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City of Sacramento
Downtown and Regional Enterprise Department, 916/264-1931

Les Bowman, Redevelopment Program Manager
City of West Sacramento
Redevelopment Agency, 916/373-5843

FOR COUNCIL MEETING OF: August 17, 1999

SUMMARY:

This report requests action on three items. The first item requests approval by the Sacramento City Council and the West Sacramento City Council of the Sacramento River Interagency Cooperative Agreement. This agreement will expedite permitting of riverfront development projects. The second item directs staff to create a scope and budget for developing promotional materials for riverfront development opportunities. The third item asks staff to develop a plan regarding ways to encourage public input into riverfront planning activities.

BACKGROUND:

In 1994, the cities of Sacramento and West Sacramento commissioned the development of joint Riverfront Master Plans for approximately 3.5 miles of riverfront. The plans covered the east bank of the Sacramento River from Discovery Park to Miller Park, and the west bank from Lighthouse Marina to Stone Lock. Sasaki Associates, a well-known waterfront design firm, prepared the master plans that both city councils approved in late 1994. Since that date, both cities have used the master plans to guide the implementation of discrete projects such as the Sacramento Waterfront Promenade south of the Tower Bridge and the West Sacramento River Walk north of the Tower Bridge.

Sacramento River Interagency Cooperative Agreement: In 1995, the Sacramento Metropolitan and West Sacramento Chambers of Commerce identified development of visitor and entertainment attractions on the Sacramento River as a key stimulus of economic activity in the region. The Chambers formed a Joint Riverfront Committee to facilitate and promote the development of an active, urban waterfront. The committee includes representatives of both Chambers, both city redevelopment departments, and local, state and federal elected officials.

Based in part on discussions with staff from the two cities, the Joint Riverfront Committee quickly identified riverfront regulatory permitting as one area where change was needed. All projects within the high water mark of the Sacramento River are subject to regulation by numerous federal, state, regional and local agencies. (The major regulatory agencies are listed below.) With overlapping jurisdiction, differing policies

and no coordination mechanism, these agencies can sometimes inadvertently issue conflicting permit conditions, inflicting regulatory paralysis on even the best-planned project. The Joint Riverfront Committee began discussions with several of the key agencies to identify a solution to this permitting problem. The first significant part of the solution is the Sacramento River Interagency Cooperative Agreement (Attachment 1), which establishes the Permit Coordination Team (PCT) consisting of representatives from each of the signatory agencies to:

- Serve as a sounding board to provide guidance to applicants for projects proposed within the Sacramento Riverfront Master Plan areas;
- Identify and work out any conflicts in permit conditions among the signatory agencies or others having jurisdiction; and
- Conduct an annual workshop on the state of the river.

Nothing in the agreement alters the regulatory authority or prerogatives of the member agencies. The agencies, which have already signed the agreement, include the State Lands Commission, California State Reclamation Board, US Fish and Wildlife and Sacramento County. Agencies yet to sign include National Marine Fisheries, US Army Corp of Engineers, and Yolo County. The Sacramento Metropolitan Chamber of Commerce Joint Riverfront Committee will continue to act as coordinator to facilitate the operations of the PCT. Staff recommends that Council approve the attached resolution by each city to participate in the Sacramento River Interagency Cooperative Agreement (Attachments 2 and 3).

Joint Riverfront Marketing Program: The two banks of the Sacramento River adjacent to downtown exhibit very different patterns of property ownership. On the east bank, most of the property is in public ownership. On the west bank, virtually all of the property is privately held. Nevertheless, both cities are quite active in promoting development opportunities.

In 1995, both cities cooperated on one marketing project, the "Joining Two Cities" poster, and have since shared marketing materials produced for discrete projects. However, neither city has prepared a marketing program effectively focusing the attention of regional and national developers on opportunities within the 3.5-mile stretch of the master plan areas. Given the past and projected future investments in the riverfront by both cities, the timing is right to invest new resources on developing new, joint marketing materials. The Joint Riverfront Committee of the two Chambers has indicated an interest in participating in development of a marketing program focused on this wonderful asset that both cities share.

Staff from both cities has held initial discussions regarding the types of marketing materials or promotions that might be helpful. These include such things as updating and reprinting the "Joining Two Cities" poster, development of Web based audio-visual marketing materials, a promotional video and brochures. More detailed research and discussions are necessary to prepare a final scope and budget. The Sacramento and

West Sacramento staff request Council direction to explore these alternatives more thoroughly and report back at the next joint Council meeting.

Opportunities for Public Input into Riverfront Planning Activities: Several opportunities exist for public participation in issues relevant to policies or zoning changes etc. that would effect public/private riverfront property. These include meetings of the Old Sacramento Management Board, the Joint Riverfront Committee and WAVES board of the Metropolitan Chamber of Commerce and West Sacramento Chamber of Commerce, Downtown Sacramento Partnership, Sacramento River Greenway Board, and City of Sacramento and West Sacramento commission and council meetings. All of these forums provide for some public input into the policy decisions guiding development of the riverfront. However, none of them are focused on being the opportunity for public and/or public official involvement in all joint and comprehensive development issues related to the riverfront. There may be value in creating one committee that addresses a comprehensive list of issues: tourism opportunities, public access, amenity development and habitat preservation.

Given the importance placed on the riverfront by both cities and the Chambers of Commerce, and the increasing development of public riverfront spaces, it may be appropriate to establish a new committee to provide advice to policy makers and to catalyze community support for riverfront activities. Several models could offer more effective discussions and implementation of waterfront activities.

Establishing new, increased opportunities for citizen participation on joint waterfront issues could follow one of the models mentioned below:

Expansion and coordination of existing committees

- The Chambers' Joint Riverfront Committee performs a significant role in coordinating public input in waterfront issues. The committee currently has members from both Chambers of Commerce, both cities redevelopment departments, and interested business and property owners. This committee could be expanded to include elected officials and state officials. This committee could also take on waterfront issues in a more public and formalized manner.
- Another opportunity to strengthen an existing effort would be to formalize and expand the meeting schedule and scope of the "Two by Two" meetings. Two by Two meetings are currently held quarterly with two council members from both cities. The Council members focus on issues that effect both cities, including riverfront activities.

Creation of a new organization with authority on waterfront issues.

- An alternative strategy is to establish a Joint Powers Authority (JPA) involving the City of West Sacramento, the City of Sacramento, and the State of

California. A JPA would be a new entity with legal authority and responsibility for the development of the Sacramento Riverfront. Responsibilities would include financing property acquisitions and development projects as well as establishing the priorities for riverfront development.

Outstanding issues that will need early resolution will be the level of involvement of affected permitting agencies, the Port of Sacramento, existing organizations including the Sacramento River Greenway Board and the two Chambers of Commerce. Another critical issue will be the physical jurisdiction of the new body. The master plans currently focus only on 3.5 miles of the Sacramento River. The Sacramento and West Sacramento staff request Council direction to explore these alternatives more thoroughly and report back at the next joint Council meeting.

FINANCIAL CONSIDERATIONS:

There is no cost associated with approval of the Sacramento River Interagency Cooperative Agreement.

Preparation of a conceptual outline for a Joint Riverfront Marketing Program will require the expenditure of a modest amount of staff time. Implementation of the marketing program would require funding from both cities for professional services and marketing materials; however, staff will return with a specific financial request at a future meeting.

Establishment of a new committee focussed on waterfront issues would require some initial commitment of staff time. Implementation of the committee, if city employees staffed it, would result in an ongoing expenditure of an unknown amount of staff time, depending on the duties, authority, and schedule of the committee.

ENVIRONMENTAL CONSIDERATIONS:

Not applicable.

POLICY CONSIDERATIONS:

Approval of the Sacramento River Interagency Cooperative Agreement is consistent with both councils' previous policies and the West Sacramento and Sacramento Riverfront Master Plans.

Recommendation of the Joint Riverfront Marketing Program is consistent with councils' previous policies and the West Sacramento and Sacramento Riverfront Master Plans.

Recommendation of a new organization for public participation is consistent with some recommendations included in the West Sacramento and Sacramento Riverfront Master

Plans. Costs, benefits and areas of potential overlap with existing organizations will be explored by staff and presented to the councils prior to creation of a new committee.

ESBD CONSIDERATIONS:

Not applicable.

ATTACHMENTS:

1. Sacramento Riverfront Interagency Cooperative Agreement
2. Sacramento Resolution XX-XX
3. West Sacramento Resolution 99-70

Respectfully submitted,


Wendy Saunders
Development Manager


Les Bowman
Redevelopment Program Manager

RECOMMENDATION APPROVED:


ROBERT P. THOMAS
City Manager

APPROVED:


THOMAS V. LEE
Deputy City Manager


JOSEPH M. GOEDEN
City Manager


VAL TOPPENBERG
Director of Redevelopment and Housing

ATTACHMENT 1

SACRAMENTO RIVER INTERAGENCY COOPERATIVE AGREEMENT

This agreement is entered into by and between the California State Lands Commission, U.S. Army Corps of Engineers, U. S. Fish and Wildlife Service, National Marine Fisheries Service, California Department of Fish and Game, California State Reclamation Board, County of Sacramento, City of Sacramento, County of Yolo, and the City of West Sacramento.

WITNESSETH:

WHEREAS, it has been determined that the above-mentioned ten (10) agencies have primary responsibilities for management of the various resources within the area covered by the Sacramento River Joint Master Plan; and

WHEREAS, the agencies have determined that the Sacramento River has unique values to be enjoyed, preserved, and restored; and

WHEREAS, there are other number of Federal, State and local agencies with jurisdiction over this area; and

WHEREAS, the California State Lands Commission and the Cities of Sacramento and West Sacramento and the Counties of Sacramento and Yolo have previously formed the Sacramento River Greenway Board to manage public lands in the Greenway which are a part of the Joint Master Plan, and

WHEREAS, those public and private entities desiring to develop property in this area would benefit by a process which assures that applications will be acted on within a reasonable time period, and that conditions imposed are consistent with the jurisdictional parameters of all agencies.

NOW THEREFORE, IT IS HEREBY AGREED by and between the parties hereto as follows:

1. A Permit Coordination Team (PCT) consisting of representatives from each agency will be established. Nothing herein shall restrict the addition, as deemed advisable by the PCT, of other agencies as signatories to this Agreement.
2. The PCT shall meet periodically to promote cooperation among the signatory agencies in activities occurring within the confines of the Joint Master Plan and the Sacramento River Greenway Plan. Specifically, the PCT will: (1) serve as a sounding board to provide guidance to applicants for projects proposed within the Plan's area; (2) identify and work out any conflicts in permit conditions among the signatory agencies or others having jurisdiction; (3) conduct an annual workshop on the state of the river.
3. The Sacramento Metropolitan Chamber of Commerce shall act as a coordinator to facilitate the operations of the team.
4. Nothing herein shall, in any way, alter the regulatory authority or prerogatives of the agencies.

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5. During the course of the Agreement, each agency will share new resource data or proposed actions within the area of the Plan and discuss proposed actions which may impact the planning area. Such matters may be discussed at meetings of the PCT.
6. The PCT may establish an Advisory Panel of representatives of public and private entities to assist it in these regards.
7. Nothing herein shall, in any way, alter the regulatory authority or prerogatives of the signatory agencies.
8. A party's participation in this agreement may be terminated at any time by giving thirty (30) days written notice to the other parties. Such notice will be deemed given when placed in the United States Mail, postage pre-paid, and addressed as follows:

Notice to the U.S. Army Corps of Engineers: U.S. Army Engineer District, Sacramento, 1325 J Street, Sacramento, CA 95814

Notice to the U.S. Fish and Wildlife Service: U.S. Fish & Wildlife Service, 3310 El Camino, Suite 310, Sacramento, CA 94821

Notice to the National Marine Fisheries Service: National Marine Fisheries Service, 777 Sonoma Avenue #325, Santa Rosa, CA 95404

Notice to the State Lands Commission: California State Lands Commission, 100 Howe Avenue, Suite 100-South, Sacramento, CA 95825

Notice to the California Department of Fish and Game: California Department of Fish and Game, 1701 Nimbus Road, Rancho Cordova, CA 95670

Notice to the California State Reclamation Board: The Reclamation Board, 1416 Ninth Street, Sacramento, CA 95814

Notice to the County of Sacramento: Sacramento County Board of Supervisors, 700 H Street, Sacramento, CA 95814

Notice to the County of Yolo: Yolo County Board of Supervisors, 625 Court Street, Woodland, CA 95695

Notice to the City of Sacramento: City of Sacramento, Downtown and Regional Enterprise Department, 1030 15th Street #250, Sacramento, CA 95814 Attn: Thomas V. Lee

Notice to the City of West Sacramento: City of West Sacramento, Redevelopment Agency, 2101 Stone Blvd., West Sacramento, CA 95691 Attn: Val Toppenberg

SIGNED BY:

U.S. Army Corps of Engineers	Date
U. S. Fish and Wildlife Service	Date
National Marine Fisheries Service	Date
State Lands Commission	Date
California Department of Fish and Game	Date
California State Reclamation Board	Date
County of Sacramento	Date
County of Yolo	Date
City of Sacramento	Date
City of West Sacramento	Date

AMENDED

RESOLUTION NO. 99-477

ADOPTED BY THE SACRAMENTO CITY COUNCIL

AUG 17 1999

ON DATE OF _____

**RESOLUTION GRANTING APPROVAL AND AUTHORIZATION
FOR MULTIPLE RIVERFRONT ISSUES**

WHEREAS, the City of Sacramento wishes to enter into an agreement for the Sacramento River Interagency Cooperative Agreement; and

WHEREAS, the City of Sacramento wishes to secure a scope and budget for a joint riverfront marketing program; and

WHEREAS, THE City of Sacramento wishes to plan to increase opportunities for public participation in joint waterfront activities

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SACRAMENTO:

1. The City Manager is authorized to execute the Sacramento River Interagency Cooperative Agreement.
2. Staff is authorized to prepare a scope and budget request for a joint riverfront marketing program.
3. Staff is authorized to prepare a plan for increasing opportunities for public participation in joint waterfront activities.
4. Staff is directed to report back at the November Joint Council meeting on possible new organizational structures to support waterfront development.

JOE SERNA, JR.

Mayor

ATTEST:

VALERIE BURROWES

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: 99-477

DATE ADOPTED: AUG 17 1999

RESOLUTION NO.

99-477 as amended

ADOPTED BY THE SACRAMENTO CITY COUNCIL _____

ON DATE OF _____

**RESOLUTION GRANTING APPROVAL AND AUTHORIZATION
FOR MULTIPLE RIVERFRONT ISSUES**

WHEREAS, the City of Sacramento wishes to enter into an agreement for the Sacramento River Interagency Cooperative Agreement; and

WHEREAS, the City of Sacramento wishes to secure a scope and budget for a joint riverfront marketing program; and

WHEREAS, THE City of Sacramento wishes to plan to increase opportunities for public participation in joint waterfront activities

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SACRAMENTO:

1. The City Manager is authorized to execute the Sacramento River Interagency Cooperative Agreement.
2. Staff is authorized to prepare a scope and budget request for a joint riverfront marketing program.
3. Staff is authorized to prepare a plan for increasing opportunities for public participation in joint waterfront activities.

Mayor

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

ATTACHMENT 3

RESOLUTION 99-70

**A RESOLUTION OF THE CITY COUNCIL
OF THE CITY OF WEST SACRAMENTO
GRANTING APPROVAL AND AUTHORIZATION
FOR MULTIPLE RIVERFRONT ISSUES**

WHEREAS, the City Of West Sacramento wishes to enter into an agreement for the Sacramento River Interagency Cooperative Agreement; and

WHEREAS, the City of West Sacramento wishes to secure a scope and budget for a joint riverfront marketing program; and

WHEREAS, the City of West Sacramento wishes to plan to increase opportunities for public participation in joint waterfront activities.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of West Sacramento 1) the Mayor is authorized to execute the Sacramento River Interagency Cooperative Agreement, 2) staff is authorized to prepare a scope and budget request for a joint riverfront marketing program, and 3) staff is authorized to prepare a plan for increasing opportunities for public participation in joint waterfront activities.

PASSED AND ADOPTED by the City Council of the City of West Sacramento this 17th day of August, 1999, by the following vote:

**AYES:
NOES:
ABSENT:**

CHRISTOPHER L. CABALDON, Mayor

ATTEST:

Helen M. Kanowsky, City Clerk