

DOWNTOWN AND REGIONAL  
ENTERPRISE DEPARTMENT  
DEVELOPMENT GROUP

**CITY OF SACRAMENTO  
CALIFORNIA**

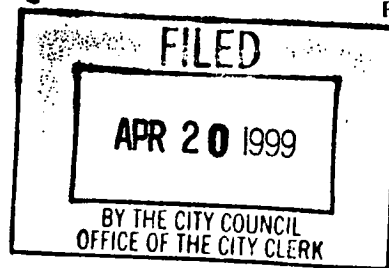
1030 15TH STREET, SUITE 250  
SACRAMENTO, CA 95814

916-264-7223  
FAX 916-264-8161

April 15, 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**

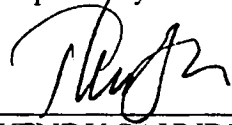
**CONTACT PERSON: Wendy Saunders, Manager, Downtown Development Group, 264-8196**

**FOR THE COUNCIL MEETING OF: April 20, 1999**

**SUMMARY:**

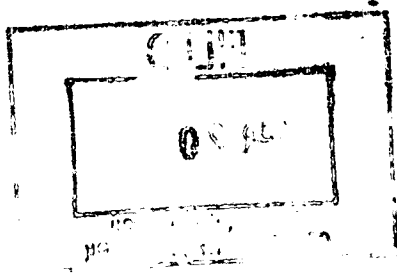
Transmitted herewith is a copy of a PowerPoint presentation to be delivered to Council. The presentation summarizes redevelopment objectives identified by Council in 1994 and activities completed to date in furtherance of those objectives. The City of West Sacramento will also present activities undertaken on 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.

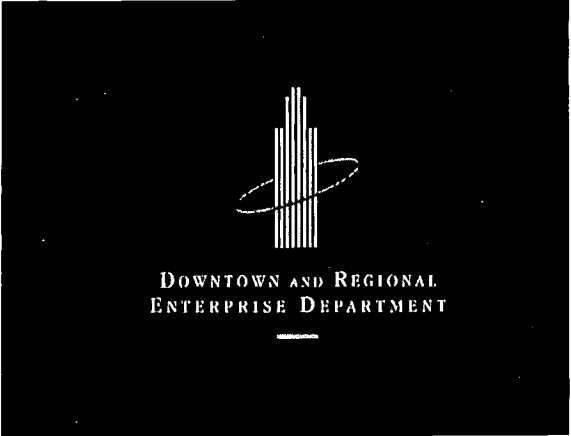
Respectfully submitted

  
fr: \_\_\_\_\_  
WENDY SAUNDERS  
Development Manager

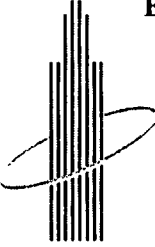


THOMAS V. LEE  
Deputy City Manager





**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...  
Facilitating the Region's Center for COMMERCE,  
ENTERTAINMENT, and CULTURE by Creating a  
VIBRANT, DIVERSE, AND Forward-looking through  
COMMITMENT and LEADERSHIP.

**Five Point Strategy**



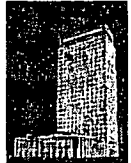
- 1 Development of New Hotels to Support Tourism and the Expanded Convention Center
- 2 Creation of Downtown Market Rate Housing
- 3 Support of New Commercial/Office Development
- 4 Expansion of Retail, Entertainment, and Cultural Arts Facilities
- 5 Development of the Sacramento River Waterfront

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



**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



## 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



**CalEPA Building**

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

**State of California East End Project**

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

**FEDERAL COURTHOUSE**

- \$134 million
- 380,000 sq ft 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 13<sup>th</sup> Street to automobiles



**Expand Retail, Entertainment, and Cultural Arts Facilities**


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## 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  
restoration/expansion of



# 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



11<sup>th</sup> Street  
Improvements  
\$185,000

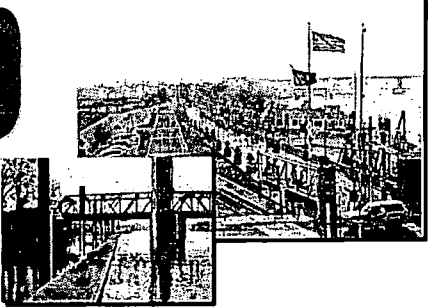


## CESAR E. CHAVEZ PARK

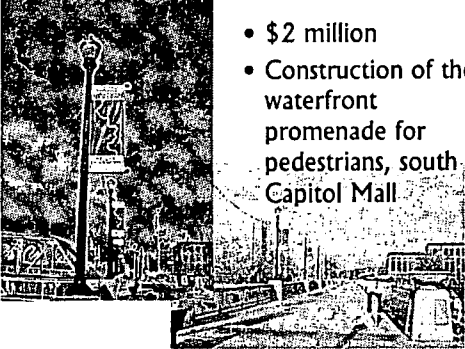
\$1 MILLION RENOVATION

## Development of the Sacramento River Waterfront

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## Waterfront Promenade

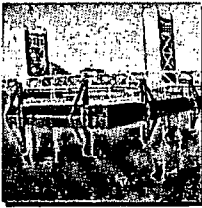
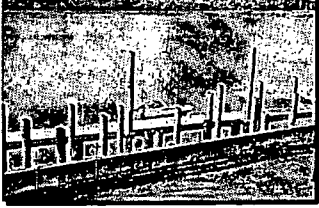


- \$2 million
- Construction of the waterfront promenade for pedestrians, south of Capitol Mall

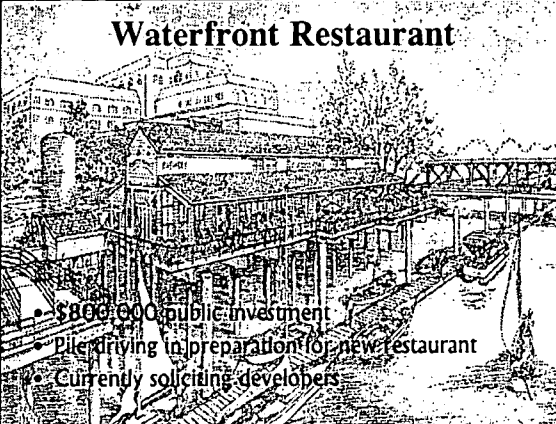
## Visitor Boat Docks



- \$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

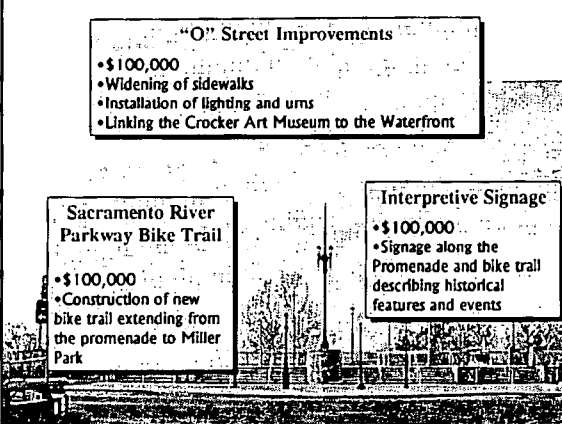
- \$100,000
- Widening of sidewalks
- Installation of lighting and urns
- Linking the Crocker Art Museum to the Waterfront

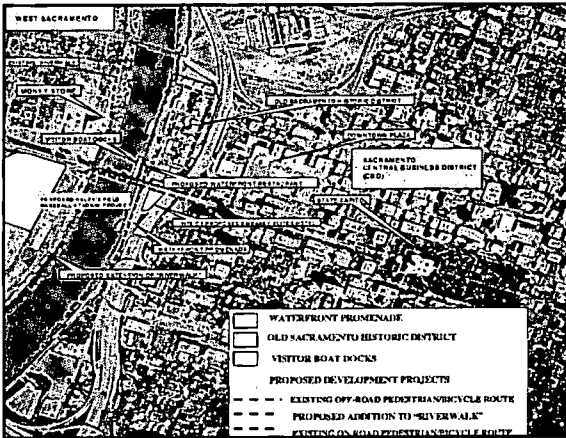
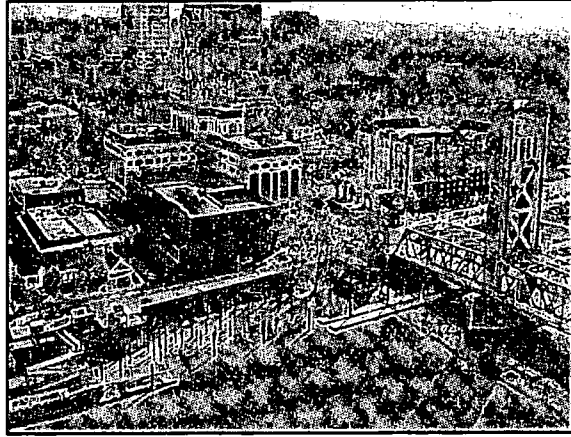
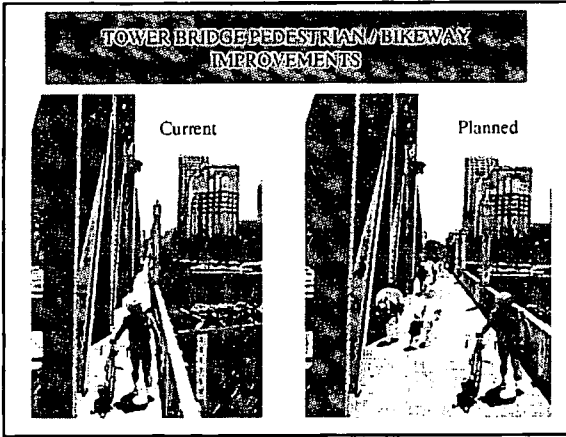
### Sacramento River Parkway Bike Trail

- \$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](http://www.sacto.org/dwntwn)

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