activities

www.sacto.org/dwntwn