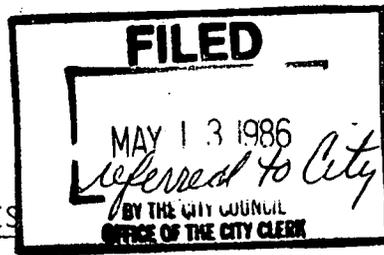


MAYOR'S DOWNTOWN ACTION COMMITTEE

RECOMMENDATIONS REGARDING AGENDA ITEM #1



I. CLEAN-UP SIDEWALKS, ALLEYS AND STORE ENTRIES

Three areas were identified as key sites to intensify clean-up efforts... sidewalks, alleys and store entries.

Merchants within the Downtown Maintenance District now pay an assessment to the City to provide sidewalk washing. The City contracts with the River City Maintenance Company of West Sacramento to wash sidewalks three times a week in some blocks and two times a week in other blocks. However, several merchants have stated that the sidewalks are not being adequately cleaned.

Alleys in some locations within the central core area are also not getting the regular clean-up they need. Currently, only two alleys in the Downtown Maintenance District are being washed, the alleys between 9th-11th and J-K Streets. These alleys are washed by River City Maintenance Co. and funded by merchants through the Downtown Maintenance District.

Another contributor to unsightly alleys is the unlocked dumpster; scavengers searching for food and recyclable materials often strew litter around the unlocked dumpsters. A recent survey of the alleys between 7th and 13th Streets between I and L Streets found thirty of the forty-nine dumpsters leased from the City unlocked. It was also found that some lessees need larger dumpsters to accomodate their needs.

Finally, the Committee found that many entries of both vacant and occupied stores are very unsightly due to an accumulation of filth, litter and wine bottles. Property owners, particularly those holding their property for future sale or demolition, have not maintained their properties and seem unconcerned with the negative effect that their unattractive storefronts have on the entire central area.

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Direct the City's Litter Control Officers to identify and contact businesses that do not lease adequately sized dumpsters or do not subscribe to a frequent enough pick-up service.

3. Contract with Sheriff's Work Program to Clean Store Entries

The Downtown Committee has determined that the Sheriff's Work Program can provide 20 to 25 offenders to clean store entries on a regular basis. The only cost to the City would be to provide a driver and a truck to haul the refuse. The program should be implemented as soon as possible.

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Property owners that are doing nothing about maintenance should receive a letter asking for their cooperation and assistance in cleaning up the downtown. This should be in conjunction with the "Keep It Clean" PR campaign.

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III. BEGIN PROGRAM TO PAINT BUILDINGS WITH WORN FACADES

Many buildings downtown have signs that do not meet code and have not been painted in years. Freshly painted facades would improve the appearance of many downtown buildings, as would the removal of signs not meeting code standards.

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many buildings downtown are in need of such a facelift. The pilot project has been named "Paint the Town - J Street" which designates the pilot area.

IV. CONDUCT A PUBLIC RELATIONS CAMPAIGN TO "KEEP IT CLEAN"

Pride in the appearance of storefronts and storefront sidewalks is uneven in the downtown area. While some merchants have restored their buildings or committedly sweep their storefronts on a daily basis, others neglect their properties. This neglect sends out a message to passers-by who then feel licensed to litter. Increasing the "pride of ownership" in the downtown area would be a major step toward improving the appearance of this area.

Recommendations:

1. Conduct a Public Relations Campaign

Conduct a P.R. campaign to encourage property owners, merchants and shoppers to "Keep It Clean". Goals of this campaign should be to encourage more shopkeepers to take pride in their storefronts, to set high expectations for their patrons, and to sweep their storefronts. As part of this campaign, it is recommended that "Merchant of the Year" and "Most Improved Storefront" awards be given out annually by the Mayor. If possible, the "Keep It Clean" campaign should be coordinated with "Paint the Town - J Street" and the Code Violation Abatement Encouragement Program outlined below.

It is recommended that the "Keep It Clean" campaign be completed prior to the first light rail run and be coordinated by the City's Public Information Officer with the Assistance of the Downtown Merchant's Association and Downtown Plaza Association.

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A substantial number of building-related appearance problems exist in the downtown area, many related directly or indirectly to violations of the City signage and/or nuisance codes.

Signage violation is the most or one of the most prominent and disturbing categories of code violations affecting downtown. On private property, the most significant violation is abandoned signs or non-conforming signs. There is an extremely high number of unknowing violators.

Another significant aspect of the visual problem is abandoned or empty buildings in disrepair. City government has no authority to enforce repair of these structures, with the exception of demolition if the structure presents a public hazard. However, rehab programs are available through SHRA and the eminent domain aspects of property law present a remote possibility for dealing with special situations.

Overall, the Committee found that the law, with some exceptions, is adequate to abate most of these code-related problems. The larger problem appears to be one of resources. This determination takes on even greater significance in that the majority of code violations are abated voluntarily - if the violators are notified.

Recommendations:

1. Restructure and Streamline Code Enforcement Staff

The Committee supports current efforts to restructure code enforcement staff. Staff is being reorganized to work in a given geographic area, rather than to assigned responsibility for one nuisance type (such as weed abatement) for the entire city.

2. Increase Staffing Levels for Downtown Code Enforcement

In that code enforcement is inadequate, we recommend that staff be added and that an initial emphasis be placed on proactive enforcement in the Downtown for at least one year. This recommendation goes hand-in-hand with item three below and likewise should be coordinated with the "Keep It Clean" PR campaign.

3. Abatement Encouragement Project

In that a major portion of abatement is accomplished on a voluntary basis, an

education and publicity project should be undertaken by the Mayor's office in conjunction with the Code Enforcement staff and Downtown Action Committee.

Following a survey of code violations in the Downtown, violators should be notified and encouraged to abate their violations. This project should be coordinated with the "Keep It Clean" Campaign.

4. Review Solutions to Vacant Building Problems

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Recommendation:

1. Organize Two Workshops on Visual Merchandising

Workshops would consist of lecture and actual project development. The first workshop would be by invitation, with new window designs "unveiled" publically two weeks after the workshop. The second workshop would be open to all merchants to be followed by a window display contest. A nationally recognized consultant is interested in working on the project.

VII. ESTABLISH A HISTORY WALK

Many cities have historic tour brochures which encourage tourists and residents to understand and appreciate local history and historic structures; they are also given the opportunity to spend dollars as well as times in the area of historical interest.

To date, several informal walks have been developed in Sacramento, including "Vanishing Victorians", "Friends of Terra Cotta" walk, and a downtown walk of historic structures. The development of these walks by City staff or volunteer associations suggests considerable interest in the local history and architecture of Sacramento. It also suggests that a significant amount of the data-gathering for such a more formal tour is already available.

Recommendation:

1. Establish a Sacramento History Walk

A consultant should be hired to develop the walk. The consultant's work would include outreach to appropriate community groups for ideas on information sources and public relations strategies, design of the walk, copy and graphics, layout, and development of a public relations strategy. The consultant's work would be reviewed by an advisory body, including representatives from the Sacramento Convention and Visitor's Bureau, the History Commission, Parks and Community Services, the Sacramento Metropolitan Chamber of Commerce, and the Mayor's Downtown Action Committee. In addition, it is recommended that a public relations expert and an expert in Sacramento history sit on this advisory board.



CITY OF SACRAMENTO
CALIFORNIA

OFFICE OF THE
CITY MANAGER

CITY HALL
915 I STREET - 95814
(916) 449-5704

INVITATION TO COVER

- EVENT:** MAYOR'S WINDOW DISPLAY DAY
- DISPLAY THEME:** "Summer In The City"
- DATE:** Friday, May 16, 1986
- TIME/ACTIVITY:** 8:45 a.m. / Media Availability
9:00 a.m. / Reception
9:30 a.m. / Walking Tour of Window Displays Begins
- LOCATION:** Pennisi's Cafe - 11th & J Streets, Sacramento
- INVITED:** Businesspersons and the public are invited to attend the Reception and walking tour at no-charge.
- PURPOSE:** This is a project sponsored by the Mayor's Downtown Action Committee, in cooperation with the Sacramento Downtown Association, and the Downtown Plaza Association. They are working to bring positive attention and more shoppers downtown.
- BACKGROUND:** On April 19, 1986, the Mayor's Downtown Action Committee sponsored a window display workshop for merchants emphasizing the economic benefits of good displays. After the workshop, participating merchants worked with U. C. Davis design students on special displays for the Mayor's Window Display Day.

###

MAYOR'S DOWNTOWN ACTION COMMITTEE

STATUS REPORT, MAY 13, 1986

About six and a half months ago, Mayor Rudin, Kathy Les of the Sacramento Old City Association and Howard Evanson of the Sacramento Downtown Association decided to pull together a committee of people involved in the downtown as merchants, property owners or concerned professionals. It was their intent that the committee would supplement the Redevelopment Agency and the Downtown Association in the consideration of the "non-building" issues of downtown revitalization.

We are to be action oriented and disband when our specific limited task is completed.

Specifically, our agenda is to include the following issues in the order in which we are considering them:

1. To investigate and promote special projects that will contribute to our City's pride in the appearance of our downtown.
2. To investigate and promote a plan for outdoor events at lunch time and after work hours.
3. To investigate and define a major outdoor anchor event that can be held on a regular basis on or near the K Street Mall.
4. To investigate and identify ways to attract new and quality retailers to the downtown.

We have completed our report on item one and are in implementation phase. We are nearly done with our deliberation on item two and we are about to begin item three.

Tonight we will be submitting our item one recommendations to City Council.

Some of these are simply reinforcement of actions already begun by others.

Others are recommendations for change to existing city policies.

Others are recommendations for more detailed investigation by City or SHRA Staff.

Any finally, some are programs we have decided to just organize and promote ourselves.

The more substantial recommendations are outlined on the attached summary.

We would like to emphasize that we are far from alone in our renewed and aggressive attention to downtown. The Redevelopment Agency, the Planning Commission, and staff, Regional Transit, the Urban Design Task Force, the Memorial Auditorium Task Force, City Talks and a plethora of citizens, as evidenced by the numbers of people attending the Design Sacramento Workshops, are giving new thought to downtown and generating fresh ideas.

It seems that everyone is evolving toward a similar broad consensus. That is that our downtown, our heart, has not received the attention and resources necessary to sustain it in a manner that is required for Sacramento to truly become a big league city.

We will ask the Council not only to support the proposals we have and will be presenting, but also to be cognizant of the subtle economic implications relative to downtown of every decision they make.

We would finally like to thank the Mayor and her assistant Kate Karpilow for their support along with SHRA and City staff from many departments for allowing us to pester them.

If you have any questions, I will do my best to answer them.

MAYOR'S DOWNTOWN ACTION COMMITTEE

SUMMARY OF AGENDA ITEM #1 RECOMMENDATIONS

RECOMMENDATION

- Expand the Downtown Maintenance District
- Expand the use of the Sheriff's Work Program in Downtown
- Undertake daily maintenance of bus shelters and bus stops
- Place trash receptacles in high concentration transit waiting areas
- Begin program to paint buildings with worn facades
- Conduct a "Keep It Clean" public relations campaign including "Merchant of the Year" and similar awards and stepped up code violation abatement on an interim basis
- Investigation of the use of the City's "eminent domain" power to initiate rehabilitation of selected abandoned buildings
- Undertake a program to improve visual merchandising in storefront windows and store interiors
- Establish a downtown Sacramento History Walk

STATUS

Under consideration by the City Manager and SDA

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Contract solicitation in progress by RT

Under consideration by the City Manager

J Street pilot project underway with SDA, SHRA, Sacramento Heritage and Sacramento Conservation Corps

Under consideration by the City Manager, SDA and Downtown Plaza Associates

Under consideration by the City Manager

Consultant hired, 1st workshop held, 1st display of results to be shown to public on May 16th

Consultant funding being pursued

MAYOR'S DOWNTOWN ACTION COMMITTEE

David Mogavero, Chair - architect in private practice,
president Sacramento Old City Association

Kathy Les, Vice-Chair - historic preservation consultant,
member City Design Review & Preservation Board

Howard Evanson - executive director Sacramento Downtown
Association

Bill Morris - owner Penissi's Cafe

Wendy Ceccherelli - director Sacramento Metropolitan Arts
Commission

Harry Arnold - engineering consultant and former manager
Sacramento Builders Exchange

L. Paul Phillips - manager Tomatoes Restaurant

Peg Hudson - downtown resident and employee State Architect's
Office

Marion Mitchell-Wilson - employee State Office Of Historic
Preservation

Joann Mizutani - owner Joann's Elegant Gifts

Dennis Smith - manager Downtown Plaza Associates

Mayor Anne Rudin

Kate Karpilow - aide to Mayor Rudin

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