



January 19, 2005

City Council and Redevelopment Agency of the City of Sacramento
Sacramento, California

Honorable Members in Session:

SUBJECT: J-K-L Corridor Strategic Directions

LOCATION/COUNCIL DISTRICT: J, K, and L streets from 7th to 12th streets
Council District 1

CONTACT PERSON: Michelle Nelson, Senior Project Manager, 808-7064
Wendy Saunders, Economic Development Director, 808-8196

FOR THE COUNCIL MEETING OF: January 25, 2004

RECOMMENDATION:

Staff recommends that the City Council and Redevelopment Agency approve the attached resolutions, which approve of a number of strategic directions, including

- Initiation of priority actions and reports to support the development of a comprehensive strategic plan for the redevelopment of the J-K-L Street Corridor;
- Issuance of a Request for Proposal for a Destination Retail/Entertainment project for Agency-owned 10th and K property;
- Solicitation of property-owner proposals for the 700 and 800 blocks of K Street.

SUMMARY:

On January 11, 2005, the City Council heard a summary of the results from the October 23, 2004 and December 1, 2004 public workshops on the J-K-L Corridor. This report summarizes the key strategic directions recommended by staff and the consultant team based on input from the City Council, workshop participants, interviews with business and property owners, interviews with representatives from the development community, and

interviews with Downtown Sacramento Partnership board and staff members, and City staff.

BACKGROUND:

- The initial J-K-L Corridor Workshop, held on October 23, 2004, was attended by over 250 people who toured the J-K-L Corridor area and then participated in fifteen “planning groups” established for providing feedback and direction through activity exercises and discussions.
- A follow-up public meeting was held on December 1, 2004 to review and provide feedback on the results of the workshop. More than 100 people attended the meeting and comments were taken on the consultant’s summary findings.
- On January 11, the City Council heard a presentation of the workshop results and staff and the consultant team’s recommendation for a strategic approach to redevelopment of the J-K-L Corridor.

“Destination Nodes” Approach

The recommended approach (Attachment 1) is based on a layering of a variety of strategies throughout the J-K-L Corridor. The thrust of the consultant’s presentation on January 11 was that the most effective revitalization strategy for downtown will not rely on a single venue or user, but rather will take a holistic approach to the variety of elements that will make the downtown core vibrant and attractive. These elements include entertainment, arts, retail, housing, restaurants and a strong office economy.

Further, the strategy takes into account key destination nodes where early revitalization efforts should focus. These destination nodes are recommended for early attention given their strategic locations, their ownership (i.e., City ownership of properties at 10th and K), and, in the case of the 700 and 800 blocks of K, their particular state of dilapidation and blighting effect on the area. Activities at these destination nodes are intended to take advantage of the relative strengths of their respective locations. Thus, the 10th and K site, which is located in proximity to the Crest Theater, the IMAX Theater, the Community Center and the Convention Center, is recommended for destination retail and entertainment. Further, the 10th and K site is the mid-point between the east and west ends of the K Street Mall, and should attract pedestrians and shoppers from either end of the mall, thus generating a great deal of foot traffic along the entire K Street corridor.

Similarly, given the proximity of Westfield’s Downtown Plaza, uses on the 700 and 800 blocks of K Street site are recommended to be geared toward strong ground-floor retailers that draw shoppers from within the mall onto the street (and vice versa), with the potential for housing or other complementary uses above. In addition, the strategy considers a number of additional factors that affect downtown revitalization (street access, SROs, Greyhound, etc.) and recommends that the staff report back regarding

potential approaches to addressing each of these factors. The recommended approach includes, at a minimum, the following elements:

- Significant, regionally unique destination retail catalyst at 7th and K (*Node A*), that takes advantage of the location adjacent to Downtown Plaza and maintains the historic scale and nature of the K Street storefronts;
- Significant ground-floor retail and housing, civic or commercial use catalyst at 8th and K (*Node B*);
- Destination entertainment/retail catalyst at 10th and K (*Node C*) that attracts maximal pedestrian traffic;
- Attention to north-south linkages and streetscape on numbered streets, especially on 10th Street;
- Housing and mixed-use retail on L Street (700/800 blocks);
- High-density housing above retail on J Street;
- Infill housing/retail projects throughout on K Street;
- Façade Improvements for existing retail.

Strategic Directions

Based upon City Council comments on January 11, 2005 and the recommended approach above, staff proposes the following strategic directions to initiate the framework needed to develop a comprehensive strategic plan for the J-K-L Corridor:

1. Issue a Request for Proposals for 10th and K for a destination retail and entertainment mixed-use project with that will dramatically increase the pedestrian traffic in the J-K-L Corridor;
2. Solicit property owner proposals for the 700 block of K Street for a mixed-use project that includes strong ground-floor retail and residential or other complementary uses on the upper levels, that will strengthen the relationship between Westfield's Downtown Plaza and the K Street Mall and maintain the historic character of the K Street storefronts;
3. Solicit property-owner proposals for the 800 block of K Street for a mixed-use project that includes strong ground-floor retail and housing, civic or other complementary uses on the upper floors;

4. Report on options to relocate Greyhound in the short term, perhaps in advance of the schedule for its ultimate relocation to the Intermodal Terminal;
5. Report on the status of the downtown Single Room Occupancy (SRO) hotel inventory, with recommendations on their improvement and how to better address the needs of the very-low-income population;
6. Prepare an inventory and priority listing of important historic structures within the J-K-L Corridor, with early focus on historic structures that may be affected by the initial catalyst projects (700, 800 and 1000 K Street); and identify an historic preservation project that might also serve as a J-K-L revitalization catalyst project;
7. Confirm the City's commitment to renewal of the Downtown Sacramento Partnership PBID; and support the Partnership's planned Community Prosecutor position, intended to provide focused prosecution assistance aimed at keeping drug offenders and other criminals off the street;
8. Report on the status of Central City two-way conversion project as it relates to the numbered streets within the J-K-L Corridor;
9. Develop mechanisms and strategies to expedited permitting of downtown projects;
10. Initiate a streetscape plan for the J-K-L Corridor that addresses pavement, furniture, crosswalks and lighting.

FINANCIAL CONSIDERATIONS:

There are no financial actions recommended at this time. However, the strategic directions will initiate future actions that will significantly impact the remaining balance of limited tax increment funds for the Merged Downtown Redevelopment Area.

ENVIRONMENTAL CONSIDERATIONS:

Not applicable. The proposed actions do not constitute a project under CEQA per Guidelines Section 15378 (b) and 15262, or a Federal undertaking under NEPA.


POLICY CONSIDERATIONS:

Agency assistance and participation in future development in the Central Business District is guided by the Merged Downtown Redevelopment Plan and Five-Year Strategy. Approval of the J-K-L Corridor the recommended strategic directions will establish a more defined strategy for achieving the revitalization of this vital corridor.

ESBD CONSIDERATIONS:

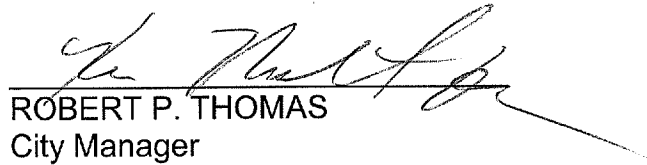
There are no ESBD considerations contemplated with the requested action.

Respectfully submitted,



Wendy Saunders
Economic Development Director

RECOMMENDATION APPROVED:

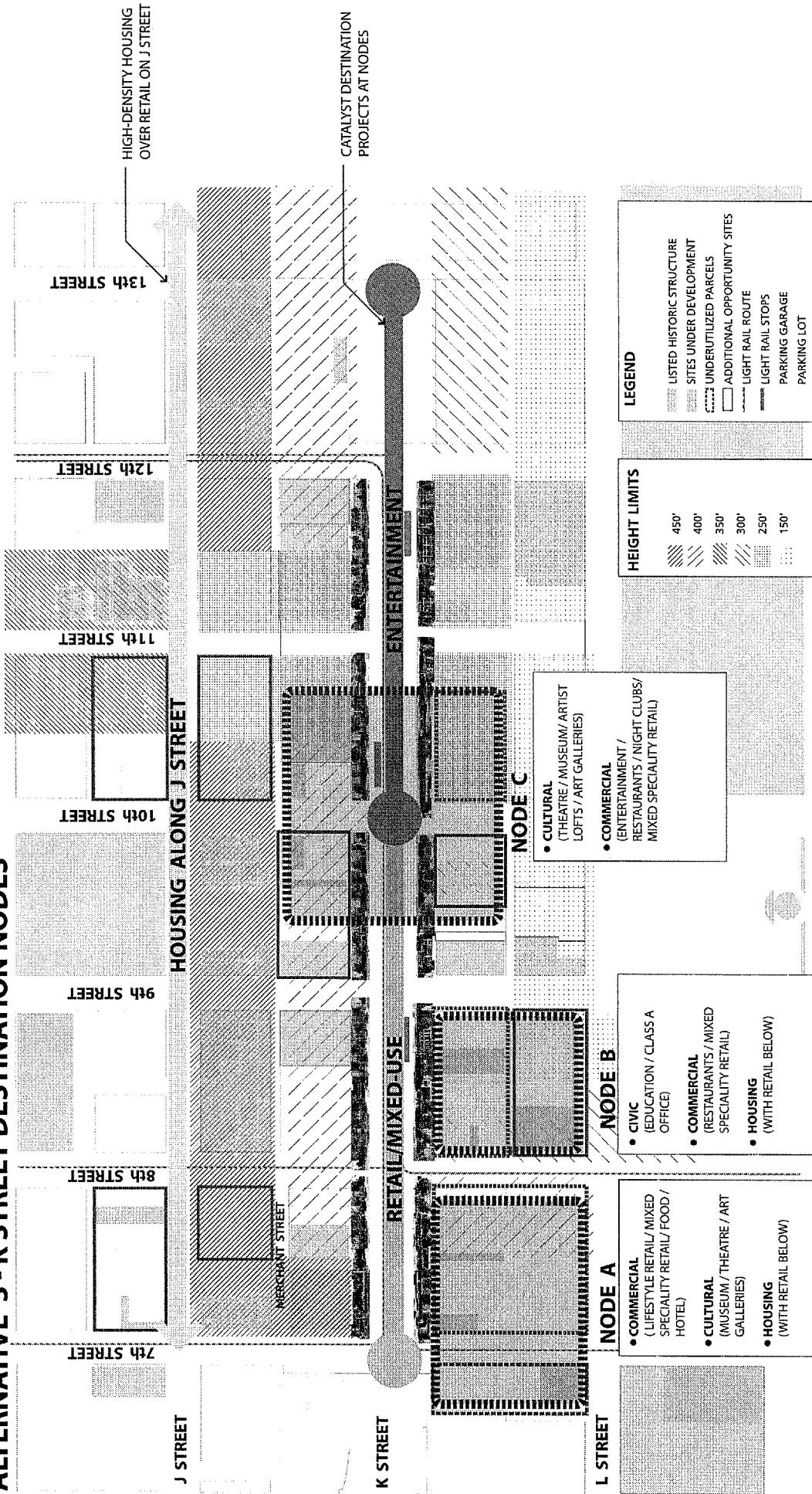


ROBERT P. THOMAS
City Manager

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ALTERNATIVE 3 - K STREET DESTINATION NODES



RESOLUTION NO. _____

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON THE DATE OF _____

**RESOLUTION APPROVING VARIOUS STRATEGIC DIRECTIONS
FOR THE J-K-L CORRIDOR**

BE IT RESOLVED BY THE COUNCIL OF CITY OF SACRAMENTO:

The staff is hereby directed to do as follows:

1. By February 1, issue a 90-day Request for Proposals for 10th and K for a destination retail and entertainment mixed-use project aimed at dramatically increasing the pedestrian traffic in the J-K-L Corridor
2. By February 1, issue a 90-day solicitation of property owner proposals for the 700 block of K Street for a mixed-use project that includes strong ground-floor retail and residential or other complementary uses on the upper levels, that will strengthen the relationship between Westfield's Downtown Plaza and the K Street Mall and maintain the historic character of the K Street storefronts
3. By February 1, issue a 90-day solicitation of property owner proposals for the 800 block of K Street for a mixed-use project that includes strong ground-floor retail and housing, civic and/or other complementary uses on the upper floors
4. By April 1, report on the status of Central City two-way conversion project as it relates to the numbered streets within the J-K-L Corridor
5. By May 1, report on the status of the downtown Single Room Occupancy (SRO) hotel inventory, with recommendations on their improvement and how to better address the needs of the very-low-income population

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

6. By May 1, initiate a streetscape plan for the J-K-L Corridor that addresses pavement, furniture, crosswalks and lighting
7. By May 1, report on potential mechanisms and strategies to expedite the permitting of downtown projects
8. By June 1, prepare an inventory and priority listing of important historic structures within the J-K-L Corridor, with early focus on historic structures that may be affected by the initial catalyst projects (700, 800 and 1000 K Street); and identify an historic preservation project that might also serve as a J-K-L revitalization catalyst project
9. Confirm the City's commitment to renewal of the Downtown Sacramento Partnership PBID; and support the Partnership's planned Community Prosecutor position
10. Report on options to relocate Greyhound in the short term, perhaps in advance of the schedule for its ultimate relocation to the Intermodal Terminal

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

8.

RESOLUTION NO. _____

ADOPTED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO

ON THE DATE OF _____

**RESOLUTION APPROVING VARIOUS STRATEGIC DIRECTIONS
FOR THE J-K-L CORRIDOR**

BE IT RESOLVED BY THE REDEVELOPMENT AGENCY OF CITY OF SACRAMENTO;

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CHAIR

ATTEST:

SECRETARY

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DATE ADOPTED: _____

10.