

Executive Summary

Introduction

The Stockton Blvd Plan (Plan) is both a Specific Plan and Neighborhood Action Plan. The Neighborhood Action Plan is an action-oriented plan that establishes priorities for the Neighborhood Study Area at the neighborhood-level. It identifies programs and partnerships to achieve the priorities and aims to engage and empower residents and businesses to take action to improve their neighborhoods. The Specific Plan is a tool to attract and facilitate infill development in the Specific Plan Area, the 4.5-mile Stockton Boulevard commercial corridor from Alhambra Boulevard to the north and 65th Street to the south.

How to Use this Plan

The purpose of this Plan is to document a shared vision, list the highest priority actions the community and City can take to meet that vision, and provide a planning framework for making decisions. The below is a short list of ways this Plan may be used:

1. **Decision makers** can use this document as they review development applications to ensure that future projects are consistent with the values, goals, and policies (planning framework).
2. Community engagement for this effort, along with descriptions of the planning framework, can be used by **stakeholders** (e.g., City staff, elected officials, community-based organizations, individuals) to support grant applications and other funding requests.
3. **Stakeholders** can look for actions in this Plan they can implement that have broad support.
4. **Developers** can use the Specific Plan to inform their ideas for new buildings and projects and, if their projects are consistent, use the Plan and accompanying environmental review to streamline future development.
5. **Community members**, including **residents** and **business owners**, can use this document to advocate to City Council or other relevant decision-makers; identify available community and City priorities and resources; and implement and promote projects.

Plan Framework

The Stockton Blvd Plan is built around a framework of values, community priorities, goals, policies, and actions. Each of these are described briefly below.

Anti-Displacement Values

The anti-displacement values relied upon in drafting this plan address justice and equity, culture and knowledge, connection and collaboration, growth and stability, and health and wellbeing and are available to review on Page 3. These values were used to guide the other elements of this Plan.

Goals

The goals reflect the desired future, in line with the anti-displacement values. The goals reveal the ideal end result when the Community Priorities are addressed. Each topical chapter contains the applicable goals.

Policies

The policies apply to the Specific Plan and are meant to direct the City's actions in addressing community goals. Each topical chapter contains the applicable policies.

Neighborhood Action Plan Priority Actions

Priority Actions apply to the Neighborhood Action Plan and are measures, procedures, or programs that are consistent with the General Plan and may be carried forward by the community, the City, or a combination. These actions are not required to implement the Specific Plan and are not meant to restrict the City or community, or impose any obligations on either, but rather to document and provide a point-in-time reference of the Community's priorities to help inform future decisions about how funding and resources could be directed. As a result, the Priority Actions may not have clear end dates, may be led by the City and/or community, and may be funded through various sources. For more information, please see Chapter 11: Implementation.

Specific Plan Implementing Actions

Implementing actions are actions, procedures, and programs intended to implement the Specific Plan. These are measurable actions with clear responsibilities and a timeframe in which the action will be accomplished. Actions are presented in Chapter 11: Implementation.

City and Community Levers

There are many ways that both the City and community can contribute towards addressing community priorities. The tools, methods and specific types of actions these groups can take are known as "levers." The Priority Actions outlined in the Neighborhood Action Plan identify levers that can be used by either the City or community members. Establishing key activities and responsibilities of the City and individuals,

groups, and organizations better situates this Plan for action. The Priority Actions and implementation levers are intended to reflect the community's capacities, values, and priorities, communicated, and refined during the community outreach and engagement phase. For more information, please see Chapter 11: Implementation.

Topic Summaries

Along with this Executive Summary, each topical chapter contains a short summary of the relevant values, priorities, goals, policies, and actions.

These are:

- **Land Use**
- **Housing**
- **Culture, Arts, and Community Character**
- **Inclusive Economic Development**
- **Environment, Public Health, and Safety**
- **Community Engagement and Capacity Building**

Mobility and Transportation is addressed through adopted transportation-specific documents, including the Stockton Boulevard Corridor Plan, incorporated by reference and available for review in Appendix F.

Anti-Displacement Values

The Stockton Blvd Plan is written with the intention of balancing new investment with proactive protection and healing of the community. We draft and carry out this Plan with the following collective values in mind:





LAND USE SUMMARY

The goal for this topic is to ensure that **the Specific Plan Area is vibrant with thriving commercial spaces, a wide variety of housing options, and abundant entertainment and recreational amenities.**

This topic addresses the following anti-displacement values:

Justice
and
Equity

Growth
and
Stability

Health
and
Wellbeing

For more information on the anti-displacement values, see Chapter 1: Introduction.

COMMUNITY REFLECTIONS



“[A]ll the businesses you need [should be] within walking distance, so you wouldn’t need to leave your neighborhood to get all the things you need.”

“Bring foot traffic into Stockton Boulevard, walking dogs, bring grass, park benches, [and] cut down emission and pollution.”

“It is important that projects along the corridor speak to the area and not just anywhere.”

“Stockton [Boulevard] is missing art, a hardware store, and museums -- things that should belong in a neighborhood.”

“Lugares donde los niños aprenden artes” (Places where children can learn art)



These quotes were taken directly from responses we heard from the community during outreach events.



What does the community say are the most important land use priorities?

- Activate Vacant and Underutilized Sites. **(Community Priority LU-1)**
- Increase Active Land Uses Along the Corridor. **(Community Priority LU-2)**
- Support Family- and Child-serving Land Uses. **(Community Priority LU-3)**

For more information on these community priorities, see Chapter 11: Implementation.

What existing policies, plans, or programs address this topic?

- 2040 General Plan
- Fruitridge-Broadway Community Plan
- City Planning and Development Code
- Broadway-Stockton Special Planning District (SPD)
- City Design Guidelines

For more information on existing policies, plans, and programs, see Chapter 4: Land Use.

What are the priority actions in the Neighborhood Action Plan?

- **Vacant Lot Adoption Program:** Explore a pilot program that connects landowners with interested individuals/organizations willing to maintain an active use, such as playgrounds, open space, community gardens, or gathering space. **(Priority Action LU-1a)**
- **Childcare Assistance:** Evaluate existing childcare facility options in the Neighborhood Study Area and Citywide workforce training programs to strengthen the local childcare labor force to increase childcare options in the Neighborhood Study Area. Facilitate Head Start subsidy and free pre-school programs for qualifying Neighborhood Study Area families. Provide financial subsidies for childcare sites and incentivize in-home care for mixed ages. **(Priority Action LU-3a)**

For more information on priority actions, see Chapter 11: Implementation.



HOUSING SUMMARY

The goal for this topic is to ensure that **residents have adequate and attainable housing options.**

This topic addresses the following anti-displacement values:

Justice
and
Equity

Growth
and
Stability

Health
and
Wellbeing

For more information on the anti-displacement values, see Chapter 1: Introduction.

COMMUNITY REFLECTIONS

“We need an eviction help center. Tenants don’t know landlord tenant law and they don’t know how to fight housing battles. Displacement and gentrification cause negative impacts on education, job opportunity and commute times, mental health opportunity.”

“Ensure affordability for generations to come.”



These quotes were taken directly from responses we heard from the community during outreach events.



What does the community say are the most important housing priorities?

- Connect Residents to Resources and Programs to Keep Them Housed and Build Generational Wealth. **(Community Priority H-1)**
- Provide All Types of Housing to Serve the Diverse Needs of Residents. **(Community Priority H-2)**
- Ensure Tenant Protections and Support Tenant Rights. **(Community Priority H-3)**
- Address the Needs of Unhoused Neighbors and Provide for Safe, Clean, and Comfortable Shelters and Long-term Housing. **(Community Priority H-4)**

For more information on these community priorities, see Chapter 11: Implementation.

What existing policies, plans, or programs address this topic?

- 2040 General Plan
- 2021-2029 Housing Element
- Community Benefits Partnership Agreement
- Tenant Protection Act
- Rental Home Inspection Program
- Renter's Help Line
- 211 Resource Center
- First-time Homebuyer Assistance Programs
- Mixed Income Housing Ordinance
- Short-term Rental Limitations
- Accessory Dwelling Units Resource Center
- Housing Development Toolkit
- Sacramento Housing and Redevelopment Agency (SHRA)

For more information on existing policies, plans, and programs, see Chapter 5: Housing.

What are the priorities in the Neighborhood Action Plan?

- **Homelessness Prevention Programs:** Expand homelessness prevention programs within the Neighborhood Study Area, including one-time rental assistance, emergency bill-payment assistance (e.g., medical bills, car repairs), or other similar prevention services. **(Priority Action H-1a)**
- **Home Repair Programs:** Create, expand, and maintain home repair programs for varying levels of repair needs in the Neighborhood Study Area. Home repair could address health and safety concerns, provide updates to allow aging-in-place, or reduce utility costs through electrification or home efficiency updates. **(Priority Action H-1b)**
- **Homebuying Assistance Programs:** Expand down payment and other home buying assistance programs to increase homeownership among existing residents in the Neighborhood Study Area. This could include distributing information about local, State, and federal programs; connecting residents with financial assistance or financial empowerment services, or expanding creative down payment alternatives (e.g., sweat equity). Focus outreach efforts in communities historically excluded from homeownership opportunities. **(Priority Action H-1c)**
- **Housing Help Center:** Provide a centralized, comprehensive, and accessible method for residents to access housing resources and information on tenant's rights. With so many resources and scattered information, it can be hard to find the appropriate help. While 211 provides some support for human services needs, there is no "one-stop shop" where someone can go to receive referrals to all the potential organizations and programs that could serve their needs. The Renter's Help Line (<https://www.rentershelpline.org/>) provides information on tenant's rights and responsibilities and offers tenant-landlord dispute resolution. **(Priority Action H-1d)**
- **Support Housing Development:** Support property owners and developers, non-profit and private, to develop a mix of new housing projects (e.g., accessory dwelling units, medium- and high-density housing at mixed income levels, co-housing, workforce housing, housing affordable to lower income households, supportive housing for persons with disabilities, and senior housing). Continue to provide information to homeowners on how to build and operate new units and connect landowners and developers to resources through the ADU Resource Center and Housing Development Toolkit. **(Priority Action H-2a)**

For more information on priority actions, see Chapter 11: Implementation.



CULTURE, ARTS, AND COMMUNITY CHARACTER SUMMARY

The goal for this topic is to ensure that **diverse voices and cultures are celebrated and flourish through a variety of forms of expression.**

This topic addresses the following anti-displacement values:

Justice
and
Equity

Culture
and
Knowledge

Connection
and
Collaboration

Health
and
Wellbeing

For more information on the anti-displacement values, see Chapter 1: Introduction.

COMMUNITY REFLECTIONS



“I have a great love for my neighborhood and couldn’t imagine being anywhere else.”

“We have something here for everybody. We are a community of immigrants.”

“Culture, comfort, community, location.”

“Need to capture the flavor of the [boulevard], it is so wide, there are lots of opportunities within the median to connect and provide linkages from north and south (signage/art).”

“Keep it a diverse, ethnic corridor.”

These quotes were taken directly from responses we heard from the community during outreach events.



What does the community say is the most important Culture, Arts, and Community Character priority?

- Celebrate and Enhance the Creativity, Diversity, and Beauty of the Stockton Boulevard Area and its People. **(Community Priority CACC-1)**

For more information on these community priorities, see Chapter 11: Implementation.

What existing policies, plans, or programs address this topic?

- 2040 General Plan
- Office of Arts and Culture (OAC)
- Art in Public Spaces Program
- Community Murals Program
- City of Festivals Special Event Support Program
- Park Project Programming Guide
- Small Public Spaces
- Vacant Lot Registration Program
- African American/Black Historic Context Statement

For more information on existing policies, plans, and programs, see Chapter 6: Culture, Arts, and Community Character.

What are the priorities in the Neighborhood Action Plan?

- **Stockton Boulevard Events:** Establish regular arts and cultural events that help to make Stockton Boulevard a regional attraction, such as a night market, an annual Stockton Boulevard Food Festival, or art walks. Increase community capacity to host events by marketing and streamlining access to existing City programs, such as the City of Festivals Special Event Support Program. Help address security costs and other needs. **(Priority Action CACC-1a)**
- **Thematic Historic Context:** Prepare thematic historic context statements with the goal of understanding the influence of African Americans, Native Americans, Vietnamese, Hispanic, Hmong, Chinese, and other racial and ethnic communities in and around the corridor and identify and preserve the resources important to those groups. **(Priority Action CACC-1b)**
- **Culturally Relevant Wayfinding and Signage:** Use signs and other visual markers that highlight the various cultures in the Neighborhood Study Area and announce arrival to important locations along Stockton Boulevard. Identify the types and locations of new signage that will enhance the cultures and history of Neighborhood Study Area residents and other stakeholders. **(Priority Action CACC-1c)**

For more information on priority actions, see Chapter 11: Implementation.



INCLUSIVE ECONOMIC DEVELOPMENT SUMMARY

The goal for this topic is to ensure that **the local economy is strong, inclusive, equitable, and thriving because all residents are able to access jobs and other economic opportunities and businesses have access to technical assistance, capital, workforce, and other resources to survive and grow.**

This topic addresses the following anti-displacement values:

Justice
and
Equity

Growth
and
Stability

Connection
and
Collaboration

Health
and
Wellbeing

For more information on the anti-displacement values, see Chapter 1: Introduction.

COMMUNITY REFLECTIONS

“Provide a local investment opportunity for our more vulnerable populations to be able to create wealth.”

“In Little Saigon, they have really been able to provide support, guidance, and mentorship [to businesses].”



These quotes were taken directly from responses we heard from the community during outreach events.



What does the community say is the most important inclusive economic development priorities?

- Expand Job Opportunities for Existing Residents. (Community Priority IED-1)
- Support the Growth of Small Businesses. (Community Priority IED-2)
- Support Households in Gaining Access to Financial Institutions and Being Connected with Training and Resources to Enhance Financial Empowerment. (Community Priority IED-3)

For more information on these community priorities, see Chapter 11: Implementation.

What existing policies, plans, or programs address this topic?

- 2040 General Plan
- Fruitridge-Broadway Community Plan
- Community Benefits Partnership Agreement (CBPA)
- City Office of Innovation and Economic Development (OIED)
- OIED Partnership and Resource Network
- Financial Empowerment Center
- Sacramento Inclusive Economic Development Collaborative

For more information on existing policies, plans, and programs, see Chapter 7: Inclusive Economic Development.

What are the priorities in the Neighborhood Action Plan?

- **Workforce Training and Marketing for Targeted Residents:** Connect residents in the Neighborhood Study Area with living-wage job opportunities and workforce training in high-growth industries. Utilize employment trend data prepared for the City and region, leverage existing Sacramento Employment and Training Agency (SETA) job centers, and work with local businesses to identify workforce needs and skills, support recruitment of local workers, and develop training programs for local workers. Generate interest in the construction trade through marketing campaigns that describe job opportunities and associated pay. Leverage partnerships with existing City-led workforce projects and programs, including the recent program established at Hiram Johnson High School, and, where possible, create new pre-apprenticeship programs in the community targeted toward high school to adult age residents by identifying and connecting with local volunteer repair and construction groups and union representatives. **(Priority Action IED-1a)**
- **Multilingual and Small Business Resources:** Expand and promote technical assistance in multiple languages to small businesses and non-profits, including training and mentorship (online and in-person) on topics such as lease negotiation, loans, management, business plans, budgeting, non-profit governance, customer service, marketing, and bookkeeping. Identify consultant(s) that can provide and administer ongoing technical assistance in multiple languages to small businesses. **(Priority Action IED-2a)**
- **Financial Empowerment:** Continue to promote free, professional, one-on-one financial coaching through the City's Financial Empowerment Center (FEC) and market to residents in the Neighborhood Study Area. Coaches from the Financial Empowerment Center help with savings, debt, credit, and banking, and can refer residents to additional services regarding homeownership, investing, and other topics. Support youth with financial tools and information as they start their first jobs to give them an opportunity for upward mobility, regardless of their zip code. **(Priority Action IED-3a)**

For more information on priority actions, see Chapter 11: Implementation.



ENVIRONMENT, PUBLIC HEALTH, AND SAFETY SUMMARY

The goal for this topic is to ensure that **the physical environment promotes the health, safety, and well-being of individuals and businesses.**

This topic addresses the following anti-displacement values:

Justice
and
Equity

Connection
and
Collaboration

Health
and
Wellbeing

For more information on the anti-displacement values, see Chapter 1: Introduction.

COMMUNITY REFLECTIONS

“Make sidewalks in business areas much more pedestrian-friendly: shady spots for sitting, flower planting, etc.”

“Regular maintenance, such as fixing broken park equipment, providing adequate lighting and street trees, providing consistent trash collection, addressing illegal dumping, fixing broken water fountains, etc.”



These quotes were taken directly from responses we heard from the community during outreach events.



What does the community say is the most important environment, public health and safety priorities?

- Increase Safety, Security, and Comfort Along the Corridor for Residents, Businesses, Workers, and Visitors. **(Community Priority E-1)**
- Expand Access to Affordable and Healthy Food. **(Community Priority E-2)**
- Reduce Environmental Pollutants. **(Community Priority E-3)**
- Ensure Adequate Access to Quality Healthcare. **(Community Priority E-4)**
- Increase the Number of Public Gathering Spaces. **(Community Priority E-5)**

For more information on these community priorities, see Chapter 11: Implementation.

What existing policies, plans, or programs address this topic?

- 2040 General Plan
- Climate Action and Adaptation Plan (CAAP)
- Assembly Bill 617
- Community Air Protection Program
- Community Air Monitoring Program
- Brownfields Program
- Neighborhood Development Action Team (NDAT) Community Engagement Team

For more information on existing policies, plans, and programs, see Chapter 8: Environment, Public Health and Safety.

What are the priorities in the Neighborhood Action Plan?

- **Community Safety Initiatives:** Expand community safety initiatives, including strengthened community policing, partnerships with mental health service providers, expanded support for community-based service providers, and restorative justice programs and methods. Enhance dialogue, collaboration, transparency, and accountability between residents, businesses owners, and community-based organizations and public safety officials. **(Priority Action E-1a)**
- **Property Maintenance and Streetscape Improvements:** Encourage and incentivize businesses and property owners to invest in property maintenance, beautification, and streetscape infrastructure improvements that make the corridor more accessible, comfortable, and appealing. Clean and safe maintenance efforts may include providing materials for beautification (e.g., paint, brushes, volunteers, corridor clean up events), promoting Crime Prevention through Environmental Design (CPTED), or utilizing art to transform space. Include street furniture, such as lighting, benches, and trash receptacles; maintain and plant street trees; increase landscaping; improve walking and bicycling infrastructure; and other activities that support commercial district activation and accessibility. **(Priority Action E-1b)**
- **Neighborhood Parks and Green Spaces:** Maintain and improve existing parks and spaces and add new play areas and green space to the Neighborhood Study Area. Explore opportunities to upgrade existing spaces or acquire and develop a new neighborhood park with amenities such as exercise equipment, a playground, and dog park. **(Priority Action E-1c)**
- **Healthy Food Partnerships:** Partner with community organizations to identify, plan, and implement projects and programming that result in improved access to affordable, healthy, and culturally relevant foods for residents within the Neighborhood Study Area. Potential projects may include, but are not limited to, educational campaigns, funding and food donations for food banks, community gardens, farmers markets, communal kitchens, grocery stores, local market support, and a food supply center that offers healthy and quality food packages for those in need. **(Priority Action E-2a)**
- **Environmental Pollutants:** Support programs and organizations that monitor and decrease environmental pollutants (e.g., air pollution, noise pollution, water pollution, and soil pollution) and provide education to residents and businesses. **(Priority Action E-3a)**

For more information on priority actions, see Chapter 11: Implementation.



COMMUNITY ENGAGEMENT AND CAPACITY BUILDING SUMMARY

The goal for this topic is to ensure that **people are respected, empowered, and supported as the most important element of a thriving corridor and neighborhood.**

This topic addresses the following anti-displacement values:

Justice
and
Equity

Culture
and
Knowledge

Connection
and
Collaboration

Health
and
Wellbeing

For more information on the anti-displacement values, see Chapter 1: Introduction.

COMMUNITY REFLECTIONS

“[Residents] live in this community, they know the answers to their problems. It’s about time to give them a fair chance to participate in a more robust interaction with city projects/plans.”

“Invest in people power and support organizations that can do outreach.”



These quotes were taken directly from responses we heard from the community during outreach events.



What existing policies, plans, or programs address this topic?

- 2040 General Plan
- City of Sacramento Community Engagement Team
- City Manager’s Academy
- Planning Academy
- Community Ambassadors
- Summer @ City Hall

For more information on existing policies, plans, and programs, see Chapter 9: Community Engagement and Capacity Building.

What does the community say is the most important community engagement and capacity building priorities?

- Ensure that Youth are Supported Through Education, Engagement, Activities, and Job Training. **(Community Priority CE-1)**
- Improve Communications and Outreach Between the City and the Community and Ensure That Resources and Important Information is Shared Equitably. **(Community Priority CE-2)**

For more information on these community priorities, see Chapter 11: Implementation.

What are the priorities of the Neighborhood Action Plan?

- **Youth Engagement and Leadership:** Support efforts to identify barriers to youth participation in City and community decision-making, including hours, age limits, cost, and access. Provide stipends and training that help youth organize and conduct outreach within their communities, and advocate for policy change. **(Priority Action CE-1a)**
- **Outreach Resources:** Connect community members to relevant resources and services, such as 211 Resource Center, 311 Business Customer Relationship Management System, and Financial Empowerment Center through radio and print advertisements, canvassing or door-to-door engagement, office hours, social media, Community Ambassadors, and other culturally appropriate outreach methods. Continue to work with existing community partners (e.g., faith-based organizations, schools, public agencies, libraries, cultural organizations) to develop stronger outreach and communications coordination to a broad cross section of community. **(Priority Action CE-2a)**
- **Housing Help Center:** Provide a centralized, comprehensive, and accessible method for residents to access housing resources and information on tenant's rights. With so many resources and scattered information, it can be hard to find the appropriate help. While 211 provides some support for human services needs, there is no "one-stop shop" where someone can go to receive referrals to all the potential organizations and programs that could serve their needs. The Renter's Help Line (<https://www.rentershelpline.org/>) provides information on tenant's rights and responsibilities and offers tenant-landlord dispute resolution. **(Priority Action H-1d)**

For more information on priority actions, see Chapter 11: Implementation.