

2040 General Plan and Zoning Consistency Update

Neighborhood Commercial Survey Summary

Overview

The City distributed a community survey to gather input on strategies for allowing more small businesses in residential neighborhoods, including what types of shops and services residents would like to see near their homes. The survey was available online from October 15 – November 17, 2025. Responses were used to inform draft standards for neighborhood commercial uses in low-intensity neighborhood zones.

The survey received a total of **853 responses**. Outreach included posts on the [Sacramento City Express](#), [Community Engagement Sac Vibes Podcast](#), multiple social media promotions, and in-person engagement at five community events.

Survey Content

The survey was available in nine languages: English, Chinese, Dari, Pashto, Russian, Spanish, Tagalog, Urdu, and Vietnamese.

The survey asked eight questions with an additional write-in response for other comments or concerns. The questions are listed below.

1. Where do you live?
2. How old are you?
3. What small businesses can you currently walk to?
4. What kind of businesses/amenities would you like to be able to walk to?
5. What is your favorite thing about having small businesses in neighborhoods?
6. How close would you like to live to a small business?
7. Would you want to open a small business in your home?
8. What should small businesses consider when opening in a neighborhood? (e.g., hours of operation, noise)
9. Please share any other comments or concerns you have about allowing more small businesses into neighborhoods?

Respondent Demographics

Question 1 prompted respondents to select a neighborhood from a list of 26 neighborhoods with a write-in option. The top neighborhoods represented were the following:

- East Sacramento – 101 respondents
- Midtown – 93 respondents
- Oak Park – 71 respondents
- South Sacramento – 46 respondents
- South Natomas - 40 respondents
- Other – 115 respondents

Question 2 prompted respondents to identify their age group. The age distribution of respondents is as follows:

- Under 18 years - 2%
- 18 to 24 years - 2%
- 25 to 34 years - 25%
- 35 to 44 years - 21%
- 45-64 years - 29%
- 65-84 years - 20%
- 85 years and older - 0%

Neighborhood Commercial Questions

Question 3 asked respondents to identify current businesses within a walkable distance from their home. The most common businesses within walking distance were the following:

- Café/Restaurant - 73%
- Personal Services (e.g., salons) - 54%
- Corner Convenience Stores - 53%
- Clothing Shops & Bookstores - 33–35%
- 7.4% reported no walkable businesses at all

Question 4 asked respondents to select types of businesses they would like to be able to walk to from home. Multiple selections were allowed. Top preferences included the following:

- Café/Restaurant - 68%
- Corner Grocery Store - 58%
- Bookstore - 56%
- Clothing Shop - 45%
- Personal Services - 44%
- Other suggestions: hardware stores, bakeries, libraries, pharmacies, childcare, and community centers.

Question 5 asked respondents about their favorite things about having small businesses nearby. Multiple selections were allowed. Respondents primarily noted convenience and not needed to drive. The full summary of responses is below as follows:

- Convenience – 80%
- Not needing to drive – 77%
- Generating activity on the street – 61%
- Interaction with neighbors – 53%

Question 6 asked respondents to identify how close they would like to live near a small business. Multiple selections were allowed. Respondents primarily noted “down the street.” The full summary of responses is below as follows:

- Down the street - 85%
- Next door - 36%
- Same building/unit - 21%
- Far away - 10%

Question 7 asked respondents if they would like to open a small business in their home. Respondents primarily noted “no.” The full summary of responses is below as follows:

- Yes - 19%
- No - 56%
- Not sure - 25%

Question 8 invited respondents to write in what small businesses should consider when opening in a neighborhood. Recurring themes from open-ended responses included the following:

- Noise control (especially after 9–10 PM)
- Parking availability and traffic impact
- Hours of operation (8 AM–9 PM preferred)
- Neighborhood fit and aesthetics
- Safety, lighting, and cleanliness
- Avoiding disruptive uses (e.g., liquor stores, cannabis shops)
- Support for local needs and walkability
- Environmental impact (trash, odors, pollution)
- Equity and affordability for small business owners

Question 9 invited respondents to share other comments or concerns about allowing more small businesses into neighborhoods. Overall, write-in responses indicated support for walkable, mixed-use neighborhoods.

Responses expressing concerns included the following themes:

- Parking congestion
- Noise and late-night activity
- Gentrification and displacement
- Safety and loitering

Responses providing suggestions included the following:

- Encourage third spaces (e.g., cafés, community hubs)
- Prioritize local, BIPOC-owned, and family-friendly businesses
- Improve infrastructure (bike lanes, sidewalks, lighting)
- Provide clear planning guidelines, equity in enforcement, and streamlined permitting
- Encourage mixed-use development and adaptive reuse of vacant lots.
- Provide incentives for local ownership and discourage chains/franchises.
- Allow home-based businesses with reasonable oversight.