



FORWARD TOGETHER

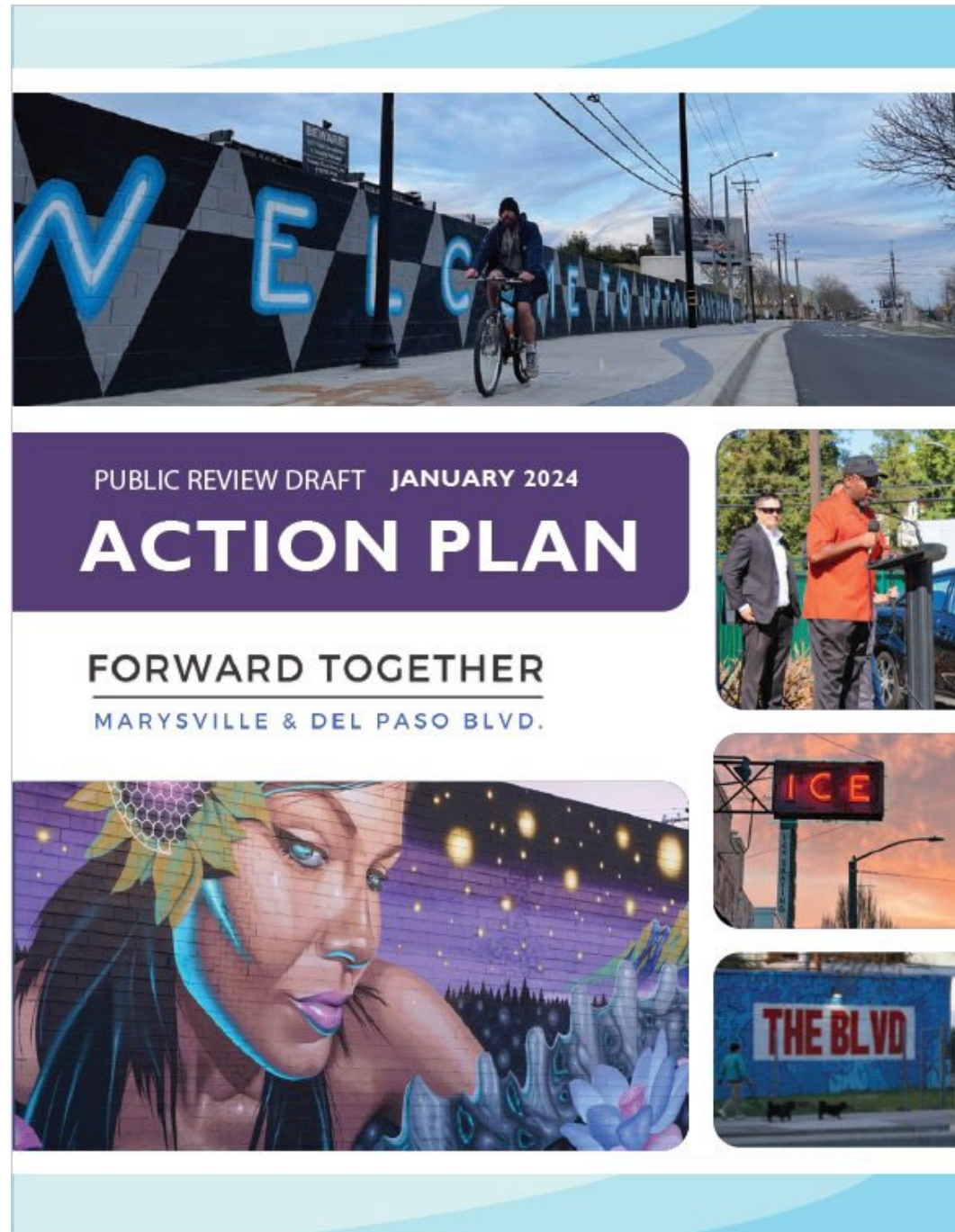
MARYSVILLE & DEL PASO BLVD.

ACTION PLAN

February 8, 2024 | Planning and Design Commission

Presentation Agenda

- Introductions
- What is the Action Plan?
- North Sacramento Historical Context and Community Profile Report
- Timeline
- Public Comment Process
- Engagement Summary - community perspectives
- Next Steps



What is the Action Plan?

Historical Context Land Use Report

TABLE OF CONTENTS

STUDY AREA OVERVIEW & SUMMARY OF FINDINGS P.4

LEVERS FOR ACTION P.10

CAPITAL INVESTMENT P.10

ZONING AUTHORITY P.11

INCENTIVES P.11

SUBDIVISION AUTHORITY P.12

VACANT LAND DISPOSITION STRATEGY P.13

HISTORICAL CONTEXT AND IMPACTS TODAY P.14

ORIGINAL SETTLEMENT P.14

CONTACT AND ARRIVAL OF SETTLERS P.15

ECONOMIC EXPANSION P.16

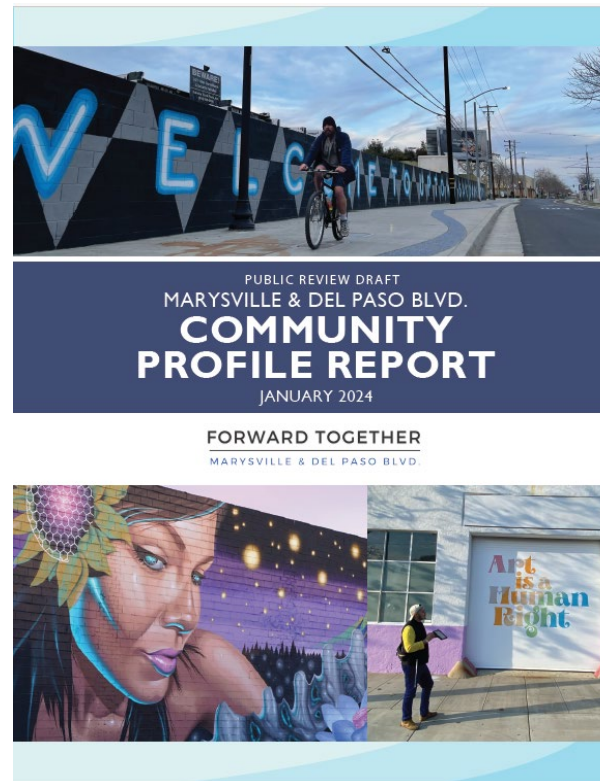
CHANGING WINDS AND ANNEXATION P.19

ECONOMIC INVESTMENT RETURNS? P.23

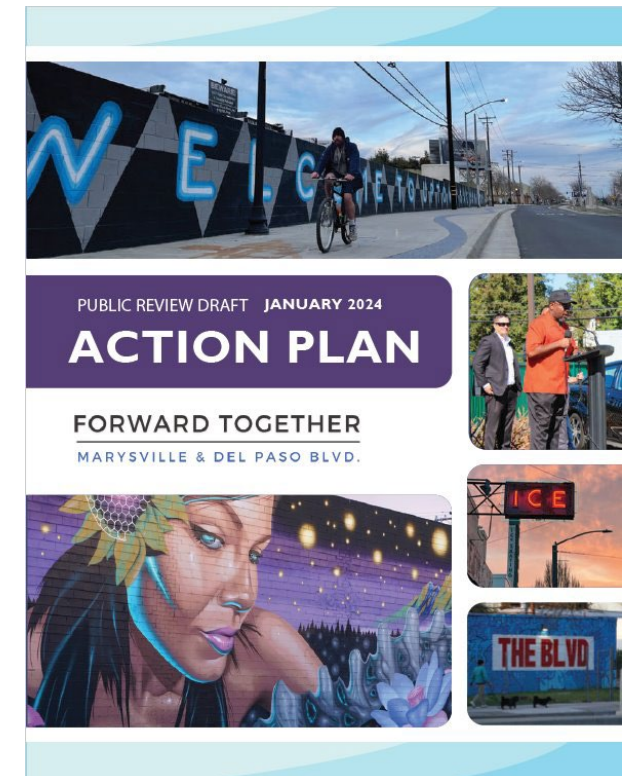
ECONOMIC DOWNTURN P.26



Data

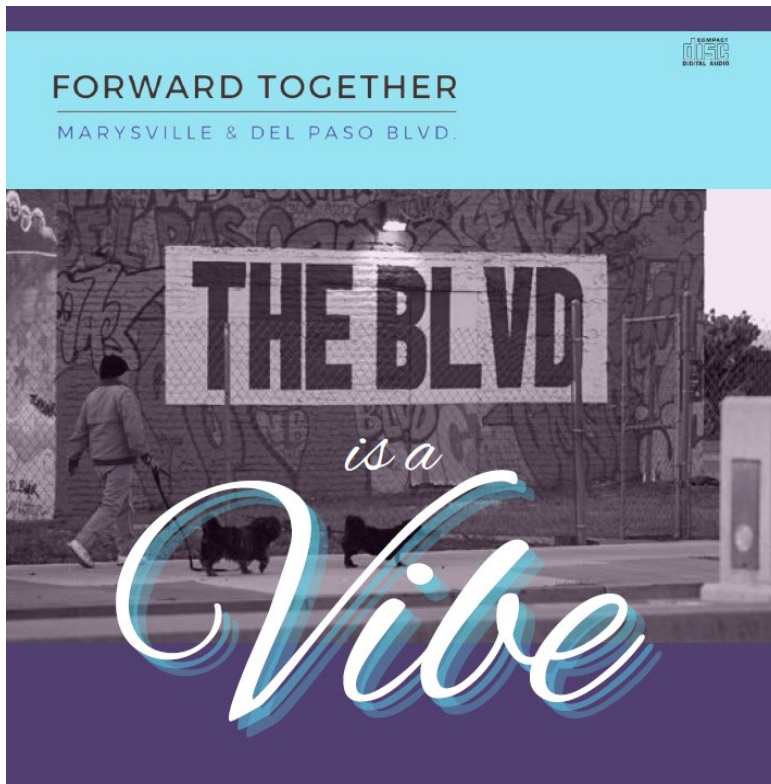


Action Plan

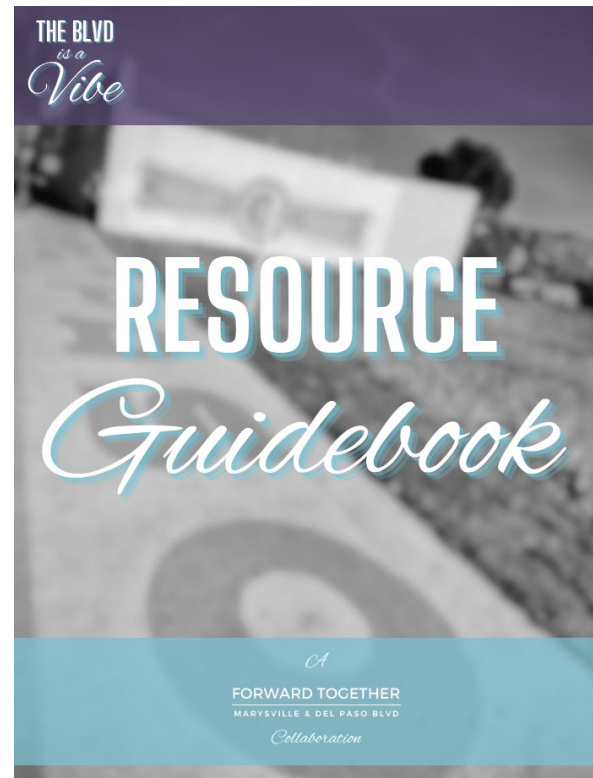


Community Inspired by the Action Plan

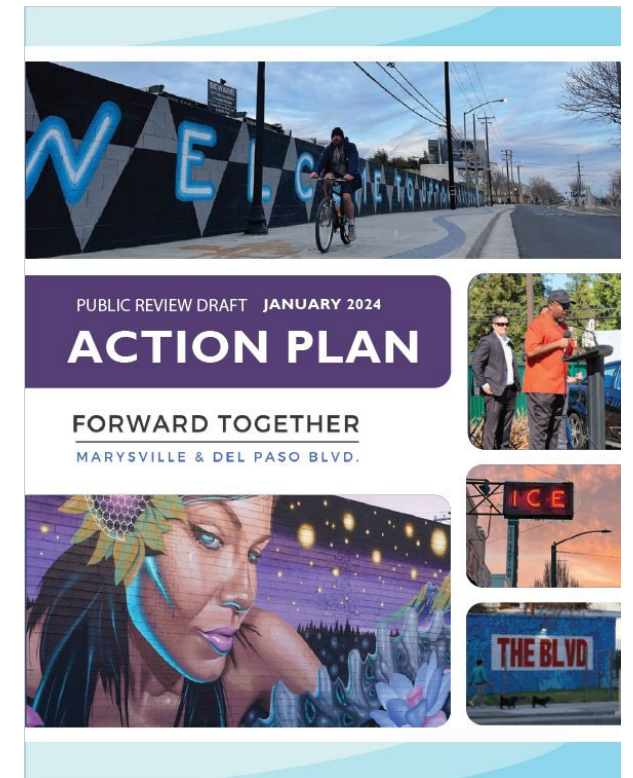
CD Cover Brochure



Resource Guidebook



Action Plan



North Sacramento Land Use Historical Context



Ranch Del Paso subdivision/development c. 1910



Local theater c. 1930s



Farmer's market c. 1950s



Liberty Iron Works, Del Paso Blvd. c. 1918



Early Del Paso Heights area map c. 1924



Del Paso Heights Redevelopment Plan c. 1970s



Historical Growth by Annexation

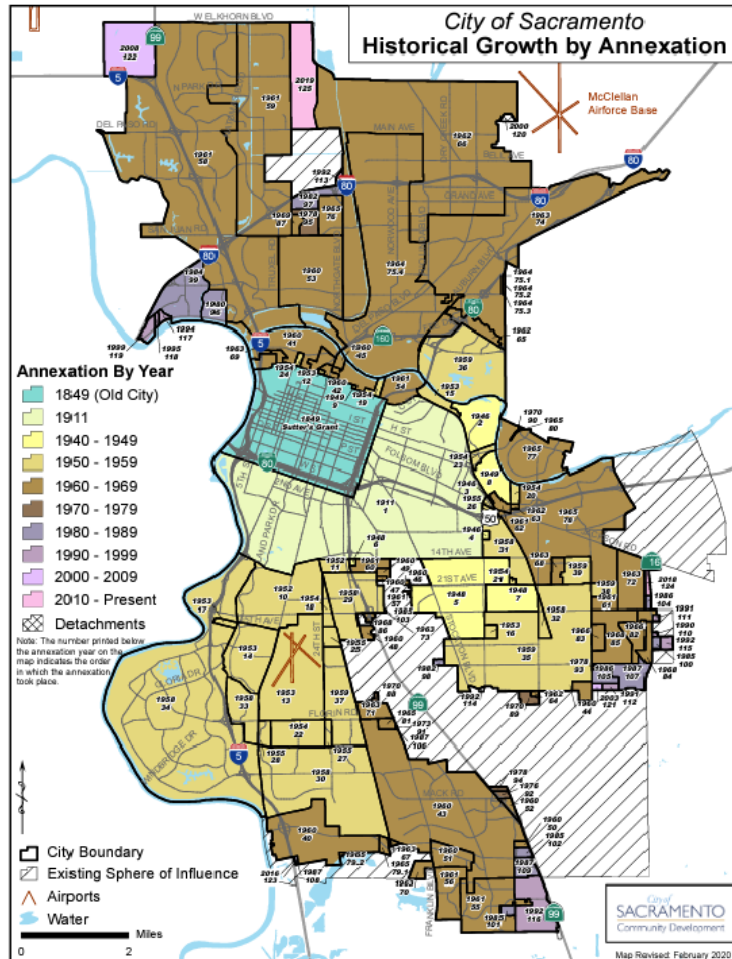


Figure 21. Annexation History of the City of Sacramento. Note that before North Sacramento was annexed in 1964, the area was completely surrounded by the City of Sacramento. Source: City of Sacramento



Key Findings from Land Use History Report

Long-term disinvestment

- Vacant land/property
- Market constraints

Environmental Issues

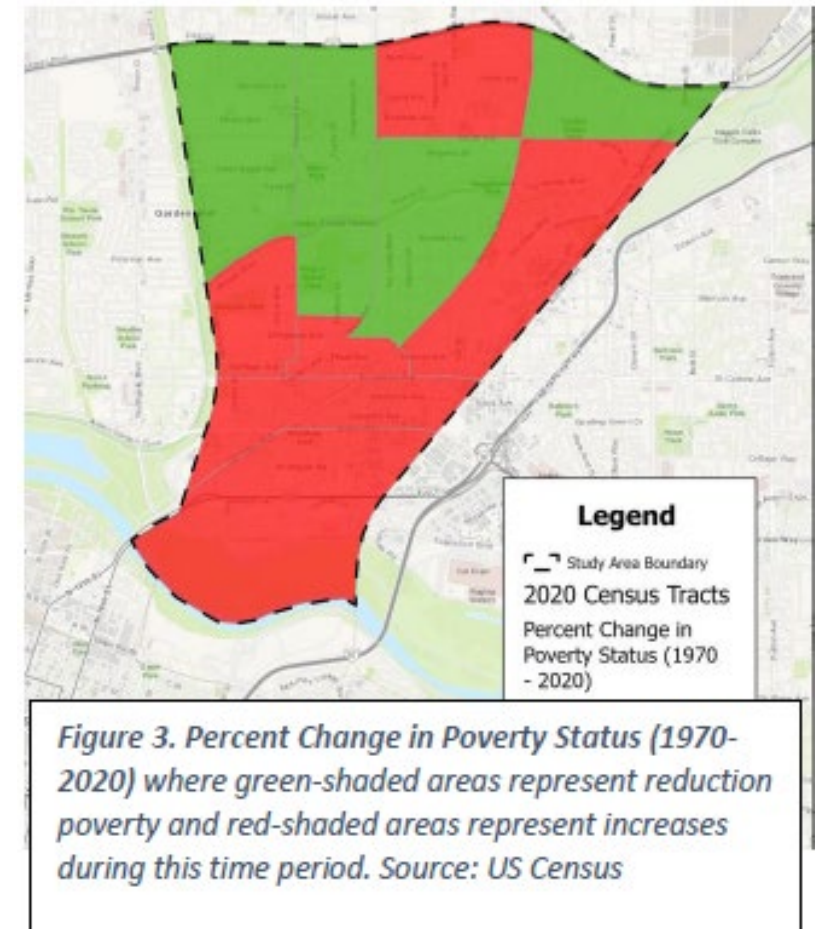
- Need for cleanup and remediation due to industrial use costly

Socioeconomic Issues

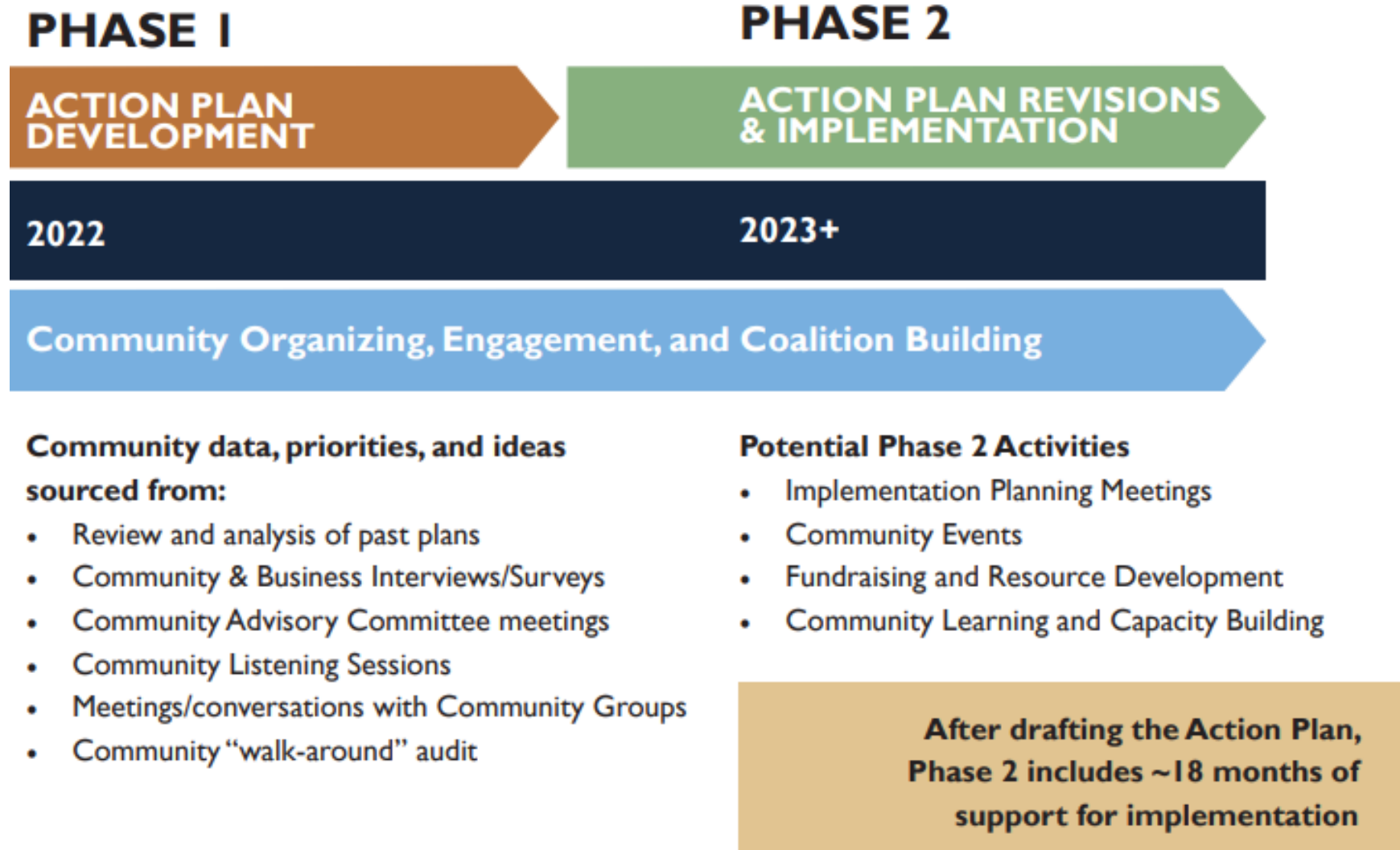
- High poverty rates
- Unemployment

Infrastructure Issues

- Sidewalks, sewer, and drainage differ widely in quality and form throughout study area



Project Timeline



Developing the Community Action Plan

1. Identify Issues

We created a **Community Profile Report** to analyze the existing conditions of the corridor.

2. Brainstorm Actions + Prioritize

We developed a list of **over 40 actions** to respond to community issues.

3. Conduct Outreach & Refine Actions

Led by our community advisors, refined actions and **identified potential partners and next steps.**

4. Take Action

With initial City funding and other sources, community leaders will help with **implementation.**

Action Planning Priorities



LIVE

Create and preserve affordable housing and home ownership opportunities for residents.



SHOP

Create an inclusive retail corridor that meets the various shopping and entertainment needs of the community.



WORK

Foster and retain businesses that provide good job opportunities and career growth for workers in the community.



EXPERIENCE

Foster inviting spaces and experiences where residents, workers, businesses, and visitors can gather.

Public Comment Online Submission Process

- Visit sacramento.konveio.com/forward-together-action-plan
- Click anywhere in the document to post a comment.
- Type in your name and email address.
 - Write comment in the box.
 - Use the dropdown menu to select comment type (suggestion/question)
- Submit by clicking post comment.
- Submit comments by **February 25, 2024**.

Click anywhere in the document to add a comment. Select a bubble to view comments. X

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Comment Type

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LIVE
Create and preserve affordable homeownership opportunities

ACTIONS 1 - 3

Action 1: Align the community around long-term housing goals.

1.1 Develop an area-specific housing agenda that protects residents from displacement and gentrification pressures.

1.2 Work with community partners to identify public lots, buildings, and local homes that can be used for permanent affordable rental housing and homeownership opportunities.

Action 2: Build on existing resources and networks to support homeownership and wealth building opportunities.

2.1 Develop partnerships with financial institutions to educate community members about financial literacy, access to funds, and grants and wealth-building opportunities.

2.2 Provide property tax support and home improvement support for existing homeowners to help community members stay in their homes.

2.3 Facilitate educational programs that connect long-term resident homeowners who may need support with housing needs (e.g., through ADUs or roommate matching program).

Action 3: Support community members experiencing homelessness.

3.1 Create a resource guide to educate residents and business owners on available City services to help alleviate homelessness challenges in the area.	\$5	Short Term
3.2 Advocate for more transparent communication and feedback loops between community members and existing homeless service providers in the area.	\$5	Short Term
3.3 Publicize existing City resources to educate community members on available services.		Short Term

Community Engagement Summary



Thank You To Our Community Advisors

Selected through an application process, Community Advisors participated in a series of meetings in 2022 - 2023. Advisors played a critical role in sharing community priorities and brainstorming potential solutions. They will continue to be involved in the implementation of the Action Plan

Adam Shipp, *Sacramento Youth Center*

Aman Smith, *DiverseCity*

Chris Robinson, *Community Resident*

Contreina Adams, *BNF Beauty Supply*

Cynthia Dees Brooks, *Business Owner*

Dennis Saicocie, *Community Resident*

Gabriel Mijares, *Knock Out Barber*

Mervin Brookins, *Brother 2 Brother*

Shaukat Ali, *Community Resident*

Sherri Kirk, *Neighborhood Wellness Foundation*

Sofia Olazaba, *Panderia La Jerezana*

Stephen Walton, *Community Resident*

Pastor Steve Winn, *Youth Pastor*

Vincent Payne, *Community Resident*

Letter from the Community



Our story is our history, and our history is diverse. And without you, there is no me. I remember what we've come from, and I can see where we're going. We are made up of excellence. We are the survivors of hard times. What excellence are we talking about? Here's the proof: we are nationally recognized and award-winning bands, professional athletes, businesses, social justice leaders, and derby winners. Our soil creates plenty; and our talents produce an abundance.

Family, we want to remind you of your potential and your vibrancy. Remember our seeds of love, community, and excellence have always been valuable, even through the rainy seasons, windy days, and cold nights. Trust us when we say, the fruits of our labor will benefit our families and the future we desire. The soil we plant our desires in will yield a prosperous harvest, forever. I hear the next generation got "next." For them, we must be inspirational. The future is in our collective hands. Go run it up and make us proud.

*From North Sac With Love,
The Community Advisory Committee (CAC)*

Next Steps

- Learn more: This plan is a platform to support community-led action as well as a guiding point for the City to support community actions.
- Be an Advocate: Support the Action Plan in future City meetings and planning processes. Conduct deeper planning exercises to drive the plan forward.
- Pilot Grant Opportunity: Individuals, businesses, and nonprofits can submit applications for City grant funding to implement action plan along the corridor and invest!



Thank you.

- For questions or additional comments, please contact:
Fatima Malik at FMalik@cityofsacramento.org

To review the Community Profile, Action Plan and the latest information visit the website at cityofsacramento.org/forwardtogether.



Appendix A: Additional Information

Background

For over a century, North Sacramento was a center for industry:

- Agriculture
- Manufacturing/Industrial (notably McClellan Air Force Base)
- Community Retail

Prior to annexation into the City of Sacramento in 1962, North Sacramento was characterized by uneven and irregular development patterns.

Freeway construction led to a drop in traffic as people bypassed the area, and the closure of the air force base contributed to economic decline in the region.



Rancho Del Paso subdivision/development, 1910s



Local Theatre, 1930s



McClellan Air Force Base, 1940s

Background

Today, the corridor is home to long-term business owners and residents who steward the many community assets along the corridor.

Pride for the neighborhood is evident, as many remember the thriving corridor that they grew up with and are leading and excited to support opportunities to revitalize the corridor.

COMMUNITY ASSETS

Longstanding businesses and community institutions

64%

of businesses surveyed have been in the area for more than 6 years



Community infrastructure and resources



Community members who love this neighborhood and want to stay and support

36%

of survey respondents have lived in the Study Area for 20+ years

Background

Disinvestment in the corridor has lowered quality of life for community members – with issues ranging from job losses and business closures, to high poverty rates and unemployment.

Since 1992, the City of Sacramento and other organizations have conducted more than 15 studies on the North Sacramento area. Many of these studies identify similar overarching themes, pictured on the right.

COMMUNITY CONCERNS

Revitalizing the commercial corridor

58%

Of businesses surveyed are somewhat or very concerned about being able to remain in business in the area



Overabundance of vacant lots

40+

Vacant sites along the corridor



Raising the standard of infrastructure to comparable levels found through the remainder of the City

Trash and litter, limited walkability and bike-ability, few maintained nature paths, graffiti and poor paint conditions on buildings

-Observations from Community Walkaround

Community Data



LIVE

Lower-income residents and units are leaving the area, and the number of higher-income residents and units is increasing.



61% increase
of residents **making >
\$75,000/year**



Loss of **1,500 units
with rents < \$800.**

Increase of 2,000 **units
with rents > \$800.**



WORK

95.4%

of the residents are **employed outside of the
study area.**

59%

of survey respondents believe there are **not
enough adequate job opportunities** along the
commercial corridor

Community Data



SHOP

47%

Only visit the corridor **monthly or not at all**.

62%

Said they access the corridor for **grocery needs**, but not for other goods and services.

4

Average rating on a scale from 1-10, saying the corridor meets resident's everyday needs.



EXPERIENCE

Top 3 mobility challenges identified by community members



1. Lack of pedestrian-friendly streets and sidewalks



2. Adequate streetlights



3. Limited transit options



LIVE

Actions Table

- Description of community priorities (actions)
- Investment Level
- Implementation Duration

ACTIONS 1 - 3	INVESTMENT LEVEL	IMPLEMENTATION DURATION
Action 1: Align the community around long-term housing goals and strategies.		
1.1 Develop an area-specific housing agenda that protects residents from displacement and gentrification pressures.	\$\$	Short Term
1.2 Work with community partners to identify public lots, buildings, and local homes that can be used for permanent affordable rental housing and homeownership opportunities.	\$\$\$	Intermediate Term
Action 2: Build on existing resources and networks to support residents with pathways to homeownership and wealth building opportunities.		
2.2 Develop partnerships with financial institutions to educate community members about financial literacy, access to funds, and grants and wealth-building opportunities.	\$\$	Short Term
2.3 Provide property tax support and home improvement support for existing homeowners to help community members stay in their homes.	\$\$\$	Intermediate Term
2.4 Facilitate educational programs that connect long-term residents and homeowners who may need support with housing services (e.g., through ADUs or roommate matching program).	\$	Short Term
Action 3: Support community members experiencing homelessness.		
3.1 Create a resource guide to educate residents and business owners on available City services to help alleviate homelessness challenges in the area.	\$\$	Short Term
3.2 Advocate for more transparent communication and feedback loops between community members and existing homeless service providers in the area.	\$\$	Short Term
3.3 Publicize existing City resources and homeless service providers to educate community members and host related workshops.	\$	Short Term



WORK

Example Community Priorities

- Promote business-friendly investments (i.e. in infrastructure and physical façade) along the corridor.
- Attract more businesses that will hire local workers and promote entrepreneurship.

ACTIONS 4 - 7

	INVESTMENT LEVEL	IMPLEMENTATION DURATION
Action 4: Promote more business-friendly investments along the corridor.		
4.1 Identify priority business hub locations in need of infrastructure and physical facade improvements and focus dedicated resources towards those improvements. 4.1.1 On-going improvements include items such as removing graffiti, trash pick-up, and storefront enhancement. 4.1.2 Improvements include items such as updated signage, lighting, street cleaning, and landscaping. <i>Note: property improvements are addressed in other actions.</i>	\$-\$\$\$	Short Term
4.2 Support boulevard-wide broadband and utility upgrades to promote a business-friendly area.	\$\$\$	Intermediate Term
Action 5: Connect businesses to established resources and programs to help them upgrade, expand, and serve new customers.		
5.1 Create a one-stop business resource center to capture and distribute resources for local businesses (including but not limited to resources like capital funds for infrastructure improvements, marketing support, and other forms of technical assistance).	\$\$	Intermediate Term
5.2 Designate boulevard-wide business ambassador that can work with the City and other organizations to support local businesses, or roommate matching program).	\$\$	Short Term
Action 6: Attract and expand employers that will hire local workers, offer living-wage jobs, and promote entrepreneurship.		
6.1 Create area specific business attraction campaign to retain and bring new employers and businesses to the corridor that have living-wage jobs available (e.g., tap into current local employers that have living-wage jobs available). 6.1.1 Develop a value statement around the types of employment opportunities and businesses that meets community needs. 6.1.2 Work with local business owners and employers to pledge to support an increase in local hires from the community.	\$\$	Short Term



SHOP

Example Community Priorities

- Activate vacant lots and properties to promote more vibrancy along the corridor.
- Define a corridor-wide identity to attract more visitors and support businesses.

ACTIONS 8 - 11	INVESTMENT LEVEL	IMPLEMENTATION DURATION
Action 8: Attract a broader diversity of retailers to create a more comprehensive shopping experience for residents and visitors.		
8.1 Create a grant program (or expand existing grant programs) specific to local businesses in the area that can provide financial support for storefront façade improvements, tenant improvements, and improved gathering spaces and experiences for customers, such as outdoor dining concepts.	\$\$\$	Intermediate Term
8.2 Build coworking/shared spaces to promote business entrepreneurship and shared space models (collective kitchens, etc.).	\$\$\$	Short Term
8.3 Create a pop-up program for emerging restaurants and retailers for vacant storefront sites.	\$\$	Short Term
Action 9: Activate vacant lots and properties to promote more vibrancy along the corridor.		
9.1 Create a program to promote collective investment models and support community-led efforts to utilize vacant commercial properties, such as identifying funds for activation events, resources for acquiring vacant commercial property, establishing pop-up programs, and more.	\$\$\$	Intermediate Term
9.2 Identify funds for events where residents and business owners can activate vacant spaces along the corridor.	\$\$	Short Term
9.3 Create an artist fund to support local artists build window displays on vacant buildings or properties.	\$\$	Short Term
Action 10: Define a corridor-wide identity to attract more visitors and support businesses.		
10.1 Develop an area-specific marketing campaign strategy for the corridor that includes new branding and signage to reflect the area's unique identity. 10.1.1 Secure funding for signage. 10.1.2 Identify funds/core partners to maintain and create a cohesive community brand. 10.1.3 Install public art that celebrates the history of the area and develop signage to announce arrival of and promote local businesses.	\$\$	Short Term



EXPERIENCE

Example Community Priorities

- Rebuild the community's connection with the streets and beauty of the area.
- Create more spaces for community of all ages to gather and "own" their space, especially youth.

ACTIONS 12 - 17	INVESTMENT LEVEL	IMPLEMENTATION DURATION
Action 12: Promote long-term community safety through physical and programmatic interventions.		
12.1 Create a community ambassador group to educate and empower residents to advocate and create pathways for safer and cleaner streets. Issues of concern may include pedestrian safety, illegal dumping, animal control, insufficient lighting, etc.	\$	Short Term
12.2 Promote safe street crossings through signage, educational materials, and tactical, low-cost traffic calming interventions.	\$	Short Term
12.3 Advocate for resident-friendly approaches to community monitoring and responses to reports that ensure everyone from all walks of life, including teens and people of color, enjoy open access to the public realm.	\$	Short Term
12.4 Invest in lighting to improve safety along the corridor.	\$\$\$	Long Term
Action 13: Rebuild the community's connection with the streets and beauty of the area.		
13.1 Coordinate community cleanups to remove trash, litter, and graffiti and post signage that promotes clean streets.	\$	Short Term
Action 14: Build community participation and capacity to shape planning and infrastructure projects.		
14.1 Coordinate community-advised planning support of the Action Plan study area and serve as a liaison between the City and the community. 14.1.1 Create a communication plan for opportunities for community involvement and planning/infrastructure updates. 14.1.2 Educate community members on development processes.	\$	Short Term
Action 15: Create more spaces and opportunities for youth.		
15.1 Organize local youth organizations and schools to advocate for new programming for youth in the area and identify accessible sites in the area that can be designated as youth and family gathering spaces.	\$\$	Long Term

Action Plan Implementation

“We all need to be singin’ the same song”

There is **powerful momentum in the community today** to build off the unique assets that have shaped the community and lift up residents, workers, businesses and community partners to invest in and take pride in the community they call home and **move forward together.**