

# CITY LEADERSHIP WORKSHOP

## Key Challenge No. 4: Protection and Enhancement of Neighborhood Character

Rating: S=support / NS=not support Y=Yes/N=No

A. Mixed-Use Corridors		B. Transit Centers		C. Commercial Centers		Question 1: Are taller buildings in local neighborhoods acceptable if it makes it the neighborhood walkable?	Question 2: How can we obtain the public's support for higher density, mixed-use within areas such as Transit Centers & Mixed Use Corridors?	Additional Thoughts?			
#	S/NS	Comments:	S/NS	Comments:	S/NS	Comments:	Y/N	Comments:	Y/N	Comments:	
1	S	Mitigates some traffic congestion	S	I don't support the current use of the executive airport - move it.	S		Y		N	It will take a public education effort.	Where's Gold Rush Park?
2	S	This is a good way to revitalize these corridors most of which badly need it would provide more options for people to live close to where they work - sensitive transitions to lower density neighborhoods are needed	S	This is the best way to support light rail. To make this work we also need neighborhood shuttles - small buses that take people to light rail. I am especially concerned about how the transit center at 13th & R develops because it is immediately adjacent to a historic district. There are landmark structures at significant risk	S	I love the idea of mixed-use including housing as part of commercial centers - Safeway at 13th & S is a great example it is leading to offer ready infill. Hopefully mixed-use commercial centers will replace places like the current shopping centers in Natomas that are completely car oriented & awful. These centers must be pedestrian & bike friendly	Y	If there is a reasonable transition between the tallest buildings - small houses. If they are well designed		The development process needs to be transparent. Open to public input. Legitimate concerns need to be acknowledged not minimized. Early notification & meetings before plans are submitted are of crucial importance. Designs need to be well done. Buildings need to step down as they approach existing smaller houses. Parking needs to be adequate for new residential development	
3	S		S		S		Y			Fieldtrips, show examples, outreach & early notification	
4	S		S		S		N		Y		
5	NS	Seems to me that emphasizing transit centers and the similar concept would/strengthen potential reduction in use of cars - traffic rather than "corridors"	S	Encourage people to walk, use transit rather than cars - pollution continues to be huge issue	S	Despite resistance/NIMBY effect - this is consistent with transit centers		Depends - if in new/ planned center as discussed in plan probably ok - in older neighborhoods - probably get tremendous resistance		PR Campaign - multi-pronged, support of business community	
6	S		S	Creating more commercial uses at transit stops, including jobs/employment uses.	S		Y				
7	S		S		S		Y			Good Sales-menship!	
8	S		S		S		Y			Share benefits/amenities with neighborhood, e.g. street lighting, trees/landscaping, parks, plazas, etc.	
9	S	Again - must be a "vibrant" mixed-use area	S		S	Transportation to hubs of employment	Y			If it is a desirable alternative - people will support it.	
10	S		S		S					Public education, forums & ensure sufficient City resources to support the activities	
11	S		S		S		N			Safe transport	
12	S	Mixed-use corridors provide diverse opportunities for transit ridership	S	Areas of influence around stations should expand from 1/4 mile to 1/2 mile radius	S	In areas of easy access to freeways. Commercial centers make sense. *Natomas Marketplace is a bad example	Y	Issues to Note: *Massing *Scale of Bldg e.g. Trammell-Crow project at Alhambra & T Streets close to 29th Street LRT Station		*Thru public education * Show-casing/demonstrating examples where the concept has worked.	
13	S		S		S		Y			Need to have some concrete examples that are top quality - that people can actually see	
14	S	Communities awake and active more hours of the day. Environmentally smarter	S	Go to airport.	S	Go slow, no rush	Y				
15	S	I agree with this concept because of the new choices	S	I like the idea of light rail stations becoming active mixed-use centers	S	I support the preliminary conclusions	N		Y		
16	S		S		S		Y			Discuss the benefits * Safety *Amenities *Services * Entertainment	
17	S	But not a zoning/planning approach. Use incentives that let mixed-use evolve where it makes sense to the people who live, work & do business there.	S	Same as above	S	Same as above	Y			Show examples from around the world of what it looks like wherever it's working now	
18	S	Should prioritize corridors in order to focus resources on areas that have the best chance of success - also bring in the concept of cultural districts, etc.	S	Same as above	S	Same as above	Y	Need to consider the use of strategic neighborhood action plans in order to address key issues		Good question: Focus answers during implementation	
19	S	Mixed-use makes neighborhoods destinations they need to be compatible with the residences	S	There must be adequate security for Public Transit in general	S	With housing it works	Y		Y	Explain the "fair share concept"	
20	S	All 3 options need to have a mix of uses to be successful. In addition parks are essential to making areas livable.	S		S		Y				Emphasize walkability & quality of life
21	S	Mixed-use corridors are a great way to revitalize "stale" commercial corridors.	S	Transit stations should be bustling centers for people gathering.	S	Don't turn the regional retail centers along freeways into mixed-use "town centers".	Y			Make higher density projects help contribute to neighborhood amenities that benefit the neighborhood/community & makes it a "win/win" for the existing neighbors.	
22	S		S		S		N		N	Must demonstrate benefit to adjacent owners	
23			S	Adequate parking must not be sacrificed.			Y				
24	S	Desperately needed. But also include parking structures (charge for them)	S	Transit centers can be sold to a skeptical public if there is a security component built in. <u>Make it part of the budget.</u>	S		Y	But don't go halfway - <u>really do it!</u>		1. Don't go halfway 2. Make security part of the budget and part of the "selling" or promotion.	
25	S	Makes sense	S	If they are in conjunction with the mixed-use corridors	S	Also makes sense if transportation is connected to these centers.	Y			Hold townhall meeting Citywide	
26	NS		NS		S		Y				All these proposals will bring more crime & drugs
27	S	We need to be mindful that these corridors are also arterials & collectors and need to provide movement for certain capacities. Road diets should be considered on a case by case basis.	S	Smart Growth!	S		Y			By carving out some pilot locations that demonstrates the "What's in it for me" issue.	
28	S	But Big transit deficit here. Should also be transit centers	S	Some mixed-use corridors are planned to be transit centers		(Malls) Need to increase transit options otherwise	Y			uniformly apply across City	
29	S		S		S					You need to answer this!	
30	S	Good dream, can't force	S	Good dream, can't force	S	Good dream, can't force	Y			Not Sure?	
31	S	Go 12th & 16th Streets	S	No Brainer	NS	I prefer a more integrated approach to retail - less parking lots		Sky scrapers (NO) or 8 stories (OK)		By presenting Quality construction & design	
32	S	City will be more livable	S	Same as above	S	Same as above	Y			Show them commercials that focus on air pollution & traffic congestion. Then feature some of America's most livable cities, like Seattle & Portland	
33	S		S		S		Y				
34	S	Mixed-use creates activity which among other things contributes to safety. Increased traffic in some areas is manageable and may increase walkability and encourage the use of public transit.	S		S	Same as above	Y		Y	Stress increased safety; improved environment	
35	S		S		S		Y			Demonstration projects modeling	
36	S	Revitalization may lead to greater safety total traffic congestion should decrease	S	Congestion on freeway/major arteries would be eased. Air quality would improve	NS	Need to address traffic issues around commercial centers such as Arden Mall. *Mixed-use* may not be beneficial - Sacramento needs at least one mall.	Y			Provide cost effective transportation alternatives.	
37	S		S		S		Y			Assurance of <u>safe</u> neighborhoods.	
38	S	Small business Associations are important	S	Support sub-regional centers - not overdone.	NS	Not visually appealing/ does not add value/Let's not look like LA, Riverside, let's keep our quality of life.	Y			To pay for these changes... We need to raise city taxes, especially for high-end items (jewelry, cigarettes, liquor.)	
39	S	These avenues have no life after "5" if houses can be integrated into them w/green space amenities it will be attractive	S	If the idea is to encourage transit-use then minimize the need to drive some place else to either live or shop will significantly reduce traffic	NS	Retail service should be in local community & encouraged by private & tax advantages if need be.	Y	Providing there is green space separation from existing community	Y	Marketing and recognizing the demographics of the NXT 30-40 generations with a much older population which would/will benefit from local resources.	
40	S		S		NS		Y		Y		
41	S	Need to get those form based codes now if not yesterday	S		S		Y	The neighborhoods in South Area near Stockton Blvd will greatly benefit from & will support this type of development			
42	S		S		S	But Need Housing in, on, or next to	Y	But, depends on Urban Design- will work if done carefully need new type of zoning performance based		Need strong political leadership	
43	S	Keeps density appropriate areas and away from fringes	S	Encourages use of public transit if necessities are located adjacent to station.		I was confused; are you suggesting "revitalizing existing centers?" or developing new centers?	Y			Only if neighbors feel they personally benefit, the greater good is not enough. Transitions are key.	
44	S	Adding housing to commercial corridors is a natural for smart growth, but not adding commercial high-rise to 100% residential	S				N			If they are used as a tool for redevelopment in areas that desire new housing & amenities/services	
45	S		S		S		Y				
46	S	Opportunities for greater density, and more walkability.	S	Cities around the country/would have shown us the TOD centers work and thrive.	S	Similar potential benefit as developing commercial corridors - but some concern of diluting CBD efforts	Y				
47	S		S		S	The commercial center on 50 should be expanded to the West	Y				
48	S		S		S		Y				
49	S		S		S		Y			Show benefits educate public on the benefits	

A. Mixed-Use Corridors		B. Transit Centers		C. Commercial Centers		Question 1: Are taller buildings in local neighborhoods acceptable if it makes it the neighborhood walkable?		Question 2: How can we obtain the public's support for higher density, mixed-use within areas such as Transit Centers & Mixed Use Corridors?		Additional Thoughts?	
#	S/NS	Comments:	S/NS	Comments:	S/NS	Comments:	Y/N	Comments:	Y/N	Comments:	
50	S	I favor all of these as they should improve transit issues for the disabled and those who choose not to drive.	S		S		Y	Please include green zones		Education and information dissemination. Citizens will need to see the reason "why" the concepts are good for the community	Help Sacramento retain the title "City of Trees" Phone & electricity wires need to be replaced with underground fiber optic cables.
51	S		S		S		Y				
52	S		S	A must	S		N				Yes on A & B - however, <u>must be committed</u> to keeping Peds/Bike path due to high density of population
53	S		S		S			depends on how tall...		demonstrate benefits (education) promote new/great lifestyle.	
54	S	I think mixed-use promotes connectivity, community building and growth (prosperity) of business	S	It should ease environmental/traffic congestion issues if done correctly; while again promoting community	S	Not sure how to bring businesses to this model; if successful, again promotes community.	Y			This is a change of lifestyle. Begin with the safety aspects and then convenience.	This needs to come to the public with a lot of education to avoid NIMBYISM
55	S		S	Don't tie the future to transit. If it is not used or becomes a terrorist "opportunity" ridership will drop. Plan for people living 25 miles from their job & provide parking so people will use transit.	S		Y	Taller growth can lead to greater economic dislocation & blight after 20 years when it is economically "old".			
56	S	This is a <u>key</u> area for investment and prioritization.	S	This is also a <u>high</u> priority. Centers should have residential focus, job focus, or both.	S	I believe in revitalizing/reinventing existing centers but don't support new centers. We need to focus businesses into existing centers and corridors.	Y			Offer neighborhood amenities. If that doesn't work, do it over their objections.	
57	S		S		S	Openness to diverse backgrounds, cultural themes	N				
58	S	More uses for these corridors	S	This makes great sense	S			If depends on each area		Convince us	
59	S	Question is how much displacement of businesses and/or current residences would occur in this venture	S	Traffic could be serious problem and displacement of current residents would be negative impact.	S	Concept is progressive and contributes to goal of new directions	N	Too many taller buildings contribute to a concrete jungle concept		By thoroughly explaining to impacted residents the benefits of the developments	
60	S	The "Haves" need to be answered & each area identified	S	Yes Mix-uses around stations	S	Housing - walkability	Y			Excellent Question	
61	S	Always keeping in mind people will still require parking, need to promote mixed-use and reducing auto use, commute.	S	Promote safety and function. It would maximize the use and benefit of transit stations. Not only used for transit but retail & housing	S	Just for the sake of revitalization and mix-use	N	Only if there is a height limit. Also, select services appropriate for neighborhood living.		Be assertive with a solution or solutions to possible increased traffic congestion to immediate area. Adequately address the concern.	
62	S	Support because we have to show maximum attempt at reducing emissions.	S		S		Y			Meet with the residents and building owners to develop a plan that will enhance their investment.	
63	S	I extremely support mixed-use developments. I believe they are vital aspects in the area	S	It helps bring business to the corridors as well as more usage of public transit	S		Y	How Tall?, Where?, Existing Plan?, What services to <u>provide</u>		work with public agencies such as RT for discounts	
64	S		S		S						
65	S		S		S		Y			Y	
66	S	Provides an opportunity	S		S		Y				
67	S	Intensification of use	S	Transit provides only realistic alternative for car	NS	Dissipate retail for small business, have green walking expansion	Y			Y	
68	S	Select Nodes - Not for long stretches	S		S			Possibly Depends on location and context * What are benefits to community?		Education on Green/Sustainable * Financial	
69	S	OK - better use	S		S		Y			Y	Education; financial gain, real examples, better quality of life.
70	S		S	How often they run, and who rides them	S		N	I like my view of something other than a wall.			
71	S	This should be a priority for the City our corridors need renovations, they are prime to help create healthy communities	S	Yes!	S	More grocery stores!	Y			City sponsored workshops, tours, slides shows-visuals	
72	S		S		S	Include some appropriate housing & grocery stores				Public workshops/pilot area	
73	S	But generally requires structured parking. It is good to revitalize and intensify the uses creating pedestrian oriented districts that become centers for surrounding residents	S	High Density Transit-Oriented centers are an excellent idea to help accommodate growth	S	Also will require structured parking but districts need to be continually revitalized and re-invented with new investment	Y	Yes, but educational challenge		Education; examples from other cities; develop proto types to show people	
74	S		S	Good opportunity for multi-leveraging	S		N				
75	S	Improvement, new character for existing corridors	S	Max transit partnership -- densities	S	Hard to imagine variety of cars coming to existing centers	Y			Presentation of clear picture vision and examples - not focus on implications of not going that direction - focus on positive and opportunities	
76	S	in commercial corridors, more people -- more commerce	S	Highest densities here	S	Town Center/sense of place to draw people in as a gathering spot.	Y			Show them success stories of other similar neighborhoods that have been transformed. (Use pictures and testimonials)	
77	S	But need to mitigate noise from the corridor so that it doesn't negatively impact residential	S		S	Arden Fair could be a huge challenge in that town centers generally are not built around such major traffic corridors - Arden Way doesn't invite pedestrian use	Y	Work with transitions			
78	S	Yes, re-invest in these corridors	S	This is good for transit/retail and environmental	S	Mix-use and encourage walking/biking	Y			By providing the services/retail jobs that will attract them.	
79	S	Increased population will help sustain these corridors and allow neighborhood services to thrive. Good for air quality and economic development.	S	We need to maximize our investment in public transit	S	Meets air quality goals and maximizes investment in transit and infrastructure	Y			Education, best practices in other cities with benefits	
80	S		S	But you need employers and more riders for transit to support the concept.	S		Y			Look at other places that have successfully done this and educate the community as to pros	
81	S	However, the land use mix between low/moderate and high end houses.	S	The more the better -	S	Marketing may show that too many commercial centers dilute effective mixed-uses.	N	Not realistic due to mix of labor force			
82	S	Protects neighborhoods while providing opportunities and services in a more efficient manner	S	It is about developing a better, more vibrant/vital interface for the transit system. (Improves safety)	S	Sure, but don't confuse a commercial center and a TOD. Commercial centers also need better transit connections.	Y	Especially for the younger population		Show how carefully integrating density along corridors and in nodes will <u>protect</u> the surrounding neighborhood character, while making services and opportunities more accessible.	
83	S	Very important	S		S	Good support by <u>all</u> residents helps to reduce over saturation of strip commercial	N	Need set backs, solar access room for shade trees		Build demonstration projects that prove sale	
84	S	Make it pedestrian and resident friendly	NS	Cost initially overwhelming... expansion or change will take time...public prefers cars...	S	Business opportunities already exist? This will provide <u>retention ability</u>	Y			Explain benefits!	
85	S	Obvious	S	Obvious	S	Obvious	Y			Provide very positive examples - much better than 65th & Folsom	
86	S	This would enhance and support smaller retail venues on ground floor	S		S			Too much NIMBY-ism		providing multiple amenities; substantial public investments	
87	S	More corridors than retail/non-residential use capacity. Need housing heavy on transit corridor	S	Maximum use of public transportation/Light rail	S	Focus on mixing high density housing w/existing retail	Y			Provide this choice	
88	S	Combines housing and retail	S	People live closer to their mode of transportation	S	People close to shops.	Y			Response: IDK	
89	S		S	Transit must make sense -cheap -convenient	S		Y				
90	S	Design and housing issues critical with this approach	S	Absolutely needed. RT needs riders to fund more stations in outskirts	S	Concern again about having right mix and competition of Downtown core.	Y			With "up front" transportation infrastructure in place.	
91	S		S		S		Y	Depends on how high mid-rise 3-6		Design providing good Sac. Examples	
92	S		S		S		N	Taller buildings will put strain on electricity			
93	S		S		S		Y			Education; Pilot areas; Pick an area and make it happen; bus trips, provide \$	
94	S		S		S						More visuals that show the design. Examples of other areas that are doing it and economic in the rest
95	S		S		S		Y	Outcome may be acceptable although <u>current</u> residents may resist		By demonstrating benefits of housing better neighborhood services/comm. Less expensive transportation means in and out of the neighborhood and doing this without destroying neighborhood character thru careful design	
96	S		S		S		S		Y		
97	S		S		S		S			Pilot projects are on the ground visible experiments	
98	S		S		S		Y			Don't short movement of autos - in the near term 65th & Folsom is almost impossible from 10A to 4P (not a yes or no question)	
99	S	It will revitalize these areas and make the neighborhoods safer and more enjoyable for both residents and visitors	S	Would increase the usage of Public Transportation	S	Will bring in jobs and allow for revitalization of the areas	Y			Depends on the building/business/service include the public in the decisions being made.	
100	S	But add support for like usage - bike lanes	S	Allow more bikes on light rail, during more hours	S		Y	Respect neighborhoods Alhambra & S Street housing projects		1. Design <u>better</u> mix-use developments 2. Listen to neighborhood concerns.	
101	S	Would make areas more sustainable	S	Enhance usage of mass transit	S	Mixed-use enhances sustainability	Y			By having successful mixed-use developments to point to	
102	S	This use puts more people close to businesses including centers of activity. Increases employment opportunities closer to housing	S	The expectation that every transit center will be active may be unrealistic but many will be hubs of surrounding residential, retail, and office activity. Creates opportunity for reverse flow in relation to CBD	S	Advancing this use gets people closer to major shopping opportunities	Y	But- not too tall (10 st) well spaced		Information programs TV, web, newspapers covering areas where this has been done as well as capturing some of our own modest variations on this theme.	

	A. Mixed-Use Corridors		B. Transit Centers		C. Commercial Centers		Question 1: Are taller buildings in local neighborhoods acceptable if it makes it the neighborhood walkable?	Question 2: How can we obtain the public's support for higher density, mixed-use within areas such as Transit Centers & Mixed Use Corridors?	Additional Thoughts?		
#	S/NS	Comments:	S/NS	Comments:	S/NS	Comments:	Y/N	Comments:	Y/N	Comments:	
103	S		S	Transit oriented development makes sense improve air quality	S	Although housing doesn't belong everywhere		Depends on how tall need general consistency by neighborhood		Make them vibrant, event driven	
104	S		S	No Brainer			Y				
105	S	Absolutely necessary to invest and include all uses	S	Can be mixed with neighborhoods in a positive way	S			Y		Education - these locations need to happen and once communities see the potential, they'll buy in - People must be more engaged	
106	S		S		S			Possibly		They must understand and see the result of our current approach as not getting us the community we value. Density is good if we present it correctly.	
107	S		S		S			Y			
108	S		S		S			Y			
109	S		NS	Unclear what these are	S			Y	Y		
110	S		S	Surface lots should not be permitted structured parking should be incorporated to preserve land	S	Need to look at various centers and should represent communities		N		Implementing design principles	
111	S		S	Need to combine concepts of retail centers	S	Need more than 3 "centers" - why not more? Districts or corridors at neighborhood and community level		Y		Planning Academy -Education	
112	S		S		S			Y	Locations need to be carefully considered		
113	S	This will help bring in more people	S	We probably need to make these safer and closer.	S	Need more than 3 centers.		N	No!		
114	S	This would be a great way to revitalize moribund commercial corridors	S	They would help to reduce greater usage of the light rail system and there transit modes	NS	More emphasis should be given to improving existing older commercial corridor		Y	Appropriate to scale of neighborhood.	Improve the frequency and accessibility of transit.	
115	S	Better overall city mix	S	Absolutely critical for transit	S	Vital for economic diversity		Y		System now works fine?	
116	S		S	I hope people will use lightrail	S	The lightrail does not go to Arden Mall		Y			
117	NS	It's a nice dream - how do you "force" siting of multi-story retail?	S	Must also encourage residential for nite time safety - high density				Y			
118	S	All have implications of increased traffic congestion. Fire can support the concepts if it is recognized that if adopted response times are exceeded, additional Fire resources will be added.	S	Same as above	S	Same as above		Y		Public may support higher densities/higher buildings if fire/EMS safety is key in design. - Fire sprinklers - Street design - Sufficient setbacks - Additional public education staff	
119	S	Encourages other uses that will promote an active and diverse mixed-use environment	S	Creates a higher-density for mixed uses around and in support of transit. Encourages active and public oriented ground-level uses that contributes to the pedestrian environment.	S	Encourages a higher density pattern of development.		Y	Locate active public-oriented uses on the ground floor to promote an interesting and active pedestrian environment	Ensure that new development is closely coordinated with planned transportation improvements within the General Plan Areas.	
120	S		S		S					Buy in by the community within the sphere of influence of ideas and development area.	
121	S		S		S			Y		Invite neighbors on trips (tours) to successful projects in other areas	
122	S	Work with the community before building it	S	Well planned and get the community to buy into it.	S	Same		Y		Y	
123	S		S		S			Y		Education successful pilot projects	
124	S	Support contingent on sufficient function and ordinances to assist emergency services with impact.	S	Same	S	Same		Y		Note: Schools need to improve to attract families to the area. General Plan doesn't address outside influences to residential choices	
125			S		S			S	Transit access, housing & retail mix <u>are KEY.</u>	Y	Blending into traditional neighborhoods Put City Resources and investment into sample - show it works. - Needs to "pencil"
126	S		S		S			Y			
127	S	Opportunity to reinvest and revitalize	S	Need more readership to pay for system positive activity will mitigate negative activity	S	w/housing and other amenities		Y	(1-3 stories)	Establish MID or PBID	
128	S		S		S			Y			
129	S	Employment	S	Same	S	Same		Y		Y	Employment options
130	S	Increase vitality of existing corridors	S	Encourage alternative transit models create needed area services in support of.				Y		Involve them early and often.	
131	S		S		S	Must consider that adding commercial centers will lead to more auto use - not too many people shopping at Best Buy or COSTCO will use transit		Y		Give local success examples people can relate to.	
132	S	More focus on <u>people</u> is essential; these areas need to be more truly pedestrian - friendly, not just pedestrian-acceptable (e.g. a sidewalk alone is not sufficient)	S	Ditto and make transit attractive; don't assume TOD is one-size-fits-all. Be sensitive to surrounding community and be flexible in options for planning	S	Ditto - get the cars out		Y		Focus on long-term benefit - perks/incentives for nearby residents to show how/why the new projects will directly benefit them (e.g. discounts on special offers at businesses for local residents)	
133		Neighborhood, serving walking, biking		Support transit supported use, cleaners, pharmacy, small retail		Commercial center need to be supported by light rail and bus, all modes of transportation		Y	Two to four stories	Quality development, safety.	
134								Y			
135	S	With appropriate design review	S		S			Y			
136	S	All inter-related revitalization. Home near employment reduces congestion	S		S			Y	Yes, they can co-exist. Example Santiago Chile		
137	S		S		S					Show real life examples	

Rating Totals	A. Mixed-Use Corridors	B. Transit Centers	C. Commercial Centers	Question 1	Question 2
S	127	S 131	S 119	Y 102	Y 13
NS	3	NS 3	NS 7	N 16	N 2
Total Votes	130	134	126	118	15