

CITY LEADERSHIP WORKSHOP

Questions posed to attendees regarding: EXPECTATIONS and their individual responses

#	Question 1 - What are the most important "tools" so you can pursue your role in creating the future of the City?	Question 2 - Land Use Question to be answered during the GP process?	Question 3 - Other Land Use Planning Issues you would like considered?	Other Issues: Should the City reserve a significant tract of land in expansion areas for large-scale industrial complexes?
1	<ul style="list-style-type: none"> Funding mechanisms to choose from to fund public input Prioritize actions "first things first" 5th year "mini" monitoring; 10th year Policy check in 	<ul style="list-style-type: none"> How to provide public safety/responsible citizens as we "grow up"-sense of belonging Built environment should build good, responsible citizens 	<ul style="list-style-type: none"> Don't "mixed use" everything, it is not a panacea and will not be marketable in every setting Focus on making fabulous places - appropriately scaled make it implementable 	<ul style="list-style-type: none"> Work w/Eco. Dev. - figure where & how much industrial land is needed for jobs & taxes & include in scenarios
2	<ul style="list-style-type: none"> Implementation process Policies Actions - work/tasks 	<ul style="list-style-type: none"> Traffic Design Park/Recreation/Open Space 	<ul style="list-style-type: none"> Affordable Housing 	
3	<ul style="list-style-type: none"> Explain how GP options will increase livability 	<ul style="list-style-type: none"> Open Space/Habitat Preservation/Parks Sustainable development (reduced energy consumption of buildings, less driving & water quality) 	<ul style="list-style-type: none"> How do we create a GP that won't be amended a year after adoption? How do we foster creativity? 	<ul style="list-style-type: none"> The City has plenty of room to grow vertically & there are still plenty of infill opportunities
4	<ul style="list-style-type: none"> Sophisticated design guidelines in place of zoning design guidelines suited for sustainable & lovely urbanity 	<ul style="list-style-type: none"> What is the expected impact on air quality of the proposed land use plan Does the GP facilitate a partnership w/ private sector (residents & businesses) that can accommodate changing preferences and needs of the city 	<ul style="list-style-type: none"> More public plazas/gathering places-how to get there other than by car quiet places within City Special - unique to Sacramento living areas & commerce Walkability 	<ul style="list-style-type: none"> Possibly but must include "integration of transit, recycling, community impact fees upon closure"
5	<ul style="list-style-type: none"> A good, comprehensive "infill" policy 	<ul style="list-style-type: none"> Reuse and upgrades of existing structures Smart growth over urban sprawl 		<ul style="list-style-type: none"> I'm not sure that this is the best reuse of large tracts of land
6	<ul style="list-style-type: none"> Listen to citizen input. Trees (urban Forest) scored high on citizen surveys Continue to have neighborhood school for primary grades 	<ul style="list-style-type: none"> Increased density near light rail station 	<ul style="list-style-type: none"> Set backs for all new building - respect growing needs of trees 	<ul style="list-style-type: none"> Yes
7	<ul style="list-style-type: none"> The GP needs to define what high-density and mixed uses would look like. Address infrastructure financing options for infill development Increase public transit 	<ul style="list-style-type: none"> High-rise residential development in the CBD Preservation / accommodations of open space 	<ul style="list-style-type: none"> The incorporation of adjacent unincorporated areas such as Rosemont, Fruitridge and Florin 	<ul style="list-style-type: none"> Yes, lets look at the East Area new growth area for industrial expansion. Encourage the development of "green" technologies and products.
8	<ul style="list-style-type: none"> More public comment - advertised more Boards and commissions need to be much more involved to preserve the historical aspects of the past & prepare for the future 	<ul style="list-style-type: none"> How to preserve/create open space How many new homes, where & what amenities are included in the neighborhood 		<ul style="list-style-type: none"> Yes, industrial should be on the outskirts and environmental agencies should be involved in the development
9	<ul style="list-style-type: none"> Anticipate densities & development timelines to ensure infrastructure keeps up with development Go out to community and meet with Business/Homeowner Associations, Youth (sports groups) 	<ul style="list-style-type: none"> Should City expand by annexing Natomas Vision & East Sacramento areas? How to make high density mixed use developments successful 	<ul style="list-style-type: none"> More detailed infrastructure considerations like electricity, sewer, water, etc. How do you control the homelessness problem especially with increase emphasis on open space 	<ul style="list-style-type: none"> No. Large scale industrial complexes are not compatible with mixed use, small town atmosphere being promoted here
10	<ul style="list-style-type: none"> City Council - clear language in policy Principles that have the force to affect development Prominent policy support for issues in your areas of expertise (transportation, bikes, utilities) Infrastructure evaluation & financing Agency perspective - needs this plan to have high level support from council Tools: maps, diagrams, highly sophisticated in many dimensions 	<ul style="list-style-type: none"> Can we move to higher density, mixed-use development on a large scale? Broadly distributed? How to assure that short term interests and pressures do not trump the longer term goals of the GP and still maintain some flexibility? 	<ul style="list-style-type: none"> The issues of the small, neighborhood strip mall and how it can be integrated. An evaluation plan that obligates the elected, appointed and the professional. 	<ul style="list-style-type: none"> That is a problem, where are we with that? We need to face the need and determine the need for reserves for this purpose
11	<ul style="list-style-type: none"> Communication opportunities 	<ul style="list-style-type: none"> Sustainability Livability - scale of development 		<ul style="list-style-type: none"> Yes, at least in the medium term - keep the flexibility for the development of these industrial uses
12	<ul style="list-style-type: none"> Access to up-to-date information on the Internet. This should include maps, polls, lists, plans and a posting forum that is group specific so discussions can go forth, even if meetings are not happening. 	<ul style="list-style-type: none"> Maintaining some open space, not paving over every square foot of land. Making sure there are sufficient jobs for the citizens 	<ul style="list-style-type: none"> I am interested in making sure the needs of the people who don't drive have a way to conveniently get around the City to enjoy a job, the arts, and the community as a whole 	<ul style="list-style-type: none"> Yes. We need more medium to high wage scale jobs in the area. The emphasis is on retail, which are typically low wage jobs. This is why we still have so many citizens driving to San Francisco.
13	<ul style="list-style-type: none"> Total buy-in by the city council, staff and public 	<ul style="list-style-type: none"> Growth Open space 	<ul style="list-style-type: none"> More incentives for infill land owners to build on their land 	<ul style="list-style-type: none"> If need be the Delta Shore area or the Executive Airport
14	<ul style="list-style-type: none"> Need a city/regional economic development/business generation strategy to attract businesses that business will support all of this planned growth "Total" cost in resource allocation VMT Reduction Concrete actions & policies consistent with vision & blueprint scenarios 1/2 mile TOD policy Mini-urban parks policy Parking disincentives (free/reduced) Transit Funding Inc. support Appropriate land use zoning around transit - need to have a specific focus on seniors, youth, disabled 	<ul style="list-style-type: none"> Housing affordability consistency with Smart Growth, Infill & "gentrification" of central city neighborhoods Emphasize art in public spaces Community amenities for youth and seniors 	<ul style="list-style-type: none"> Make certain the City GP and RT Transit Master Plan updates are well coordinated 	<ul style="list-style-type: none"> Yes, but let's make certain that we prioritize existing enhancement over new expansion
15	<ul style="list-style-type: none"> Appropriate land use zoning with in 1/2 mile of transit stations Flexibility; is the plan adaptable to new challenges & changes in the community Form an implementation team made up of relevant city staff & partner agencies to ensure various facets of development are taken into account 	<ul style="list-style-type: none"> Location efficiency mortgage-offering incentive to those who cannot afford to buy near transit stations Support for infill development 	<ul style="list-style-type: none"> Review of City's light rail station ordinance Expand TOD areas beyond the 1/4 mile radius to 1/2 mile radius 	<ul style="list-style-type: none"> In outer areas, closer to the freeways for ease of access.
16	<ul style="list-style-type: none"> Sufficient funding for staff and other resources Clear policy language Clear and practical implementation plan 	<ul style="list-style-type: none"> Where and when the new growth should go 		<ul style="list-style-type: none"> Yes, but due to the changing economy, it is also flex space rather than only industrial
17	<ul style="list-style-type: none"> Thorough examples - Pros/Cons Have a financial feasibility study so we know how to pay for this vision 	<ul style="list-style-type: none"> How to preserve open land Affordable/accessible housing so seniors (extremely low income), disabled have easy access to services & grocery stores, transit...inclusionary housing 		<ul style="list-style-type: none"> Yes
18	<ul style="list-style-type: none"> Planning for and provision of, affordable housing and workforce housing Pre-approving and by right zoning for multifamily housing Fast entitlement process for housing Education campaign for the need to re-think how Sacramento will grow 	<ul style="list-style-type: none"> Siting of affordable and workforce housing adjacent to jobs and public services and transportation Make a place to house the poor and the working poor 	<ul style="list-style-type: none"> Need for green space and environments for wildlife Vernal pools, places for birds and other animals associated with the Pacific Flyway Natural history of the Central Valley and the Sacramento area Must look at carbon foot print and other issues associated with climate change Keep middle class in downtown 	<ul style="list-style-type: none"> Yes, but with environmental considerations and mitigations, industrial use = jobs
19	<ul style="list-style-type: none"> Closer look at zoning needs What kind of stores are allowed or not allowed Creating a lay-person's guide to zoning 	<ul style="list-style-type: none"> More open space preservation / ag, land/ park / river Long term uses/durability/construction standards for buildings for resource preservation 	<ul style="list-style-type: none"> Health Impact Assessments should be a routine part of the planning process What type of planning/building will allow citizens to be physically active and have access to healthy foods School siting and design need to incorporate routes for biking/walking as well as areas for community use (park, playground, health center) Mass transit needs to be a major priority - air quality is a severe health risk and quality of life issue 	
20	<ul style="list-style-type: none"> Evaluation on design & zoning & relationship in-between 	<ul style="list-style-type: none"> Increased density & effect of infrastructure Alternate transportation/public transit 	<ul style="list-style-type: none"> Distributed generation for power generation near/adjacent to their source Develop intermodal station 	<ul style="list-style-type: none"> Yes, possibly East Area
21	<ul style="list-style-type: none"> We need projections of future demographics (age-based info) Are we going to see a baby boom in the next 30 years? Or are we going to be a graying population? 	<ul style="list-style-type: none"> Protecting open space buffers and what the City's plan is for providing for Regional Park space Need to address the huge mass transit problem we have. We cannot grow smart without good and efficient transit 	<ul style="list-style-type: none"> Would like to see a real focus on livability, not just on capturing revenue or improving our skyline 	<ul style="list-style-type: none"> Reserving land is fine - if we do not land a big industrial employer, we can always use it for something else.
22	<ul style="list-style-type: none"> Asking specific rather than general questions. Stop lumping questions together that inevitably guide the participant to answering it in a desired way 	<ul style="list-style-type: none"> Reduce sprawl Protect open space 	<ul style="list-style-type: none"> Street width. Street are wide for fire emergencies but neighborhoods should be redesigned to have more intimate spaces You don't even address protection of our threatened & endangered species. 	<ul style="list-style-type: none"> No. There are plenty of existing areas that could be used.
23	<ul style="list-style-type: none"> Include safe and vibrant places in the city that attract youth 	<ul style="list-style-type: none"> Avoid suburban sprawl Public Transportation - reliable/accessible 		<ul style="list-style-type: none"> No
24	<ul style="list-style-type: none"> Read Jane Jacobs book "The Death and Life of Great American Cities". Follow her blueprint and Sacramento will be a wonderful and vibrant City 	<ul style="list-style-type: none"> Transportation Air Quality Mixed Use 	<ul style="list-style-type: none"> Do we have developers with enough economic clout? 	
25	<ul style="list-style-type: none"> Consideration of factors other than land use only What about the changing skyline; the preservation & conservation of our tree canopy; renewable energy sources as part of new development such as solar, etc. 	<ul style="list-style-type: none"> What is the viability of all the high density residential development in the near marker place Open space & habitat conservation 		<ul style="list-style-type: none"> How about at the Executive Airport area?
26	<ul style="list-style-type: none"> Fewer ad hoc decision and more hard policy decision up front 	<ul style="list-style-type: none"> Natomas Joint Vision Area Richards/Gold Rush Park 		<ul style="list-style-type: none"> Yes
27	<ul style="list-style-type: none"> Clear vision for where the City wants to be in 5 - 10 - 20 years 	<ul style="list-style-type: none"> Infill plan & public amenities 	<ul style="list-style-type: none"> Quality of life impacts 	<ul style="list-style-type: none"> Yes, for clean industry and future job development opportunities
28	<ul style="list-style-type: none"> Sustainable financing and funding plans for all City department. These plans must address staffing, equipment and facility needs based on both land use and population 	<ul style="list-style-type: none"> How many public safety facilities will be needed, where will they be located and what timeline will be used? how are we going to mitigate traffic issues when we are reducing vehicle and parking options prior to having efficient public /mass transit solution? 	<ul style="list-style-type: none"> We should consider including major community centers/parks/sports facilities that serve community members and provide options for neighborhood youths. 	<ul style="list-style-type: none"> Yes, these complexes will provide jobs to local neighborhood residents and provide a tax base that will support infrastructure and services. Fruitridge/Florin Incorporation: no comment was requested. Incorporating this area would create a significant demand for public safety services.
29	<ul style="list-style-type: none"> Money and political will/are necessary to implement 			<ul style="list-style-type: none"> Not necessary anymore
30	<ul style="list-style-type: none"> Focusing on overall infrastructure needs Allowance for higher density opportunities/mixed use corridors Clear vision 	<ul style="list-style-type: none"> Nimbyism/political will 		<ul style="list-style-type: none"> Yes. There continues to be a need for industry of wide variety of product types. Maybe not a "significant" tract.
31	<ul style="list-style-type: none"> How the plan is to be funded 			<ul style="list-style-type: none"> No
32	<ul style="list-style-type: none"> Incentives and policies that will encourage the private market sector to want to invest in our City 	<ul style="list-style-type: none"> How do we deal with NIMBYism on a specific level 		<ul style="list-style-type: none"> Yes, conditionally, but we should examine the future form and function of industrial complexes.
33	<ul style="list-style-type: none"> Growth boundaries, commercial district boundaries 	<ul style="list-style-type: none"> Height restrictions Adding commercial to residential - where - boundaries 	<ul style="list-style-type: none"> Greenbelt / Open space ratios to developed areas. 10 to 1 developed? 5 to 1? Lower? 	<ul style="list-style-type: none"> No
34		<ul style="list-style-type: none"> Impact of flooding Traffic reduction 	<ul style="list-style-type: none"> Affordable housing 	<ul style="list-style-type: none"> No. We need accept the fact that these types of uses will not be drawn to land within the City. We need to put our emphasis elsewhere.
35		<ul style="list-style-type: none"> New growth area, ie joint vision, delta shores, east area, exec. Airport 	<ul style="list-style-type: none"> Air Quality Element Inclusionary Housing Element 	<ul style="list-style-type: none"> Yes, especially as we target green industry expansion & other tech-type jobs
36		<ul style="list-style-type: none"> Densities & Housing types Job/Housing balance 	<ul style="list-style-type: none"> Focus on job creation first, residential second 	<ul style="list-style-type: none"> Focus industrial uses at 3 airports (Sac., Mather, & McClellan)
37	<ul style="list-style-type: none"> Increase RT-Light rail, connect all new commercial/employment centers/sub-regional centers and new urban neighborhoods Master plan must be developed Annex key areas for future growth 	<ul style="list-style-type: none"> Transportation plan Infrastructure financing 	<ul style="list-style-type: none"> Planning for "neighborhood"/fire/police Health care - access to hospitals & clinics to support ID'd population Seniors - where will they go? (fixed income) 	<ul style="list-style-type: none"> Fringe areas/ access to transportation, housing- create suburban neighborhood near employment. Yes, must have industrial complex
38	<ul style="list-style-type: none"> Community Plans Updated Form based codes Marketing tools for GP Achievable criteria for sustainability Better Public Art - "Art is Smart for Sacramento" 	<ul style="list-style-type: none"> Will development be able to be served by transit - outside existing light rail status 	<ul style="list-style-type: none"> Transportation link to sustainability 	<ul style="list-style-type: none"> That's what Delta Shores / Army Depot / McClellan
39	<ul style="list-style-type: none"> Information 	<ul style="list-style-type: none"> Who and how is the land to be developed 		<ul style="list-style-type: none"> Possibly - outlying areas
40	<ul style="list-style-type: none"> Clear direction from council Speed up processes 	<ul style="list-style-type: none"> Who will pay???? Who will really be living here? Not who we think , or would like, but what is really going to happen 	<ul style="list-style-type: none"> Opposition to change vs. people who can move to another city if we make too much hassle to live here 	<ul style="list-style-type: none"> Why? We don't want anything to be manufactured any more, we don't want noise, or odor, or dirt or mess.
41	<ul style="list-style-type: none"> Realistic Transportation solutions like new bridges & funding strategies Flexibility that addresses major changes to implication & assumptions Balance that reflects our aging & physically challenged population 	<ul style="list-style-type: none"> Will the land use options & transportation shift be accepted? Will an aging & spoiled region move away from auto society 	<ul style="list-style-type: none"> Senior facilities Schools Arts & culture Skilled worker Job sites 	
42	<ul style="list-style-type: none"> Make sure that all city leaders are included in the decision making. Often disability access is an after thought and the DAC is not included in the decision making process 	<ul style="list-style-type: none"> Roads Safety Access (Disability Inclusiveness) 		
43	<ul style="list-style-type: none"> Online user guide - easy to market & access Better educator on review process so that public knows were involved and all groups can access general plan & projects 	<ul style="list-style-type: none"> Acceptable density threshold Delicate balance of mixed use employee/housing live/work 	<ul style="list-style-type: none"> Parks & Open space Land use that supports public health and pedestrian oriented developments Sustainable developments 	<ul style="list-style-type: none"> No. Let the county handle industry
44	<ul style="list-style-type: none"> Financing Flexibility Clearly identified plan 	<ul style="list-style-type: none"> Commercial corridors rezoned for housing and/or office or mixed use How to create open space, parks, downtown 		<ul style="list-style-type: none"> Yes, East Area - Army Depot

#	Question 1 - What are the most important "tools" so you can pursue your role in creating the future of the City?	Question 2 - Land Use Question to be answered during the GP process?	Question 3 - Other Land Use Planning Issues you would like considered?	Other Issues: Should the City reserve a significant tract of land in expansion areas for large-scale industrial complexes?
45	<ul style="list-style-type: none"> * Need to take reservations City wide * The general plan needs to include a strong preservation element that identifies existing & potential historic districts - speaks to the best way to preserve their districts and landmark buildings while encouraging the increased density needed in order to avoid sprawl. * The GP needs to take a careful look at how to do good transitions between dense and less dense areas * The GP needs to look at how we preserve our unique history, character and sense of place while accommodating our projected population 	<ul style="list-style-type: none"> * Stick to the plan * How can we really contain sprawl and preserve open spaces. What kind of incentives/disincentives can help us do this. What kinds of incentives can we put in place so that we can really get the lands of corridors and commercial unless we are envisioning - not a repeat of the characterless car involved mess we have in North Natomas 	<ul style="list-style-type: none"> * We need to take a serious look at transit - the kind of system that needs to be in place to get people out of their cars. If we don't fix transit, we will still be drowning in cars, even if we get all of the good land use changes so far envisioned in the new GP. Transit needs a real system, local minibuses to regional light rail trains and everything in between. 	<ul style="list-style-type: none"> What land of large scale industrial complexes do we think we are able to get? What kind of pollution will we be looking at?
46	<ul style="list-style-type: none"> * Include a "neighborhood element" 	<ul style="list-style-type: none"> * Regional cooperation & consensus * Consistency of GPU & Community Plans 	<ul style="list-style-type: none"> * Gentrification * Infill strategy 	<ul style="list-style-type: none"> if tied to economic development strategy, jobs housing balance, transportation options
47	<ul style="list-style-type: none"> * Form based Code 	<ul style="list-style-type: none"> * How can the City change * What or How do we want to be as a community in 20 years 		
48		<ul style="list-style-type: none"> * How do we ensure sufficient space/resources/infrastructure for sports/recreational venues for both amateur & professional sporting options, youth sports & recreation * How do we ensure sufficient space in these "new" neighborhoods for schools, fire, police, churches? 		
49	<ul style="list-style-type: none"> * Form Based Code* * Vision Corridor Plan * Bldg Height "Banking & Trading" to avoid box-like approach "each landowner trying to maximize their profit by building to the sky" 	<ul style="list-style-type: none"> * Building heights * Infill/dense development vs. spread/low-density development 	<ul style="list-style-type: none"> * How to maintain plan "vision" over 25 years of political will * Ensure land designated for "destination" uses (lager City zoo, art center, rail museum) * Ensure areas for wealthy exist - attract headquarters * Provide for corporate "campus" spaces 	<ul style="list-style-type: none"> Yes
50		<ul style="list-style-type: none"> * Balance between open space & developed areas 	<ul style="list-style-type: none"> * Quality of life and community at build-out * Is build-out vision sustainable over the long term? 	
51	<ul style="list-style-type: none"> * Work with the community (their opinions/votes) * Businesses (both big and small) * Codes and regulations 	<ul style="list-style-type: none"> * Is it going to be a problem for anyone in these areas (housing)? 		<ul style="list-style-type: none"> Some land but not significant, we do need industrial areas but maybe on the outskirts and not a ton of land saved.
52		<ul style="list-style-type: none"> * Smart growth & transit vs. sprawl * Planning for transit - need much more transit services 		<ul style="list-style-type: none"> Yes, if there is a realistic future demand for large parcels for industrial use.
53	<ul style="list-style-type: none"> * Where planning in areas falls in the time table of Immediate, short-range and long-range 	<ul style="list-style-type: none"> * What areas are realistically available now to commence planning? * What do we all really want the capital of CA to look like as all these projects materialize? 	<ul style="list-style-type: none"> * Parks, Schools, Police Stations, Fire Station, hospitals must also play into the growth contemplated in the Plan 	<ul style="list-style-type: none"> a) Good idea as more people need more jobs and more industry would bring more revenue to City b) However, such land could allow for additional housing if necessary and rezoning could be achieved.
54	<ul style="list-style-type: none"> * Community connections: neighborhood connectivity * Strengthen neighborhoods (S.N.A.P.) * Five year evaluations (measure crime, economics, physical attributes) * Vibrant strong neighborhood/community economy * Neighborhood element 	<ul style="list-style-type: none"> * Cumulative impacts of infill development to existing neighborhoods * Effective transportation 		
55	<ul style="list-style-type: none"> * More consistency between GP and Community Plans * A GP which reflects the community concerns * Form based codes or something like that would be helpful for some neighborhoods 	<ul style="list-style-type: none"> * Getting to a more sustainable City * Reducing use of cars for the commute 	<ul style="list-style-type: none"> * Blueprint is a 50 year plan * Delta Shores & N. Natomas should be set aside for Urban Reserve - put on ballot to confirm voter support & wait for 50 years 	<ul style="list-style-type: none"> Yes! Richards still needs to offer industrial & business support for downtown
56	<ul style="list-style-type: none"> * Implementation of the GP * Ordinances & design regulations that implement the vision * Stronger support for policy direction 	<ul style="list-style-type: none"> * Height * Density 	<ul style="list-style-type: none"> * Incorporation of open space preserving tree canopy & preserving existing housing stock overshadowing of tall buildings 	<ul style="list-style-type: none"> Yes, we need to provide areas for manufacturing and less for warehousing.
57	<ul style="list-style-type: none"> * Communication strategy * Education * Get buy-in as you go 	<ul style="list-style-type: none"> * Transportation 	<ul style="list-style-type: none"> * Flood protection 	
58	<ul style="list-style-type: none"> * Communication throughout process using various medias. * Continue townhall opportunities when appropriate * Integrate into permitting/development processes. * Make final document generally available. * Keep fiscal analysis as current and updated as often as possible 	<ul style="list-style-type: none"> * Infrastructure that supports vision (water, sewer, police, fire, etc) * Transportation - RT, other cities in region, state funding, development to pay it way 	<ul style="list-style-type: none"> * Coordination with City's Economic Development Plan and various master plans (police, fire, waterfront, parks, etc) 	<ul style="list-style-type: none"> Not sure. Need to consider "links" that support plan ie. Plant that produces elastic gloves to support local hospitals, police, fire, etc.
59	<ul style="list-style-type: none"> * Flexibility to meet new opportunities, changing condition * Constant communication with residents to reinforce buy-in and ensure appropriate direction with our share holders 	<ul style="list-style-type: none"> * Protecting & growing industrial/heavy commercial businesses against encroachment from housing. Our businesses depend on products/services and it is important to City general fund \$\$\$ * Protecting J/K/L Street: not letting too much retail go into the railyards 	<ul style="list-style-type: none"> * Please include housing for families downtown. It is not just for single people or empty nesters * Protect our health care providers and the jobs they bring - allow for appropriate expansion and new health care centers too 	<ul style="list-style-type: none"> Yes, critical in economic diversity and providing services, equipment and jobs. In a global economy we need to have opportunities to create and build not just be a service provider
60	<ul style="list-style-type: none"> * My role is financing services and infrastructure. * Economic and commercial focus is critical from my perspective 	<ul style="list-style-type: none"> * Use of Richards/Railyards downtown and mixed use * Densities in other growth areas 	<ul style="list-style-type: none"> * Tax revenue generation. City needs growing tax base to fund services & infrastructure 	<ul style="list-style-type: none"> Yes!!
61	<ul style="list-style-type: none"> * Focus on the neighborhood within Sac rather than places on the outskirts 	<ul style="list-style-type: none"> * Which part of Sacramento needs the most attention? * What will the consequences be of the changes we make? 	<ul style="list-style-type: none"> * North Sacramento needs attention 	<ul style="list-style-type: none"> First come, first serve. No.
62	<ul style="list-style-type: none"> * Financing Mechanisms - infrastructure financing * Preserving open space - use TDR's, other conservation mechanisms * Streamlining/Investment in TOD areas to realize Transit Investment * Form based codes * Great Urban Places, great schools system, parks, walkability = safe 	<ul style="list-style-type: none"> * Paying for infrastructure * The hard decision to really change how we live in a smart growth city = reversing the car centric approach. LOS on roads = expectations * Invest in land around transit 	<ul style="list-style-type: none"> * TDR's/ Growth boarders/ harder line on urban service boundary. Let us plan for areas outside our City when we begin to exhaust the opportunities in the City 	<ul style="list-style-type: none"> Not significant but we should have some areas for these uses. We should not be dependant on services outside our region. We still need these uses.
63	<ul style="list-style-type: none"> * Clear policy on implementation * Implement and use Sacramento's values, trees/rivers 	<ul style="list-style-type: none"> * Transportation 	<ul style="list-style-type: none"> * Environmental consideration * Public access to buffer areas 	<ul style="list-style-type: none"> Is there a trend showing an increase in large-scale industrial complexes coming to the region?
64		<ul style="list-style-type: none"> * Affordable housing * Regionality 	<ul style="list-style-type: none"> * Financial implications and ramifications of proposed land use scenarios * Future needs of a changing/aging population 	<ul style="list-style-type: none"> This needs to be addressed at periphery of City/urban areas such as Southeast part of County, MOU area, McClellan area (northeast Sac) & near Mather
65	<ul style="list-style-type: none"> * Implementation tools * Incentives to make the ideas happen 	<ul style="list-style-type: none"> * How to create a vibrant downtown * How to create healthy and safe neighborhoods 	<ul style="list-style-type: none"> * Inclusionary housing for low income and work force 	
66	<ul style="list-style-type: none"> * A standardized process for reviewing new innovations and ideas beyond what we know to plan for today 	<ul style="list-style-type: none"> * How do we support transit to support density? (and efficiency) * How do we roll the economic benefit from one focus areas into improvement/maintenance of the next, similar to how a responsible company would operate? 	<ul style="list-style-type: none"> * How do we ensure we keep a definable boundary to the City? 	
67	<ul style="list-style-type: none"> * Measurable implementation actions * Fully describe implications to the public 	<ul style="list-style-type: none"> * Regional cooperation * Funding/competition (market) for infill 	<ul style="list-style-type: none"> * Neighborhood preservation/enhancement * even smaller neighborhood commercial area ala J Street/Tallic Village 	<ul style="list-style-type: none"> What is the market?
68	<ul style="list-style-type: none"> * Funding sources * Applicable codes * Interested parties * Education issues * Social issues 	<ul style="list-style-type: none"> * Grown outward or up? * Can we really provide alternate for auto in terms of economy, flexibility? 		<ul style="list-style-type: none"> Yes, to enhance job base to support future growth
69	<ul style="list-style-type: none"> * Identify revenue opportunities * Economic development opportunities 	<ul style="list-style-type: none"> * Does use provide opportunity for jobs * Will uses pay for infrastructure 	<ul style="list-style-type: none"> * How do we identify or find jobs/businesses for land use we are considering * Introduce Corporations or business to process saying what they want. 	<ul style="list-style-type: none"> No. Look at all land use issues, ie. LAFCO - affordable housing - etc. to determine if still needed
70	<ul style="list-style-type: none"> * SHRA plans and programs coordinated with County & City agency * Affordable Housing in proper development 	<ul style="list-style-type: none"> * Health care facilities * Infrastructure available during initial phases of expansion * Be sure to recognize/adhere to Housing & Redevelopment issues 	<ul style="list-style-type: none"> * Financing opportunity & define Nexus fee & assessments to develop * Credit Bonds & Rev. Bonds * Care in expansion into viable ag land especially cons easements * Health care Campus/park near transit facilities 	<ul style="list-style-type: none"> Use high intensity labor uses with opportunity to have a GP such that specific plans or development agreements can be implemented
71	<ul style="list-style-type: none"> * Key ID of re (not something for everybody) goals and core values for growth * Civic participation - informed citizens * Accessible, usable GIS mapping & data base 	<ul style="list-style-type: none"> * Transit choices/investments increase * Natomas Joint Vision 	<ul style="list-style-type: none"> * Higher education facilities * Urban ecosystem integrated planning 	<ul style="list-style-type: none"> Yes, and also designed large infill areas (especially next to existing industrial areas)
72	<ul style="list-style-type: none"> * Community Forums * Economic studies of possibilities or alternative 	<ul style="list-style-type: none"> * What land uses as the communities need and in what amount? * How do we encourage these developing to provide these needs? 	<ul style="list-style-type: none"> * We should encourage economic & ethnically diverse communities 	<ul style="list-style-type: none"> Only if industry asks for use of the land.
73	<ul style="list-style-type: none"> * Population demographics? * Ongoing surveys * Economic 	<ul style="list-style-type: none"> * Employment development * Recreation development 	<ul style="list-style-type: none"> * Flood issues 	<ul style="list-style-type: none"> Absolutely. No one really knows what the future holds.
74		<ul style="list-style-type: none"> * What is the true cost of greenfield development - considering things like Ag & health problems, loss of habitat and open space, traffic impacts to downtown and other destinations 	<ul style="list-style-type: none"> * Consider youth in planning decision 	
75	<ul style="list-style-type: none"> * Resident surveys * Economic models & realities * Best other city comparatives * Political realities/visions 	<ul style="list-style-type: none"> * Zoning * Elected official review & oversight 	<ul style="list-style-type: none"> * Youth zones 	
76	<ul style="list-style-type: none"> * Determine the "cost" to implement the GP out to 2030! * Align Smart Growth Principles, Jobs/Housing Element along with a GP Implementation section that is strategically aligned with a 20 year and 5 year Capital Impact Program. The CIP must align with the GP 	<ul style="list-style-type: none"> * Balanced job centers throughout the City that maximize transit and mixed use opportunities 		<ul style="list-style-type: none"> Yes, but not just hard industrial or light industrial but a campus environment that would allow for Research & Development or RD Flex Zone for wet lab - energy or green industry and mix of office/ R & D spaces to create job opportunities
77	<ul style="list-style-type: none"> * Financing * Review what other cities have done * Additional survey tools, public forums, phone, etc. to bring citizens along 	<ul style="list-style-type: none"> * Financing * Land Toxicity, type of building structure land can support * Open space 	<ul style="list-style-type: none"> * Homeless 	<ul style="list-style-type: none"> No, incorporate mix-use
78	<ul style="list-style-type: none"> * Works great as is - just more media 	<ul style="list-style-type: none"> * Have to get dense and go vertical 	<ul style="list-style-type: none"> * North Sacramento needs attention 	<ul style="list-style-type: none"> Yes, we are extremely under-served
79	<ul style="list-style-type: none"> * Best practices - California cities & East Coast cities 	<ul style="list-style-type: none"> * Transportation - congestion * Infill development - land use 	<ul style="list-style-type: none"> * How will homeless be accommodated 	<ul style="list-style-type: none"> First let's attract those new businesses. They aren't coming to our City.
80	<ul style="list-style-type: none"> * Adopted ordinances & zoning (residential sprinklers, set backs) * Adopted standards for response time which sets policy for additional personnel & infrastructure when needed * Adopted prevention standards * Develop policies that keep fire up with development * More fire stations 	<ul style="list-style-type: none"> * How do we create safe neighborhoods? * How do you increase population without adding traffic congestion? * How do we pay for it? 		
81	<ul style="list-style-type: none"> * First is a nexus of regional coordination with teeth to ensure that the "Plan" is adhered to. * Second, elected officials who will NOT deviate from the plan to "please" some developers. 	<ul style="list-style-type: none"> * How will the green space be generated to be a part of any development? Green space is not just taken but meets the needs of the people. * How will transit paths be provided before and not after the fact? 	<ul style="list-style-type: none"> * Recognition that some land should not be developed because of potential catastrophic damage from natural disasters ie. Floods 	<ul style="list-style-type: none"> Realistically, large scale heavy industry is not going to be money into CA. Power and water concerns, which will only get worse with increasing population will make such development cost prohibitive. Those technology based legit industry that can be served by commerce centers seem more likely.
82	<ul style="list-style-type: none"> * Direction for putting in place new planning tools * New zoning types - strong focus on urban design as development determinant * Relate land development options to public health issues * Use of form based codes approach * Public/private/non-profit partnership formalized 	<ul style="list-style-type: none"> * Priorities of development - clear commitment to infill utilizing existing infrastructure and community structure first * A demand for quality - political will! 	<ul style="list-style-type: none"> * Equality - relationship of workforce housing to job access options - Major open space plan that develops network of small to large/inner city to urban edge - strong statements to inherent value to community of strategic undeveloped land 	<ul style="list-style-type: none"> Study whether it's likely to occur. Industry is disappearing. This will not be the strength of our future. We need a strategy that focuses on improving public health
83	<ul style="list-style-type: none"> * Form based codes * Financing mechanisms for infrastructure, including citywide regional parks 	<ul style="list-style-type: none"> * Maintain city edge with buffer zones * Strong policy integrating transit/commercial center development 	<ul style="list-style-type: none"> * Annex Fruitridge/Florin areas to control land use in that area. * "Coordination" with County is inadequate 	<ul style="list-style-type: none"> Yes - 2 - one north, one south
84	<ul style="list-style-type: none"> * Raise Taxes! * Increase quality of Sac. City School Dist schools are key. * Let's ask artists and designers to work closely to City planners. * Let's think about future employment - it will look very different (telecommuting, "virtual" offices, distance learning & training, etc. * Support for the Sacramento/Metropolitan Arts Commission, artists, emerging artists, art work, designers, students interested in art education and jobs 	<ul style="list-style-type: none"> * Let's use land intelligently - preserve beauty, fresh air, flora, fauna 	<ul style="list-style-type: none"> * Bring diverse population groups together often to make decisions * We need educated populace and informed of political choices with risk-taking leaders! (will to enforce) * Lets train young leaders (HS level, college level, graduate school too, with training about City planning importance/options etc. * A Real City Leader Academy 	
85	<ul style="list-style-type: none"> * Funding mechanism matching federal funds? * Needs to consider environmental impacts of additional traffic, people, etc. to the greater Sacramento area 	<ul style="list-style-type: none"> * Flood control. We should consider 200 year flood protection instead of 100 year. The buffer between the river and housing/development should allow for adequate flood protection * Air quality. We need to consider how to reduce traffic. 	<ul style="list-style-type: none"> * Hotels. We need to have more hotels to accommodate/attract conventions, special events, etc. to Sacramento * Safety. Need to consider how to improve blighted areas and provide greater levels of safety. 	<ul style="list-style-type: none"> Yes.
86	<ul style="list-style-type: none"> * Vision - implementation * Financing plan 	<ul style="list-style-type: none"> * Preservation of open space & resources * Buffer design concept 	<ul style="list-style-type: none"> * What triggers land use changes with the ebb & flow of development needs 	<ul style="list-style-type: none"> Yes, how much industrial is needed to support future growth, further out increases costs, job creation, revenue generation.
87			<ul style="list-style-type: none"> * Hotel land use 	<ul style="list-style-type: none"> Yes, need to support a full complement of land uses in the City. Maintain diversity
88	<ul style="list-style-type: none"> * Cultural policy resource component or value statement * A true commitment to making Sacramento the premiere place to live work & play * Funding mechanisms - federal possibilities, assessment districts, taxes, etc. 	<ul style="list-style-type: none"> * Preserving some larger spaces of land to be available for City amenities that will be demanded by the upcoming population growth, ie. Larger convention center, stadium, arena, museum, theaters, entertainment complex, zoo, marina 	<ul style="list-style-type: none"> * Means of re-investing in current infrastructure and aging facilities 	<ul style="list-style-type: none"> Some with the idea of luring large corporate including the need for production space, ie. New high skilled work force.
89	<ul style="list-style-type: none"> * Infrastructure needs * Impact fees 	<ul style="list-style-type: none"> * Funding * Priorities 		<ul style="list-style-type: none"> No

#	Question 1 - What are the most important "tools" so you can pursue your role in creating the future of the City?	Question 2 - Land Use Question to be answered during the GP process?	Question 3 - Other Land Use Planning Issues you would like considered?	Other Issues: Should the City reserve a significant tract of land in expansion areas for large-scale industrial complexes?
90	<ul style="list-style-type: none"> Incentive to historic preservation Better design direction so everything doesn't look the same Encourage sustainable design Sufficient resources for services 	<ul style="list-style-type: none"> Address rivers & development opportunity Provide for sufficient open spaces / breaks between development Transportation 	<ul style="list-style-type: none"> Creating "sense of place"; "of passage"; of "destination" 	Keep some where it is right now
91	<ul style="list-style-type: none"> Guidelines, templates for higher density development Economic tools Safety values, if the world economic model changes 	<ul style="list-style-type: none"> Strategize open space for the higher density future projected by the GP 	<ul style="list-style-type: none"> Strategize how to keep the public on Hi rise/housing around lightrail 	Yes. Don't just relocate toxic problems. Keep the jobs within the City (mfging, etc). Look at the City from an economic model - a self sustaining economic model in "potentially" a world without an oil economy.
92	<ul style="list-style-type: none"> Look at other similar cities profits from experiences - you gained from them 	<ul style="list-style-type: none"> That the total community can get the greatest benefits. 		Yes, as long as all proper studies and the type of industry that will be allowed to be located here.
93	<ul style="list-style-type: none"> Let's get it done. An edict for the city council 		<ul style="list-style-type: none"> The consideration of moving mass transit vertically downward, maybe in a new eastern city development avenue eg. Washington, DC 	Yes
94	<ul style="list-style-type: none"> Provide a variety of transportation choices Mixed land uses, offer housing choices Make use of existing assets Ability to control our boundaries now. 	<ul style="list-style-type: none"> Value statement - "vision" Direction from City Council. Quality of life and smart growth. The goals are the same, to preserve and enhance the quality of life for the region's citizens. Promoting a sense of community in "home" & expand areas while protecting the integrity and vitality of existing communities. 	<ul style="list-style-type: none"> Quality design; community's attractiveness. This influences how much people like to walk or bike and contributes to community pride and a sense of ownership. Cultural resources in the GP 	
95	<ul style="list-style-type: none"> How do we judge that policies are economically feasible What tool can be developed for this issue? 	<ul style="list-style-type: none"> Employment center being competitive on a regional basis 	<ul style="list-style-type: none"> Consider the eastern study area as a higher priority 	
96		<ul style="list-style-type: none"> What do you want to see 	<ul style="list-style-type: none"> How do we conserve our space 	Value of cultural resources, medical center, underground transportation/decking
97	<ul style="list-style-type: none"> Clarity of the vision Flexible frame work for taking advantage of future opportunities 	<ul style="list-style-type: none"> Do we consume all the land available now or do we have the courage to use a smaller footprint Existing communities desire to accept new density 		Not necessarily unless it is supported by the economic development plan
98	<ul style="list-style-type: none"> Just get it done Value statements of vision/value 	<ul style="list-style-type: none"> High value to infill, don't spread out 	<ul style="list-style-type: none"> The value of cultural resources in the GP 	No.
99	<ul style="list-style-type: none"> Social "tools". The GP needs to be a usable document so any citizen can understand the development processes & give regs necessary to implement changes (all social classes) 	<ul style="list-style-type: none"> Auto use of a large portion of land use & lack of pedestrian use & safety. This opens up how density is addressed & implemented 	<ul style="list-style-type: none"> Relate to nature/trees etc. paths, connection to rivers Transit first policy Be a certified "Green" city. 	Needs to be defined but yes. Demand??
100	<ul style="list-style-type: none"> Flexibility and changes to outdated zoning codes Emphasis on livability in all senses No one-size solutions imposed Inclusionary housing tools Recognition that public needs incentives as much as the private developers Keep focus on vision for City & don't get too bogged down in the minutia or details of the GP elements Incorporate activities/places for young people & families 	<ul style="list-style-type: none"> Contain sprawl Car vs. non-car land uses 	<ul style="list-style-type: none"> cap parking requirements (turn minimum numbers into maximums) Inclusionary housing in all areas to a certain degree Don't forget jobs (office, retail, high-end, etc) how do we handle the City-State relationship when it comes to downtown and the entire City Land use & development? 	Yes, the City needs to consider & value all types of potential employment opportunities
101	<ul style="list-style-type: none"> Flexibility Adaptability 		<ul style="list-style-type: none"> We need to ensure that our GP considers the economic viability of whether or not the plan can/will be built. 	
102		<ul style="list-style-type: none"> Transit funding Infrastructure funding 		Nope
103	<ul style="list-style-type: none"> Flood protection Public safety More transit choices Open space, community center, Boys/Girls club Regional parks Tree canopy 	<ul style="list-style-type: none"> Mixed use Affordability Walkable neighborhood Needs to be more flexible with the zoning 		Yes, if not, all industrial areas will be outside the City
104		<ul style="list-style-type: none"> Open Space Emphasis on high density housing in identified areas 	<ul style="list-style-type: none"> Libraries are not mentioned in the document. Libraries can be anchors for a community center, destination in neighborhood, ideal for mixed use areas. The Sacramento library has a Facility Master Plan that includes the City of Sacramento, plans/needs for neighborhood, transit centers and these 2 planning documents need to be in sync. 	No, but should be included for discussion as "region" with County and other Sacramento County cities.
105	<ul style="list-style-type: none"> A regional plan, community plan, regional transit, mixed use 	<ul style="list-style-type: none"> Safety Parks/Open Space 		
106	<ul style="list-style-type: none"> Provide adequate coordination and communication between all facets of planning. Ensure a solid action plan to lead up to a successful follow through. 	<ul style="list-style-type: none"> Address concerns pertaining to flood and other environmental worries and issues Mixed use implementation 	<ul style="list-style-type: none"> Better consider youth-friendly amenities to make Sacramento appealing to both young and old Follow through on the motto "kids first" 	Yes, with major consideration to the environmental implications. Make complexes appealing and prevent isolation, less imposing and "industrial" looking
107	<ul style="list-style-type: none"> A good regional housing plan that includes proximity to cities A good regional transit plan that includes proximity to cities and is comfortable & convenient A good financial plan that consists of a variety of packages 	<ul style="list-style-type: none"> How do we move more people to more location rapidly and conveniently What types of structures to build first 	<ul style="list-style-type: none"> School placement and varieties 	No
108	<ul style="list-style-type: none"> How are we going to pay for this (other than taxes)? Are we going to let private interests come into Sacramento-buy the land or rent? 	<ul style="list-style-type: none"> How is the development going to be spaced, how dense? The Richards Blvd. Construction worries me because it is so close to the riverfront 	<ul style="list-style-type: none"> Are we developing too close to our rivers/water supplies? 	
109	<ul style="list-style-type: none"> Vision, examples of successes where similar concepts have been applied with success 	<ul style="list-style-type: none"> Land use relationship to economic development objective Transportation implication/needs/benefits 	<ul style="list-style-type: none"> Air quality considerations 	
110	<ul style="list-style-type: none"> Rezoning for higher density, mixed uses Financing mechanisms and developer incentives Streamlined City processing of development applications 	<ul style="list-style-type: none"> How to create employment centers that will attract businesses that would otherwise go to suburban areas? How will Richards Blvd. Be developed (Gold Rush Park vs. current City vision)? 	<ul style="list-style-type: none"> Let's explore how to link more closely land use planning and economic development Quality job opportunities are just as important to resident as quality places to live, work and play 	Absolutely, yes. Sacramento has lost major employment opportunities in last few years because of the lack of large industrial sites.
111	<ul style="list-style-type: none"> Need clear policy statements that would guide decision makers & the public & set developer/landowner expectations in the proper perspectives of what they can develop & how, as well as what they should not expect. Set of parks & preservation development policies along the Sac. River is imperative as well as the Am River in the Richards District to protect & enhance continuous public access 	<ul style="list-style-type: none"> The structure of the City along transportation corridors Future of downtown/railyards/Richards 	<ul style="list-style-type: none"> Ensuring the availability of land and implementation of recreational trails, infrastructure that are part of a regional network; eg. continuous public access along Sacramento's rivers 	
112	<ul style="list-style-type: none"> Communication with everyone - active involvement throughout Flexible GP that can be easily amended as market changes 	<ul style="list-style-type: none"> Open space vs. densities - where to develop first? Exec. Airport/Natomas Joint Vision vs. Downtown development 	<ul style="list-style-type: none"> Incorporate schools/state & other agencies 	Yes, this is all part of a comprehensive City
113	<ul style="list-style-type: none"> Clearly define how to balance priorities of growth or how to prioritize 	<ul style="list-style-type: none"> Balance of environment & economic development how much will public transportation affect the general plan 		Yes to keep the option open
114	<ul style="list-style-type: none"> Provide for a vibrant & growing economy Provide for a very high quality of life A strong vision & policies that are illustrated with numerous graphics and captures best practices from other cities A pragmatic recognition & implementation program that recognizes that a vision is achieved over time and takes stewardship and facilitation to achieve 	<ul style="list-style-type: none"> How to gain acceptance and make feasible mixed use development and infill? How do you achieve the new directions if the market won't readily support them? What's a pragmatic response 	<ul style="list-style-type: none"> Preserving a diversity of employment and economic centers: industrial, office, warehouse; a strong economic development element 	Yes.
115	<ul style="list-style-type: none"> Land use flexibility so that developers & businesses are entitled to do the "right thing" on develop properties intensely & intelligently with mixed uses. Today is a challenge to do the above. 	<ul style="list-style-type: none"> Railyards, Richards. City development of Joint Vision with open space protecting, Executive Airport, Delta Shores & East Expansion area. 		Not necessarily. The City should take advantage of the County Metro Park. Employees there will live & shop in Natomas. Need to serve some industrial lands, "industrial preservation areas" Also, Add some but not huge tracks.
116			<ul style="list-style-type: none"> The City and the County should consider a revenue sharing agreement so that future growth/land use decision can be made intelligently. 	
117	<ul style="list-style-type: none"> What revenue is required to fund the cities operation 10-20-30 years out? What will the source of revenue be? What existing infrastructure must be replaced? Should have exclusionary areas 	<ul style="list-style-type: none"> What really hard root structure questions is the City Council willing to address & change to make this happen? 	<ul style="list-style-type: none"> Floods Green space 	Sacramento is at the hub of a major distribution system - railroads, waterway - Where is that opportunity fit into this development plan.
118	<ul style="list-style-type: none"> More research into similar cities where things have been implemented successfully Education/outreach tools that freely educate and are not perceived as "spun" but examine realistic tradeoffs to citizens 	<ul style="list-style-type: none"> How do decision in land use scenario effect safety How do decision in land use scenarios effect traffic congestion and environment/health issues? 	<ul style="list-style-type: none"> How land use effects health of all citizens Mixed housing throughout the city equally to avoid NIMBYism 	Only if large scale industrial is included in vision, it was brought up we should reserve space for district checks and take advantage of inter-highway hub in Sacramento region
119	<ul style="list-style-type: none"> Apply inclusionary zoning ordinance to all high-priority development areas, not just "new growth" areas, to ensure housing mix and affordability Develop parkways along rivers as amenities to attract downtown development Expand public transit 	<ul style="list-style-type: none"> How do we prioritize and push development in desired areas to implement GP? 		It depends on expected demand. If demand is there, then industry should be placed on fringe of City or by airport. Alternatively, it could be placed in the County.
120	<ul style="list-style-type: none"> Development templates Prototype analysis 	<ul style="list-style-type: none"> Regional shipping Outlying 		Not sure, maybe not best use
121		<ul style="list-style-type: none"> Density/Structure sizes Transportation 	<ul style="list-style-type: none"> None, but serious consideration to impact to essential City services should be integrated into density/size issues. Safe neighborhoods were listed a #1 priority, but little in plan addresses that. 	No, economy is moving away from heavy industry. We will be competing with intensive competition with other counties.
122	<ul style="list-style-type: none"> Brand the region Brand the plan Create civic pride in wanting to get the new Sacramento built. Include younger people in the support 	<ul style="list-style-type: none"> Infill is key- do what can to help permits & reasonable financing Transportation Centers 	<ul style="list-style-type: none"> A concert bowl in the railyards like the Greek theater in Berkeley; consideration of soccer or other sport to draw people. Include cultural and preferred arts - spaces small/med sized, don't do just retail 	No, if you are talking about preserving locations like Richards/Railyards, the location is too good for what's proposed. Look instead to revising places like Florin Mall/Florin Road.