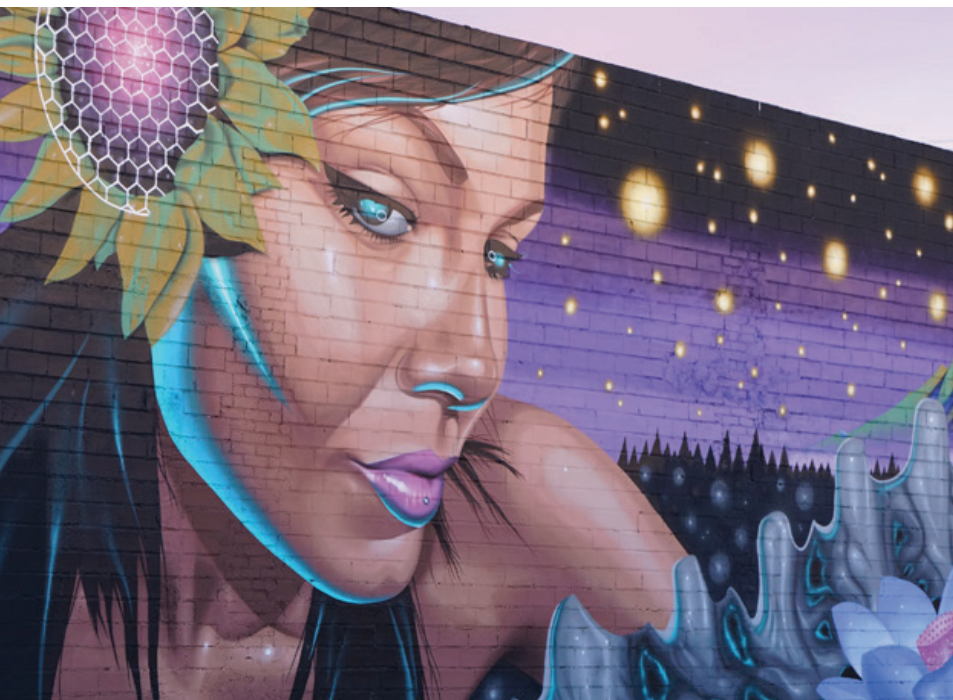




PUBLIC REVIEW DRAFT
MARYSVILLE & DEL PASO BLVD.
**COMMUNITY
PROFILE REPORT**
JANUARY 2024

FORWARD TOGETHER
MARYSVILLE & DEL PASO BLVD.



page intentionally left blank

FOREWORD

A Lifetime of Love

Our story is our history, and our history is diverse. And without you, there is no me. I remember what we've come from, and I can see where we're going. We are made up of excellence. We are the survivors of hard times. What excellence are we talking about? Here's the proof: we are nationally recognized and award-winning bands, professional athletes, business owners, social justice leaders, and derby winners. Our soil creates plenty; and our talents produce an abundance. Family, we want to remind you of your potential and your vibrancy. Remember our seeds of love, community, and excellence have always been valuable, even through the rainy seasons, windy days, and cold nights. Trust us when we say, the fruits of our labor will benefit our families and the future we desire. The soil we plant our desires in will yield a prosperous harvest, forever. I hear the next generation got "next." For them, we must be inspirational. The future is in our collective hands. Go run it up and make us proud.

From North Sac with love,
The Community Advisory Committee (CAC)

ACKNOWLEDGEMENTS

Thank you to our Community Advisors

Selected through an application process, Community Advisors participated in a series of meetings in 2022 - 2023. Advisors played a critical role in sharing community priorities and brainstorming potential solutions. They will continue to be involved in the implementation of the Action Plan.

Community Advisory Committee members:

- Adam Shipp, Sacramento Youth Center
- Aman Smith, DiverseCity
- Chris Robinson, Resident
- Contreina Adams, BNF Beauty Supply
- Cynthia Dees Brooks, CMC Management Group
- Dennis Saicocie, Resident
- Gabriel Mijares, Knock Out Barber
- Mervin Brookins, Brother 2 Brother
- Shaukat Ali, Resident
- Sherri Kirk, Neighborhood Wellness Foundation
- Sofia Olazaba, Panaderia La Jerezana
- Stephen Walton, Resident
- Pastor Steve Winn, Youth Pastor
- Vincent Payne, Resident

Additional thanks to the District 2 Office, Councilmember Sean Loloee, Sacramento Housing Alliance, Atlas Labs, Ascent, and our partners for their support throughout this effort.

ACTION PLANNING TEAM



City of Sacramento

Neighborhood Development Action Team (NDAT) is committed to ensuring Sacramento's neighborhoods and commercial districts reflect a sustainable, resilient and inclusive economy.

Mikel Davila, Senior Development Project Manager
mdavila@cityofsacramento.org

Fatima Malik, Associate Planner
fmalik@cityofsacramento.org

Greg Garcia, Community Engagement Team
ggarcia1@cityofsacramento.org

Elizabeth Boyd, Senior Planner
eboyd@cityofsacramento.org

Lynette Hall, Community Engagement Manager
lhall@cityofsacramento.org



Mutual Assistance Network (MAN)

MAN works to strengthen the existing social and economic infrastructure of Del Paso Heights, Arden Arcade and the surrounding Northern Sacramento neighborhoods.

811 Grand Ave # A3
Sacramento, CA 95838

Katy Robb, Director
krobb@mutualassistance.org

Mary Yang, Economic Development Coordinator
myang@mutualassistance.org

Janae Supuni, Executive Administrative Assistant
jsupuni@mutualassistance.org

Cecilia Laban, Neighborhood Support Coordinator
claban@mutualassistance.org



HR&A Advisors

HR&A Advisors is an urban planning and economic development consulting firm.



FORWARD TOGETHER

MARYSVILLE - DEL PASO BLVD

Community Profile Report

TABLE OF CONTENTS

Project Introduction

Chapter 1: About the Corridor

Chapter 2: Vision for the Corridor

Chapter 3: Action Plan Process

*Prepared by HR&A
with support from Mutual Assistance Network
and the Community Advisory Committee*

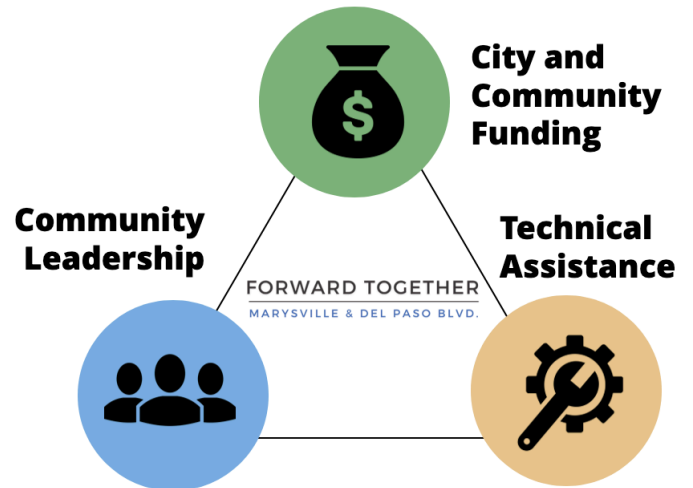
OUR PROJECT IS GUIDED BY COMMUNITY INPUTS

This project is creating and implementing a neighborhood-led and designed **ACTION PLAN** to improve quality of life for the diverse populations that **live, shop, work,** and/or **experience** the Marysville-Del Paso Boulevard commercial corridor.

How is this different from previous plans?

This is a process where community members not only identify strategies but also receive the resources and support to implement those projects.

This process prioritizes community leadership and provides dedicated implementation funding and support from the City.



PROJECT TIMELINE

Phase 1 Guiding Questions

What is your vision for a thriving corridor along Marysville-Del Paso Boulevard?

PHASE I

ACTION PLAN DEVELOPMENT

2022

Phase 2 Guiding Questions

What goals and policies should the Action Plan prioritize?
What resources and partners do we need to take action?

PHASE 2

ACTION PLAN REVISIONS & IMPLEMENTATION

2023+

Community Organizing, Engagement, and Coalition Building

Community data, priorities, and ideas sourced from:

- Review and analysis of past plans
- Community & Business Interviews/Surveys
- Community Advisory Committee meetings
- Community Listening Sessions
- Meetings/conversations with Community Groups
- Community “walk-around” audit

Potential Phase 2 Activities

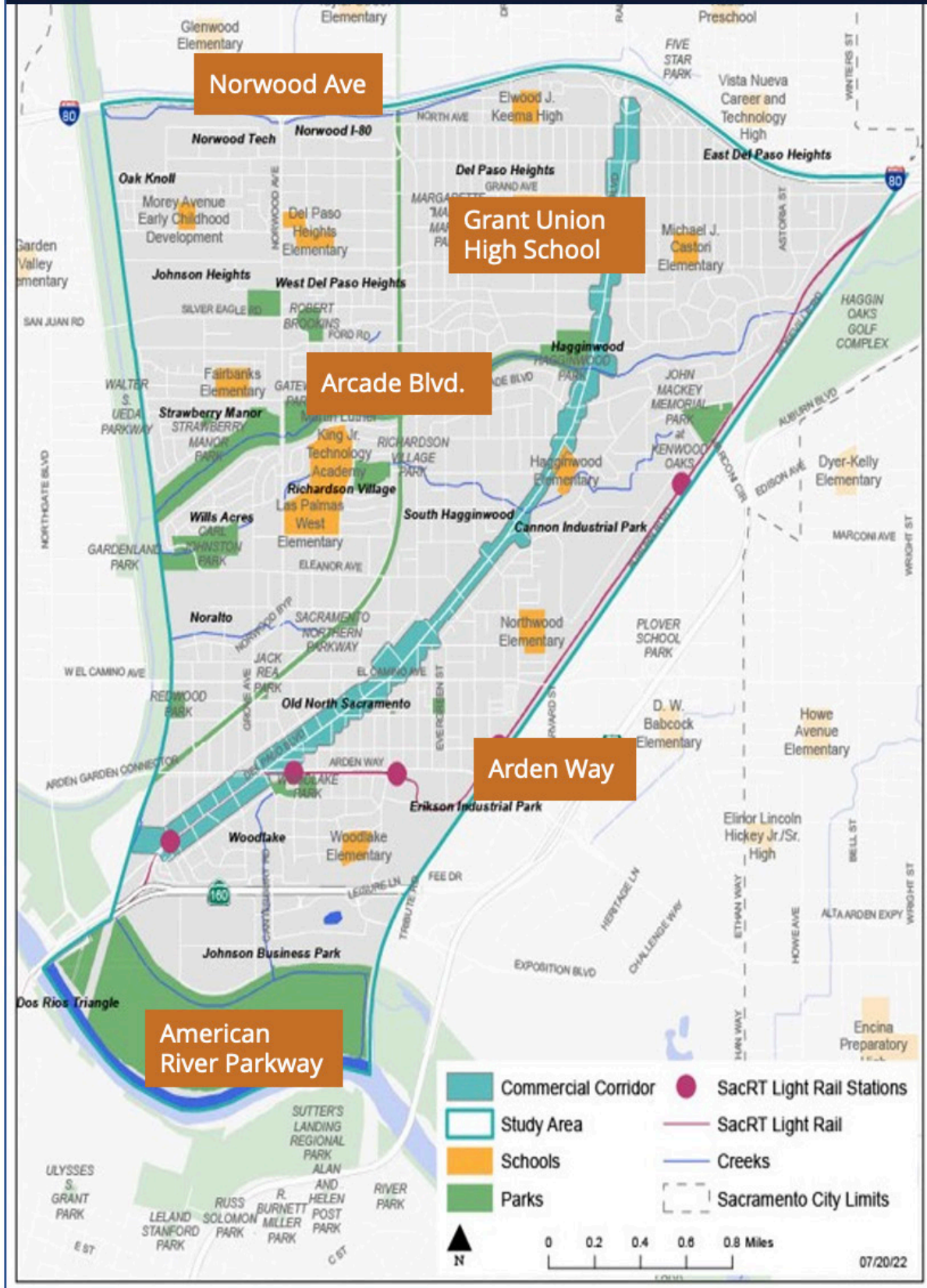
- Implementation Planning Meetings
- Community Events
- Fundraising and Resource Development
- Community Learning and Capacity Building

After drafting the Action Plan, Phase 2 includes ~18 months of support for implementation

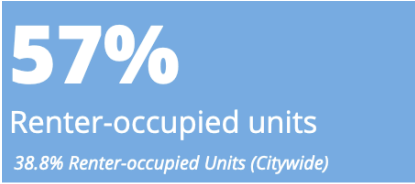
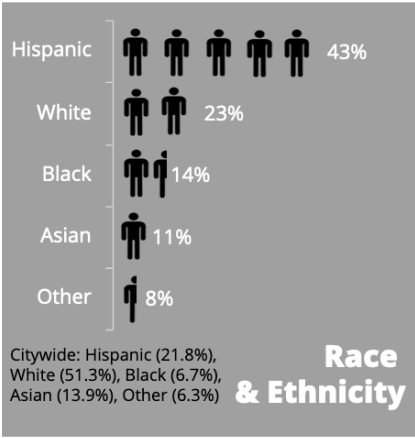
CHAPTER I: ABOUT THE CORRIDOR



Study Area Context



Map from City of Sacramento (2021)



MARYSVILLE & DEL PASO BOULEVARD IS HOME TO UNIQUE COMMUNITY ASSETS.

There are a variety of uses and community assets along the corridor. This slide highlights some identified as favorites in the community survey.

Corridor History

PRE-1800s:

ORIGINAL SETTLEMENT

North Sacramento (North Sac) is located on the ancestral lands of the Maidu and Nisenan Peoples.

We acknowledge that the Marysville-Del Paso Boulevard commercial corridor is on the tribal lands of Sacramento's Indigenous people.

Indigenous populations flourish.

CHANGING

1800-1910:

FORMATION

1822: Spanish Land Grant establishes land for colonial use.

1840s: Rancho Del Paso established horse farming use of land.

1865-1869: Central Pacific Railroad built and bisects Rancho Del Paso.

Settlers colonize the area.

DEMOGRAPHICS

1911-1940:

ECONOMIC EXPANSION

1915: Streetcar service established along Del Paso Blvd.

1924: North Sacramento incorporates.

1934: Widened bridge between downtown Sac & North Sac.

1936: McClellan Air Force Base opens, bringing major employment opportunities.

1938: Covenants used to restrict certain racial groups, as indicated in Homeowners Loan Corporation appraisal maps.

Mostly white population moves in by restrictive covenants.

Data from Land Use Memo (2022)

Although **Black population increases** with recruitment efforts by railroads, remains mostly white.

DEMOGRAPHICS

White flight towards areas with new investment and services, and an influx of **Hispanic and Asian populations.**

CHANGING

Increasingly diverse, proud community remains strong while grappling with infrastructure decline & disinvestment.

1941-1970: CHANGING WINDS & ANNEXATION

1945: WWII ends.

1949: The National Housing Act provided federal funding for communities "clearing slums and rebuilding blighted areas."

1954: First recorded use of a Tax Increment Financing District in the City was to acquire and demolish a property for slum clearance.

1955: State Hwy 160 bisects the area from the rest of the region.

1961: North Sac adopts comprehensive zoning plan.

1963: Interstate 80 extended.

1964: North Sac annexed into Sacramento after North Sac voters initially rejected annexation.

1971-1990: ECONOMIC REINVESTMENT

1973: Del Paso Heights Redevelopment Plan adopted to attract direct investment into the area.

1984: North Sac Community Plan identifies overarching issues, including vacant and underutilized land, industrial land uses, and inadequate infrastructure.

1987: Expansion of Light Rail service in North Sac.

1991-PRESENT: ECONOMIC DOWNTURN & POSITIONING FOR THE FUTURE

1992: North Sacramento Redevelopment Area established.

2001: McClellan Air Force Base closure. At its height, McClellan employed more than 11,600 people.

2005: Del Paso Blvd. PBID established.

2009: Sacramento 2030 General Plan adopted.

2021: Sacramento 2040 General Plan Update approved

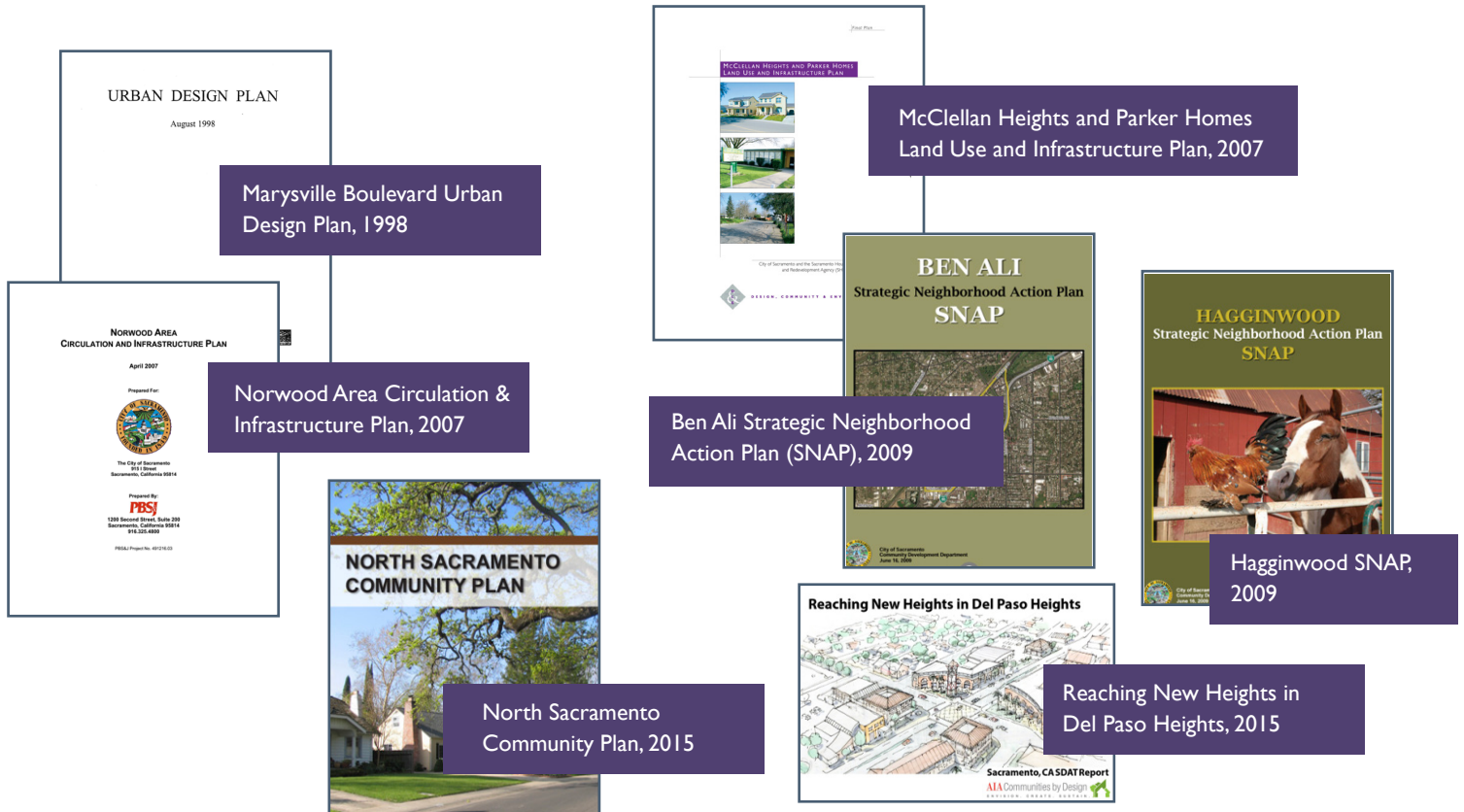
page intentionally left blank

CHAPTER 2: VISION FOR THE CORRIDOR



BENEFITING FROM DECADES OF WISDOM TO STRATEGICALLY IDENTIFY ACTIONS AND THE NEEDED RESOURCES.

Since 1992, the City of Sacramento, professional organizations, and other local governmental agencies have conducted more than 15 studies on the North Sacramento area or neighborhoods contained within the boundary. We approach this action plan with an understanding of the historical context and resulting issues along the corridor, which persist in part because many previous studies lacked dedicated funding and support to invest in the corridor. This action plan will attempt to acknowledge and fill in the gaps, prioritizing building community collaboration, expertise, leadership, and power.



VISION FOR A HEALTHY CORRIDOR

01
MEETING HOUSING NEEDS

02
SUPPORTING LOCAL BUSINESSES

A healthy corridor will encourage new investment & redevelopment in North Sacramento.

03
ACCESSIBILITY

04
COMMUNITY BEAUTIFICATION

05
COMMUNITY DECISION-MAKING PROCESS

PLAN FRAMEWORK

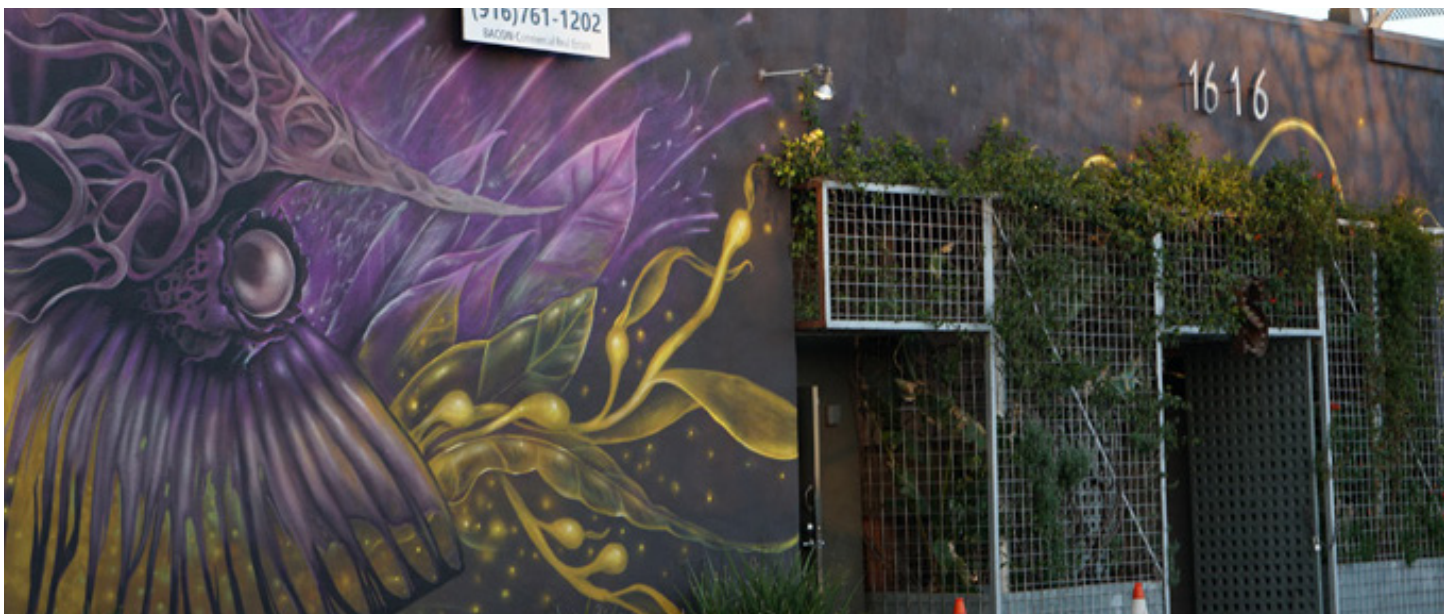
Community members have a vision for the future. Based on community priorities, Forward Together identified four primary action areas. We identify challenges and opportunities related to how diverse populations **live**, **work**, **shop**, and **experience** the Marysville- Del Paso Boulevard commercial corridor.

As part of our outreach efforts, we received over 200 responses to our community survey and 30 responses to our business survey, conducted a town hall, and collected feedback from community members throughout the action planning process.

Hundreds of visions, comments, suggestions were recorded from past planning efforts and collected through our outreach.

 LIVE	Create and preserve affordable housing and homeownership opportunities for residents.	<i>"Investing in the area but being careful not to gentrify the neighborhood and push long-term residents out"</i>	<i>"I would like to see more affordable housing and support for homeowners"</i>
 WORK	Foster and retain businesses and employers that provide living-wage jobs and career growth.	<i>"Marketing assistance for local businesses"</i>	<i>"Addition of good to high paying jobs in the community"</i>
 SHOP	Create an inclusive retail corridor that meets the various shopping and entertainment needs of the community.	<i>"More restaurants and businesses"</i>	<i>"A thriving diverse (culturally, ethnically, and financially) community"</i>
 EXPERIENCE	Foster inviting spaces and experiences where residents, workers, businesses and visitors can gather.	<i>"Bring communities closer & grow as a stronger community"</i>	<i>"Host community work days for beautification projects"</i>

Data from Community Survey (2022)





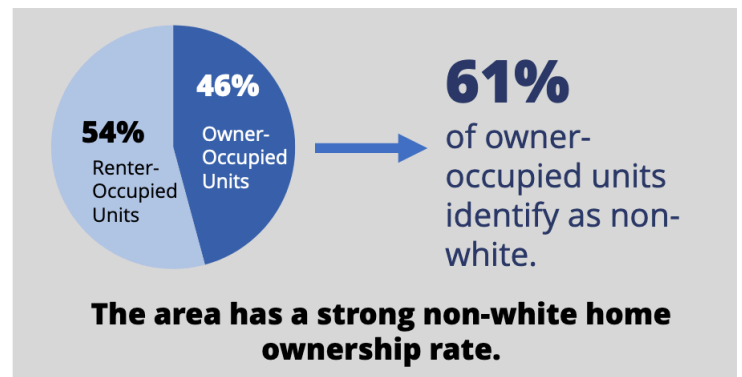
LIVE

Create and preserve affordable housing and home ownership opportunities for residents.

Residents are proud to live in Marysville- Del Paso and are invested in staying in the community long-term.

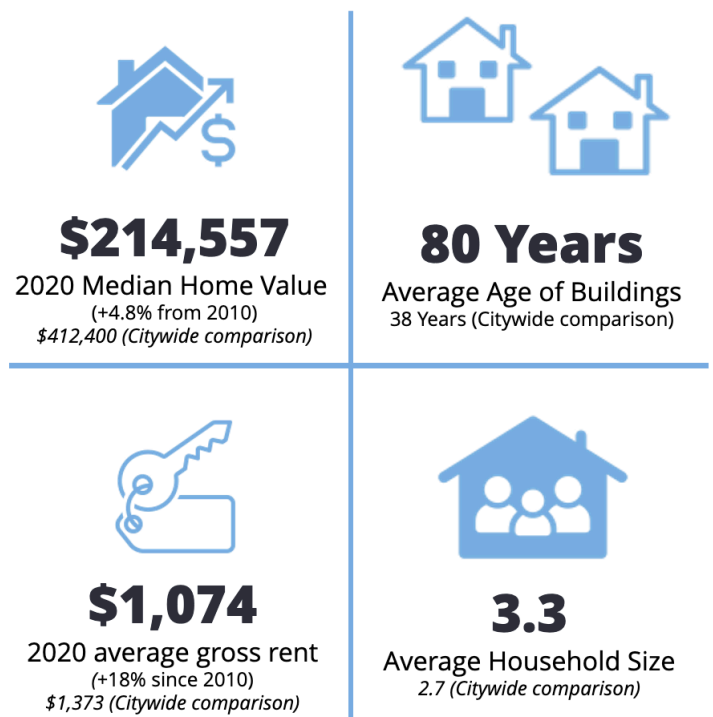
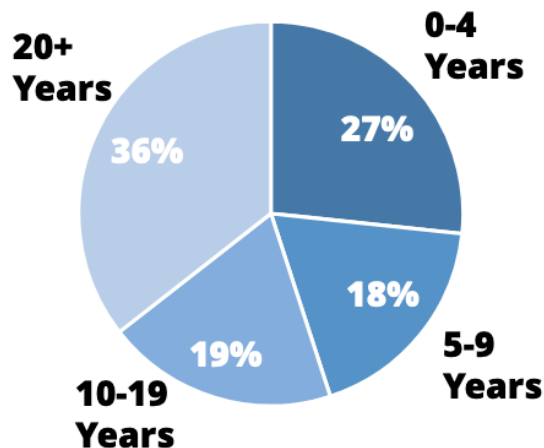
“This is my home and my kids love it here! We are Pacers for life!”

- Marysville - Del Paso Blvd. Resident



36%

Of Survey Respondents have **lived in the Study Area** for 20+ years



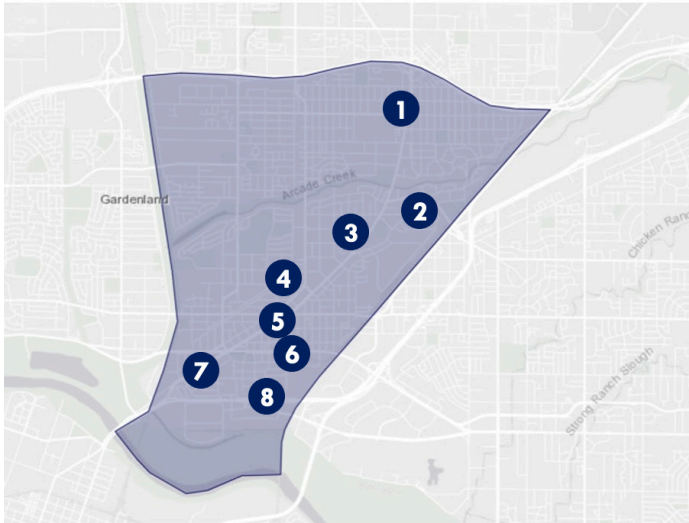
Data from CoStar (2022), ACS (2016-2020), Listening Sessions (2022)



LIVE

PROPOSED HOUSING DEVELOPMENTS

Very little housing has been brought to the market in this area in the past 10 years.



3 2993 Marysville Blvd



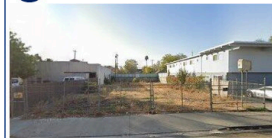
Type: Market-Rate
Units: 2
Stories: 2
Status: Delivered 2021

4 2631 Beaumont St



Type: Market-Rate
Units: 9
Stories: N/A
Status: Planned

5 Darina Apartments



Type: Market-Rate
Units: 13
Stories: 3
Status: Planned

6 Arden Way Apt.



Type: Affordable
Units: 120
Stories: 4
Year Built: Under Const.

1 Willow Grove Apt.



Type: Market-Rate
Units: 24
Stories: N/A
Status: Planned

2 Kenwood Meadows



Type: Market-Rate
Units: 12
Stories: 2
Year Built: Planned

7 1212 Village



Type: Affordable
Units: 75
Stories: 4
Status: Planned

8 The Grove at Woodlake



Type: Market-Rate
Units: 269
Stories: 3
Status: Planned





LIVE

Rent and other economic pressures are a concern for residents who are living in the study area. Rising rents have not kept pace with incomes in the area. Lower incomes also reduce homeowners' ability to upkeep, reinvest, and stay in their homes.

“The community is changing fast and getting more expensive.”

“The cost of living is rising, yet the conditions of the neighborhood continue to deteriorate.”

“There is a larger disparity between newly developed communities and more established ones.”

- from Residents at Community Listening Sessions

FROM 2010 TO 2020...

There are fewer lower-income residents and affordable options in the area



The number of higher-income residents and units is increasing



7% decrease of residents making < **\$35,000/year**



Loss of about 1,500 units with monthly rents under **\$800**.



61% increase of residents making > **\$75,000/year**



Increase of over 2,000 units with monthly rents over **\$800**.



LIVE

DEFINITIONS

Gentrification:

Gentrification is the process by which higher income households displace lower income residents of a neighborhood, changing the essential character of that neighborhood. Often, though not always, gentrification has a very clear racial component, as higher income white households replace lower income minority households.

Displacement*:

Displacement occurs when certain groups of individuals or households (often low-income) are forced to move from neighborhoods as a result of rising housing costs and neighborhood conditions associated with new investments in those neighborhoods.



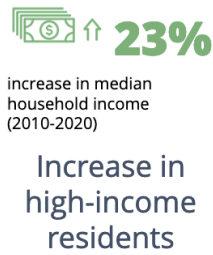
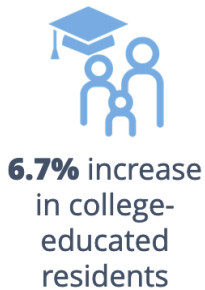
Example: New luxury apartments attract higher income residents. This migration can put pressures on surrounding housing and businesses to become more expensive.

Example: A new landlord purchases property and raises the rent. Residents are unable to remain in their home and are forced to find more affordable housing.

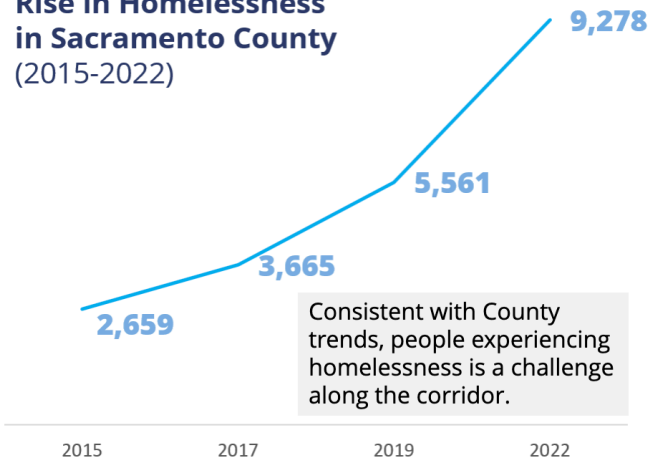


LIVE

Demographic shifts may indicate early gentrification pressures and neighborhood change. Affordable housing is a top priority for investment after restaurants, shopping, and night-life desired for the Marysville - Del Paso Corridor.



Rise in Homelessness in Sacramento County (2015-2022)



Consistent with County trends, people experiencing homelessness is a challenge along the corridor.

Data from Community Survey (2022), ACS (2016-2020), Sacramento Steps Forward (2022)

CONSIDERATIONS FOR ACTION

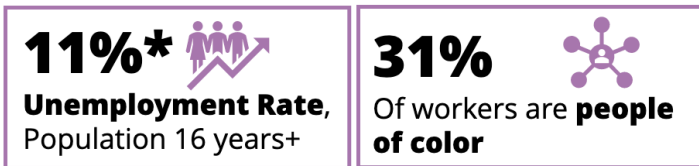
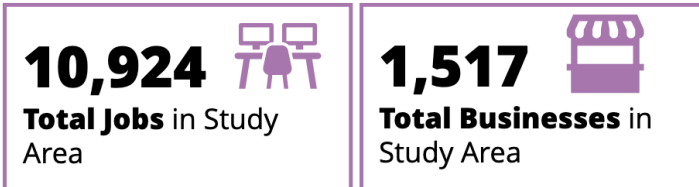
- Increase access to home ownership and provide existing homeowners with financial support for home improvements
- Preserve affordable options for tenants and connect them with resources to advocate for their rights
- Prevent gentrification and displacement of residents
- Provide services and support for unhoused populations
- Encourage the production and preservation of affordable and market-rate housing



WORK

Foster and retain businesses and employers that provide living-wage jobs and career growth opportunities for workers in the community.

A few industries provide a large portion of employment, demonstrating an opportunity for more diversity in jobs at all skill levels.



Local businesses on the Marysville-Del Paso Boulevard commercial corridor.

Jobs by Industry in Study Area (Top 5 Industries)

Public Administration jobs in the study area saw the largest increase (**15%**) since 2009, followed by Construction.



95.4%

of the residents are **employed outside of the study area**, with 25% of residents employed elsewhere in the city of Sacramento

59%

of survey respondents believe there are **inadequate job opportunities** along the commercial corridor



WORK

Many local businesses have a strong desire to stay in the area, demonstrating close ties with the community and have been serving the residents of the community for many years.

64%

Of businesses surveyed have been **in the area for more than 6 years.**

What drove businesses to locate along the corridor and why is the corridor unique?

“Busy street and walking distance for people in our community.”

“Good customer base as well as past customers.”

“Grew up and wanted to come make a difference here.”

“Location gets a lot traffic and its good for business.”

“Low rent” [opportunity for businesses to operate in the area].

- Business Survey Respondents

69%

Of businesses surveyed **rent their space**

A CHANGING BUSINESS ENVIRONMENT

More than 50% of the businesses surveyed shared that the physical environment along the corridor has deteriorated significantly, especially with the increase in vacant lots.

58%

Of businesses surveyed are somewhat or very concerned about being able to remain in business

Potential Risks of Commercial Gentrification and Displacement:

- The overall concentration of businesses along the corridor slightly decreased from 2000-2019
- The corridor is a hub of minority-owned and small businesses
- The proportion of minority businesses in the Study Area decreased from 2000-2019



WORK

Investment in the future of businesses and owners is needed to build on the legacy of the corridor.

What challenges are businesses facing today?



Physical environment has deteriorated, not attracting foot traffic



Safety concerns around the corridor



Increasing costs to doing businesses due to economic pressures

What resources or investments are needed to support business growth ?



Investments in infrastructure and storefront façade to ease access for pedestrian and car traffic



Increased technical assistance and participation in chambers of commerce or other business support organizations



Signage and marketing for local businesses and the corridor

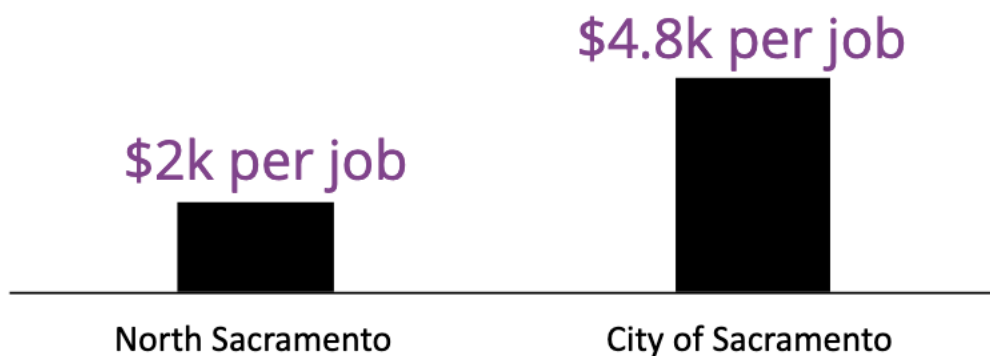


Activate vacant sites along the corridor



WORK

Compared to the City, North Sacramento businesses received a disproportionately smaller amount of federal Paycheck Protection Program (PPP) loan dollars in 2020 and 2021.



CONSIDERATIONS FOR ACTION

- Invest in street and pedestrian infrastructure to draw more foot traffic to businesses
- Beautify the landscape, update storefront facades, and invest in tenant improvements to strengthen the business environment
- Develop a marketing campaign that is geared toward supporting local businesses
- Connect businesses to more established business networks and resources
- Bring more businesses that will hire local workers and provide workforce training to increase employment opportunities



SHOP

Create an inclusive retail corridor that meets the various shopping and entertainment needs of the community.

Del Paso-Marysville Blvd. is the main shopping corridor in the study area but has seen limited retail growth, leading to shopping amenities that do not fully meet community needs. Of the residents and visitors who participated in the community survey, most feel retail offerings along the corridor are very limited.

62%

Said they access the corridor for **grocery needs**, but not for many other goods and services.



47%

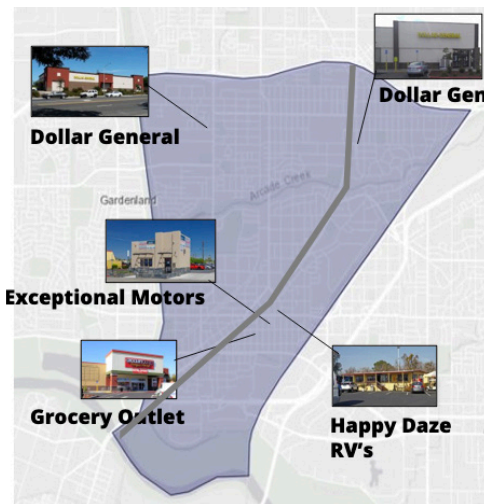
Only visit the corridor **monthly** or not at all.

4

Average rating on a scale from 1-10, saying the corridor meets resident's everyday needs.

Note: 1 is the lowest rating, 10 is the highest rating.

Area has seen 3.5% Retail Inventory Growth in the last 10 years (Citywide = 3%)



Consistent with City trends, the Del Paso-Marysville commercial corridor remains active but has experienced very little new retail growth in the last decade. New building deliveries in the area primarily include discount retail chains and small auto dealerships.

1.3M

Square feet of retail establishments in the Study Area

Top 5 Retail Industries

- 1.** Used Car Dealers
- 2.** General Merchandise Retailers
- 3.** Grocery Retailers
- 4.** Clothing Stores
- 5.** Building Material Dealers

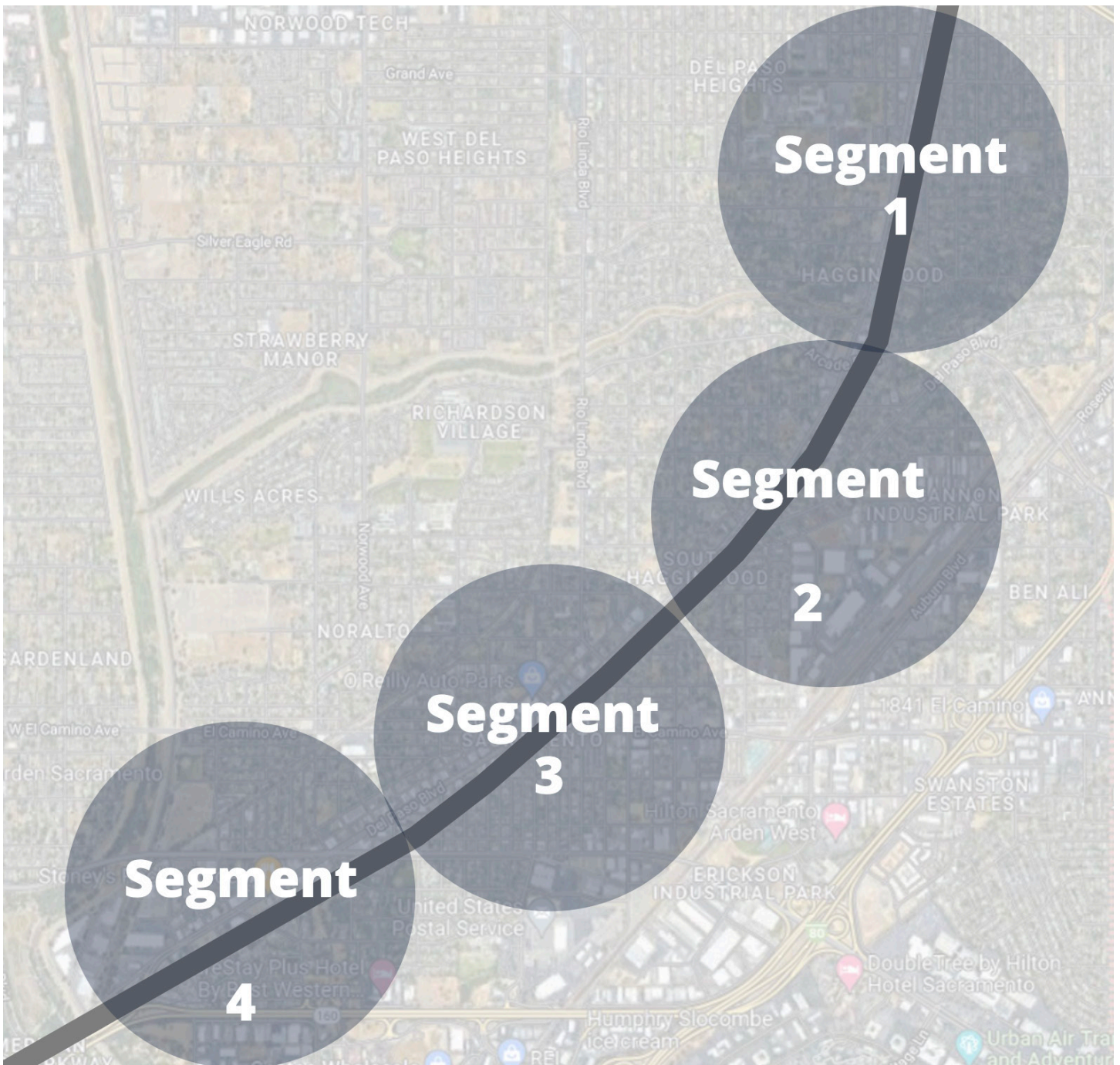


SHOP

Corridor Segments

Each segment along the corridor has a unique feel and shopping experience depending on the physical and retail conditions of the segment.

The following slides describe the different retail experiences along the corridor based on four different segments.





SHOP

Segment #1: Interstate 80 to Arcade Blvd.

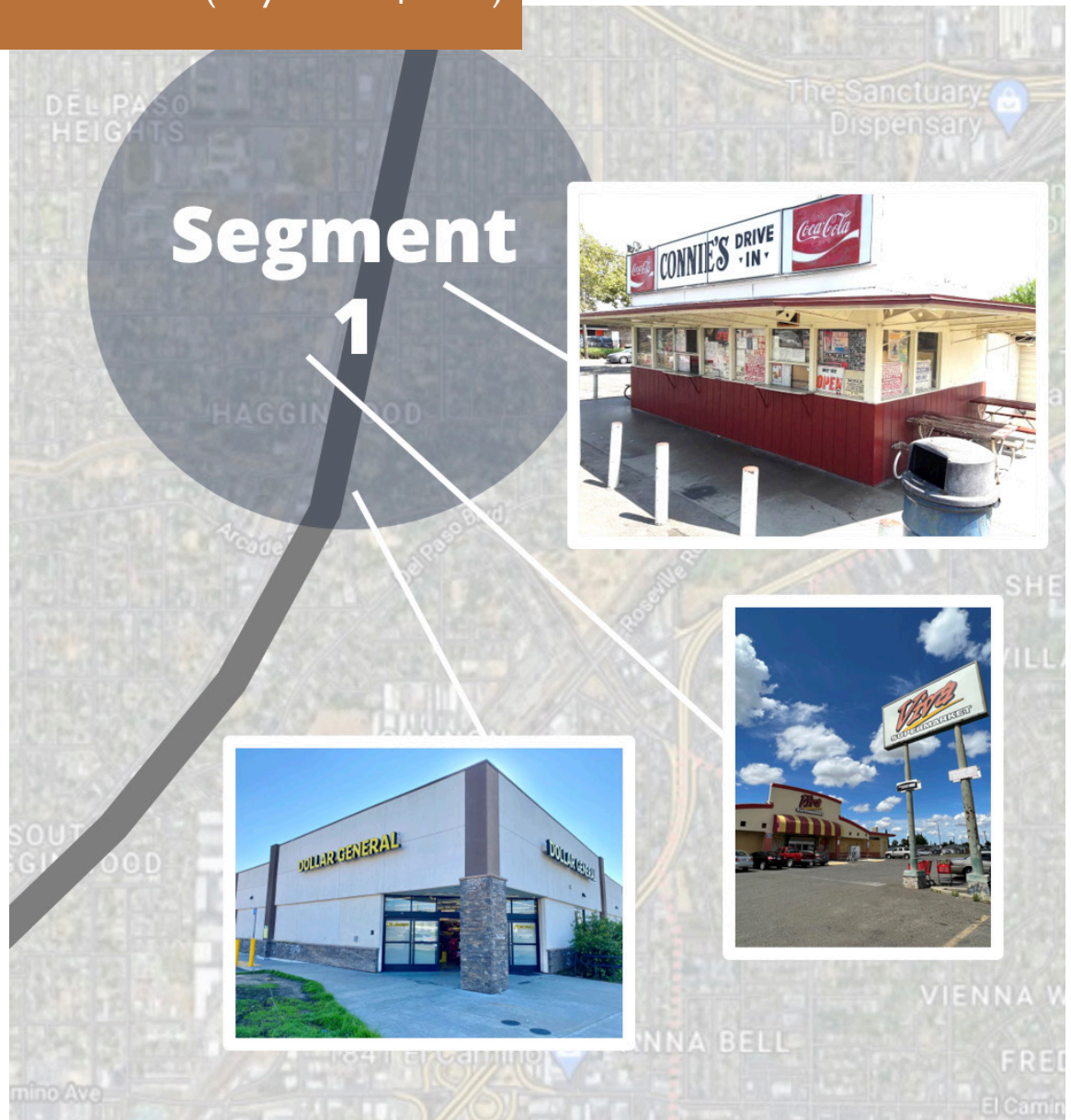
Transitioning from mostly industrial uses on the other side of the interstate, Segment I includes a mix of auto repair shops and other general merchandise stores, in addition to a grocery store. Vacancy rates remain low due to very limited retail space available in this segment and lower rents compared to the rest of the city.

Segment Stats:

27 Retail properties

1.3% Retail vacancy rate (Citywide = 7%)

\$20.33 Average retail rent/sf (Citywide = \$21.67)





SHOP

Segment #2: Arcade Blvd to Glenrose Ave.

Segment 2 includes very limited retail and businesses along the corridor, with mostly single-family residential and churches located along the corridor.

Segment Stats:

9 Retail properties

0% Retail vacancy rate (Citywide = 7%)

\$19.06 Average retail rent/sf (Citywide = \$21.67)



Vacancy Rate = % of Existing Rentable Buildings SF that are vacant.

Data from Costar, Walk Audit Survey (2022)



SHOP

Segment #3: Glenrose Ave. to Arden Blvd.

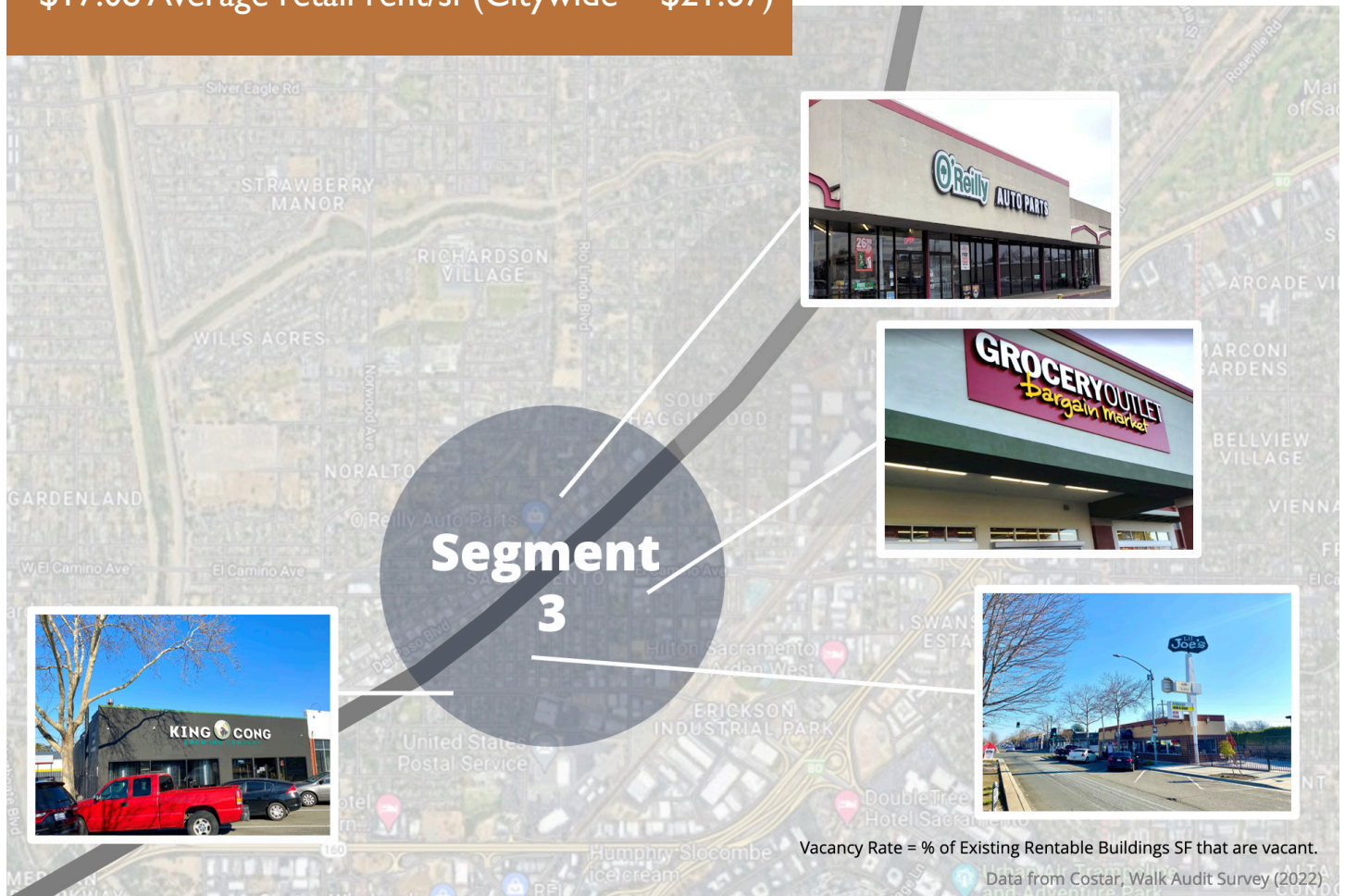
Segment 3 experiences the most consumer traffic with a higher presence of general merchandise shops and stores centered around the El Camino intersection and anchor stores, such as the Grocery Outlet and O-Reilly Auto Parts.

Segment Stats:

45 Retail properties

1.7% Retail vacancy rate (Citywide = 7%)

\$17.08 Average retail rent/sf (Citywide = \$21.67)





SHOP

Segment #4: Arden Blvd. to Highway 160

Segment 4 includes more retail spaces with local shops and businesses that create a curated shopping space near community staples such as Stoney's and the Iceland Skating Rink. Vacancy rates throughout this segment remain higher than the other segments due to more retail space that is available, but not being leased.

Segment Stats:

26 Retail Properties

5.1% Retail vacancy rate (Citywide = 7%)

\$16.55 Average retail rent/sf (Citywide = \$21.67)



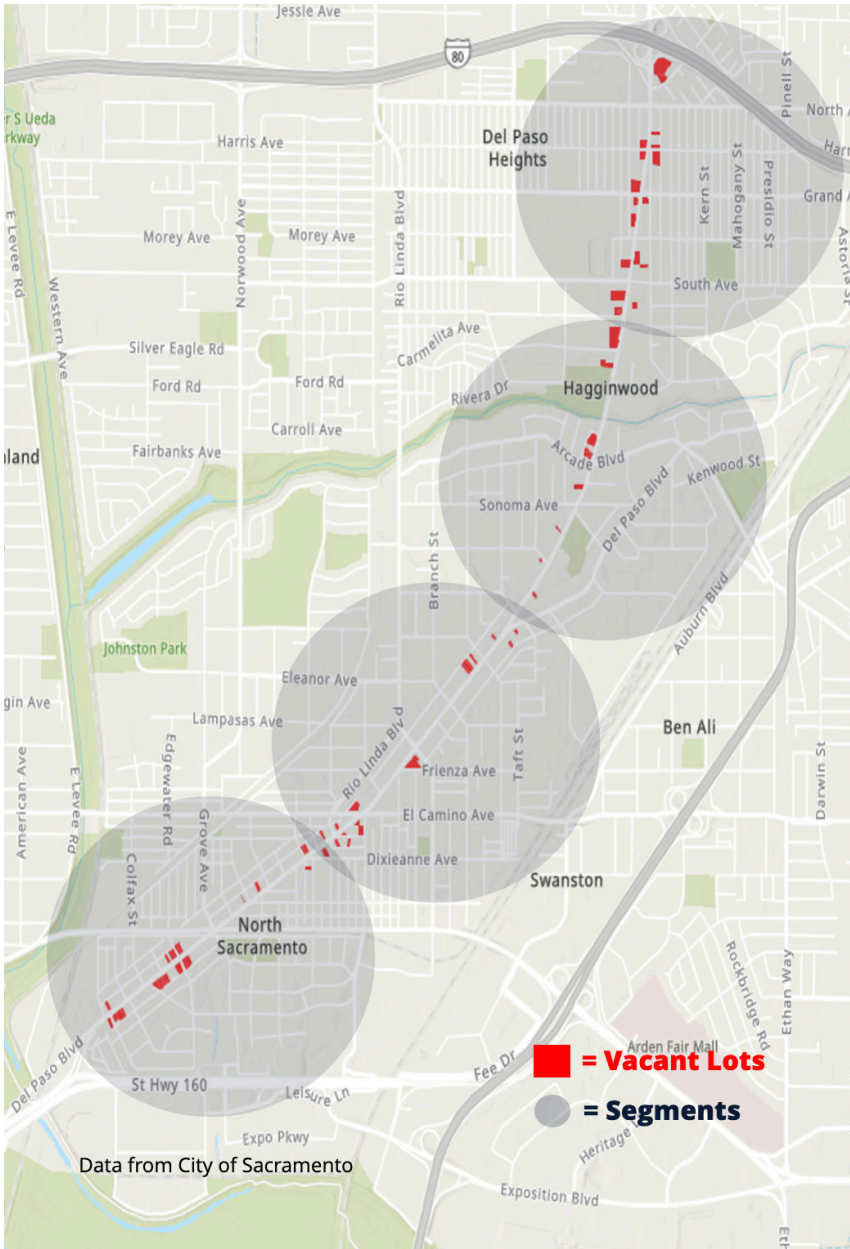
Segment

4



SHOP

There is an opportunity to repurpose vacant lots to promote more vibrancy along the corridor.



Over 40 vacant sites along the corridor.

Segment 1: I-80 to Arcade Blvd.

Approximately 17 vacant sites along the corridor | *Most of the vacant lots are at the northern segment of the corridor, at the “entrance” to the community.*

Segment 2: Arcade to Glenrose Ave.

Approximately 6 vacant sites along the corridor | *Residential units are mostly represented in this segment, with little vacant lots that can be used for commercial uses.*

Segment 3: Glenrose Ave. to Arden Blvd.

Approximately 11 vacant sites along the corridor | *Even with the most business activity, this segment is still challenged by the presence of vacant lots.*

Segment 4: Arden Blvd. to Hwy 160

Approximately 9 vacant sites along the corridor | *Vacant lots are also located at the southern “entrance” to the corridor.*

Note: Vacant Lots = Properties that have no existing buildings and are empty lots. Does not assume all vacant sites are zoned for commercial uses.



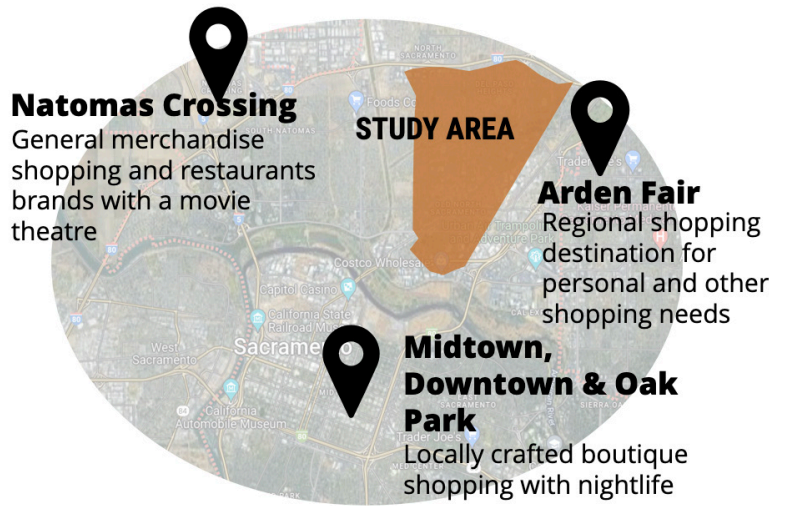
SHOP

In addition to basic amenities and goods, the community also desires more social spaces for entertainment and nightlife in the study area.

46%

Of respondents surveyed said they want to see more shopping, restaurants and nightlife along the corridor to create more opportunities for social gatherings.

Residents are visiting and shopping at other local and regional destinations to serve their shopping and entertainment needs.



For certain retail types, residential demand for these goods are not being met by the current supply of retail:



Restaurants

Supportable Square Feet: 47,000 – 50,000

Unique Shopping Retailers

Supportable Square Feet: 40,000 – 45,000

Health & Personal Care Stores

Supportable Square Feet: 20,000 25,000

Clothing Stores

Supportable Square Feet: 20,000 – 25,000

Furniture & Home Stores

Supportable Square Feet: 10,000 – 15,000

Home and Garden Supply Stores

Supportable Square Feet: 10,000 – 15,000

Sports and Hobby Stores

Supportable Square Feet: 5,000 – 10,000

The study area needs to attract retailers that provide both basic goods and services along with providing amenities for more experiential shopping.

Though the retail leakage analysis does not show a need for grocery stores due to existing local and ethnic markets, the community expressed a need for more large chain grocery stores that serve all needs and groups. Retail leakage is when there is unmet demand in the current supply of retail.



SHOP

The current user experience along the corridor is very limited and does not provide a variety of shopping and entertainment experiences.

Top 4 Responses for what the community would like to see more of along the corridor:



1 Restaurants



2 Grocery Stores



3 Entertainment



4 Personal Shopping

“We need decent restaurants, a bigger grocery store, a hardware store, and a safer, more inviting Del Paso Blvd so folks will start supporting businesses again”

“Iceland and Stoney’s should be strengthened...”

“I would like to see the vacant properties filled with life.”

“Attract more anchor stores, such as Target”

- Community Survey Respondents

CONSIDERATIONS FOR ACTION

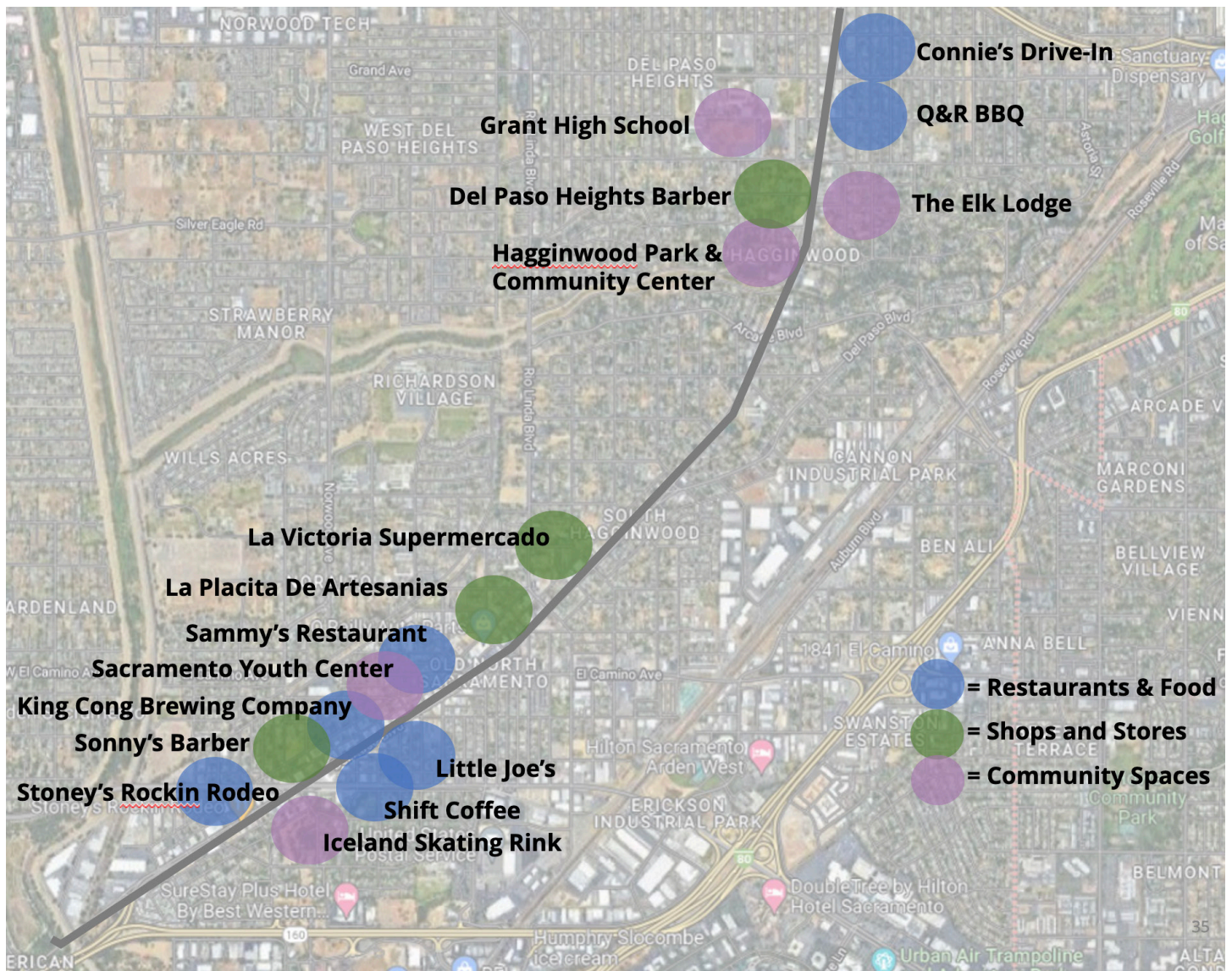
- Foster more of a variety of local shopping and restaurants that will draw nearby residents, including larger anchor tenants
- Develop additional recreational and entertainment spaces that foster a holistic corridor shopping experience and coworking spaces
- Create more pride along the corridor through targeted marketing campaigns to attract more visitors
- Reinvigorate community staples that are iconic to the corridor
- Activate vacant sites and storefronts to pilot community-informed retail and dining models



EXPERIENCE

Foster inviting spaces and experiences where residents, workers, businesses, and visitors can gather.

The corridor has strong and unique assets that the community is proud of and wants to preserve.





EXPERIENCE

Residents desire safe, clean, and beautiful community spaces that enhance existing assets.

40%

Of survey respondents identified the need to increase safety measures along the corridor make it more of a safe space for residents to come together

“Bring back pride into the community.”

“Create social spaces that are safe and attractive.”

“It would be nice to utilize some of the abandoned fenced off lots for open park like spaces near the restaurants where people can hang out/ study/ relax. Maybe plant some trees.”



COMMUNITY VOICES

Data from Community Survey (2022)

CHALLENGES WITH SPACES TODAY



Vacant Properties create an uninviting environment that does not foster a sense of life and vitality along the corridor.



Unwelcoming storefronts detract visitors and residents from experiencing the corridor, impacting opportunities for businesses.



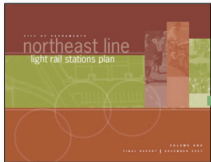
Litter and garbage along the corridor does not contribute to strengthening community pride and creating a strong brand for the corridor today.



EXPERIENCE

In addition to improving the walkability and bikeability of the corridor, transportation infrastructure is critical to encourage corridor use.

PREVIOUS TRANSIT PLANS



Northeast Line Light Rail Stations Plan (2007)



Northeast Line Implementation Plan (2011)



Swanston Station Transit Village Plan (2011)



Marconi Light Rail Station Technical Background Report (TBR) (2012)

CURRENT/ONGOING TRANSIT PLANS:

Transportation Priorities Plan, Alleyways Activation Plan, and more.

Data from Community Survey (2022)

CHARACTERISTICS

- 5 light rail stations in the Study Area
- Community ask for more frequent transit, and bus lines
- Proximity to Sacramento Northern Bike Trail



CONSIDERATIONS FOR ACTION

- Invest in and support Marysville as a transit and bikeway center
- More recreational and entertainment spaces that foster a holistic gathering and community spaces
- Better connectivity between places along the corridor and surrounding neighborhoods
- Clean and safe environment that provides opportunities for youth to engage
- More family friendly spaces, including mixed-use live, work, play spaces

There is powerful momentum in the community today to build off the unique assets that have shaped the community and lift up residents, workers, businesses and community partners to invest in and take pride in the community they call home and move forward together.

CONSIDERATIONS FOR ACTION

Community voices have been heard and they are ready for movement.

LIVE

- Increase access to home ownership and provide existing homeowners with financial support for home improvements
- Preserve affordable options for tenants and connect them with resources to advocate for their rights
- Develop resources to prevent gentrification and displacement of residents
- Provide services and support for unhoused populations
- Encourage the production and preservation of affordable and market-rate housing

WORK

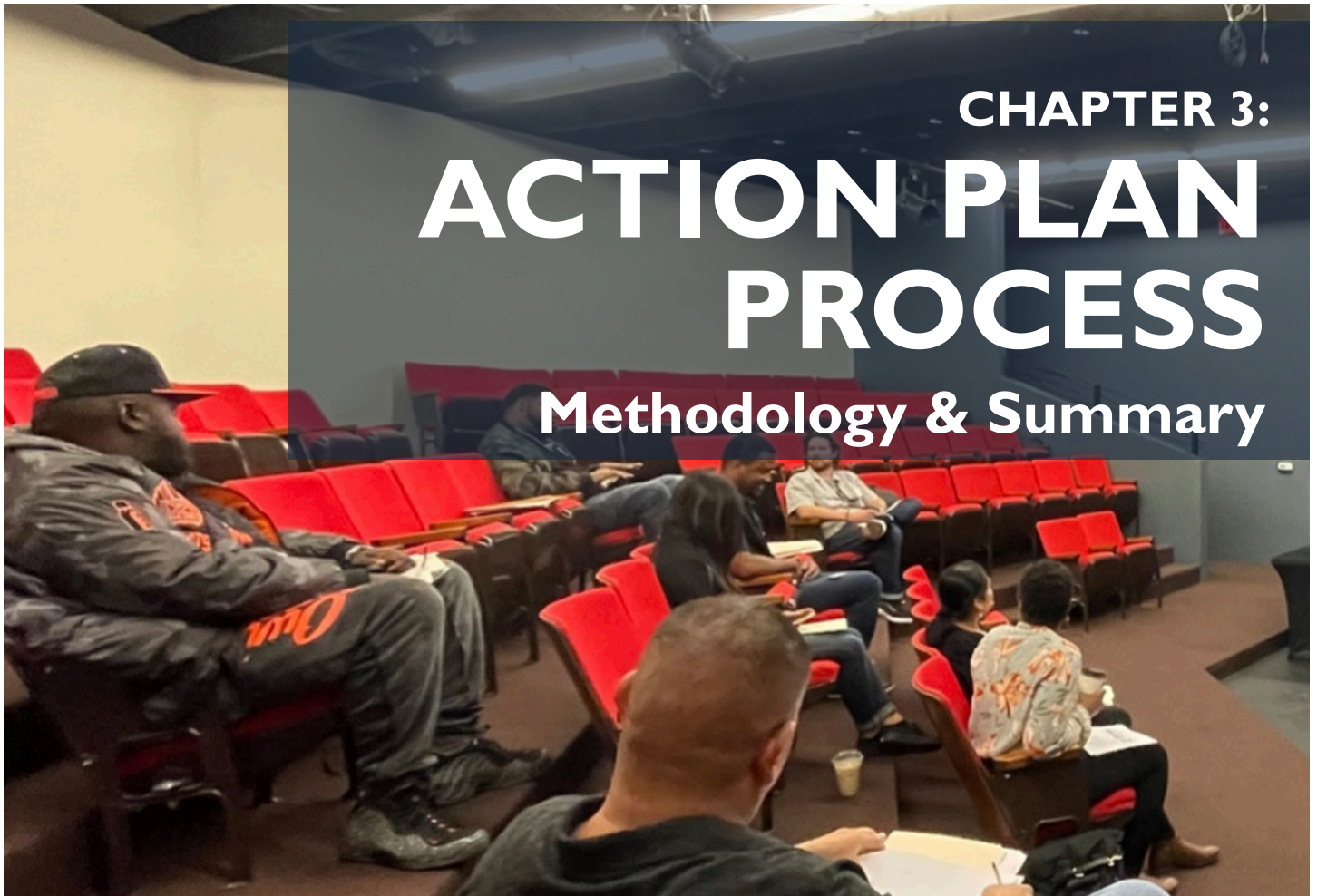
- Invest in street and pedestrian infrastructure to draw more foot traffic to businesses
- Beautify the landscape, update storefront facades, and invest in tenant improvements to strengthen the business environment
- Develop a marketing campaign that is geared toward supporting local businesses
- Connect businesses to more established business networks and resources
- Bring more businesses that will hire local workers and provide workforce training to increase employment opportunities

SHOP

- Foster more of a variety of local shopping and restaurants that will draw nearby residents, including larger anchor tenants
- Develop additional recreational and entertainment spaces that foster a holistic corridor shopping experience and coworking spaces
- Create more pride along the corridor through targeted marketing campaigns to attract more visitors
- Reinvigorate community staples that are iconic to the corridor
- Activate vacant sites and storefronts to pilot community-informed retail and dining models

EXPERIENCE

- Invest in and support Marysville as a transit and bikeway center
- Create more holistic gathering and community spaces
- Better connect place and the surrounding neighborhoods
- Foster more clean and safe environments that provide opportunities for youth to engage
- Create more family friendly spaces, including mixed-use live, work, play spaces



The following pages outline ideas sourced from and inspired by community members at events, community meetings, listening sessions, and during community advisor meetings between May and September 2022.

Community members had the opportunity to vote on their top priorities for improvements to the corridor in an online survey and at community events from October to December 2022. Based on this community feedback, we developed a series of actions for consideration that correspond to the issues identified in the Community Profile Report.

The following slides include summaries of major considerations as well as the initial lists of possible actions for further deliberation and development by the Forward Together team and community members.

This list does not reflect a final list of actions or priorities and will be adapted as further community input is gathered.

Community Prioritization Results

Community members had the opportunity to vote on their top priorities for improvements to the corridor in an online survey and at community events from October to December 2022. This table summarizes the total number of votes collected from community members at in-person events as well as via the online survey, organized by “goal.” Language as shown in the prioritization survey documents is reflected in the “source text” column.

Goal	Category	Survey Source Text	Online Survey Votes	Event Votes	Total Votes
Align the community around long-term housing goals and strategies	LIVE	Build community support for affordable or subsidized housing so more projects are approved Connect residents to more affordable housing to rent. Prevent gentrification and displacement with tools like community land trusts	46	68	114
Rebuild the community's connection with the streets and beauty of the area	EXPERIENCE	Improved sidewalks Better and more bike lanes Community cleanups to remove trash and garbage	37	58	95
Promote more business friendly investments along the corridor	WORK	Business friendly infrastructure improvements (e.g. better parking) Cleaner and safer streets Improve buildings by providing support and funding	52	41	93
Promote long-term community safety through physical and programmatic interventions	EXPERIENCE	Tactical investment in improvements (e.g. striping, lighting at night) Safe street crossings for kids	27	42	69
Activate vacant lots and properties to promote more vibrancy along the corridor	SHOP	Activate vacant sites and storefronts to pilot community-informed retail and dining models	44	18	62
Attract more businesses that will hire local workers and promote entrepreneurship	WORK	Attract more businesses that will hire local workers and promote training programs	32	28	60
Strengthen workforce resources and training opportunities for workers in the area	WORK	Attract more businesses that will hire local workers and promote training programs	32	28	60
Build on existing resources and networks to support local residents with pathways to homeownership and wealth building opportunities	LIVE	Help residents buy local properties.	22	36	58
Define a corridor-wide identity to attract more visitors and support businesses	SHOP	Beautification, Lights, and marketing campaigns to attract more visitors Reinvigorate community assets that are unique to the corridor (e.g. murals)	26	28	54
Support community members experiencing homelessness	LIVE	Work with homeless service providers to identify and address gaps in services	22	28	50
Create more spaces and opportunities for youth	EXPERIENCE	More parks and spaces for kids and families	19	29	48
Create more spaces for community of all ages to gather and "own" their space	EXPERIENCE	More parks and spaces for kids and families	19	29	48
Reinvigorate community assets that are unique to the corridor	EXPERIENCE	More parks and spaces for kids and families	19	29	48
Attract a broader diversity of retailers to create a more comprehensive shopping experience for residents and visitors	SHOP	Beautification, Lights, and marketing campaigns to attract more visitors	17	13	30
Bring more healthy food options to the corridor for all to access	SHOP	Advertise healthy food options, create nutrition/cooking programs	18	10	28
Connect businesses to established resources and programs to help them upgrade, expand, and serve new customers	WORK	Connect businesses to established resources and programs to help them upgrade, expand, and serve new customers	16	12	28
Build community participation and capacity to shape planning and infrastructure projects	EXPERIENCE	Build attendance and advocacy at major infrastructure planning meetings	3	8	11

CHALLENGES & OPPORTUNITIES

- Community members are concerned about rising housing costs and the lack of housing and support for unhoused neighbors.
- Demographic shifts over the past ten years may indicate early signs of gentrification and unwanted neighborhood change.

CONSIDERATIONS FOR ACTION

- Increase access to home ownership and provide existing homeowners with financial support for home improvements.
- Preserve affordable options for tenants and connect them with resources to advocate for their rights.
- Develop resources to prevent gentrification and displacement of residents.
- Provide services and support for unhoused populations.
- Encourage the production and preservation of affordable and market-rate housing.

Preliminary Priorities

Community Votes

58

Help residents buy local properties

50

Connect residents to more affordable housing to rent

50

Work with homeless service providers to identify and address gaps in services

40

Build community support for affordable or subsidized housing

22

Develop anti-displacement tools (e.g. land trusts)

Community members selected their top priorities out of the above statements.

Green = 50+

Orange = 30-49

Yellow = 0-29

What would make it easier to live and stay in this area?





WORK

CHALLENGES & OPPORTUNITIES

- Businesses have concerns about remaining open because of increased operating costs, poor physical conditions, and decreased foot traffic.
- Businesses and workers are looking for resources and opportunities to find work or continue to operate in the study area.

CONSIDERATIONS FOR ACTION

- Invest in street and pedestrian infrastructure to draw more foot traffic to businesses.
- Beautify the landscape, update storefront facades, and invest in tenant improvements to strengthen the business environment.
- Develop a marketing campaign that is geared toward supporting local businesses.
- Connect businesses to more established business networks and resources.
- Bring more businesses that will hire local workers and offer employment opportunities at all skill levels.

Preliminary Priorities

Community Votes

60

Attract more businesses that will hire local workers and promote training programs

56

Cleaner and safer streets

28

Connect businesses to established resources and programs

16

Business friendly infrastructure improvements (e.g. better parking, utilities and electrical)

11

Improve buildings by providing support and funding

Community members selected their top priorities out of the above statements.

Green = 50+

Orange = 30-49

Yellow = 0-29

What kind of business support & employment opportunities do you want?





SHOP

CHALLENGES & OPPORTUNITIES

- Current offerings along the corridor are limited and do not provide a variety of shopping and entertainment experiences.
- In addition to basic amenities and goods, the community also desires more social spaces for entertainment and nightlife along the corridor.

CONSIDERATIONS FOR ACTION

- Foster more of a variety of local shopping and restaurants that will draw nearby residents, including larger anchor tenants.
- Develop additional recreational and entertainment spaces that foster a holistic corridor shopping experience and coworking spaces.
- Create more pride along the corridor through targeted marketing campaigns to attract more visitors.
- Reinvigorate community staples that are iconic to the corridor.
- Activate vacant sites and storefronts to pilot community-informed retail and dining models.

Preliminary Priorities

Community Votes

62

Activate vacant sites and storefronts to pilot community-informed retail and dining models

30

Beautification, Lights, and marketing campaigns to attract more visitors

28

Advertise healthy food options, create nutrition/cooking programs

24

Reinvigorate community assets that are unique to the corridor (e.g. murals)

Community members selected their top priorities out of the above statements.

Green = 50+

Orange = 30-49

Yellow= 0-29

What would make shopping and entertainment better?





EXPERIENCE

CHALLENGES & OPPORTUNITIES

- Residents desire safe, clean, and beautiful community spaces that enhance existing assets.
- Residents named basic infrastructure investment needs that would make them feel safe – ranging from sidewalks, road crossings, increased public transportation, lighting, and more.

CONSIDERATIONS FOR ACTION

- Invest in and support Marysville as a transit and bikeway center.
- Create more recreational and entertainment spaces that foster a holistic gathering and community spaces.
- Better connect place and the surrounding neighborhoods.
- Foster more clean and safe environments that provide opportunities for youth to engage.
- Build more family friendly spaces, including mixed-use live, work, play spaces.

Preliminary Priorities

Community Votes

65

Community cleanups to remove trash and garbage

48

More parks and spaces for kids and families

44

Safe street crossings for kids

25

Tactical investment in infrastructure improvements

19

Improved sidewalks

11

Build attendance at major infrastructure planning meetings

11

Better and more bike lanes

Community members selected their top priorities out of the above statements.

Green = 50+

Orange = 30-49

Yellow = 0-29

What would help make this area feel safe and enjoyable?



Appendix I: Retail Leakage Analysis

Retail Category	Spending Potential	Percent of Online Sales (2022)	Capturable Residential Spending Potential	Current Sales	Unmet Spending Potential or Surplus	Sales PSF	Supportable Square Footage
Health & Personal Care Stores	\$26,006,121	10%	\$23,405,509	\$11,141,509	\$12,264,000	\$525	23,372
Miscellaneous Store Retailers	\$83,917,500	6%	\$79,302,038	\$34,236,954	\$45,065,084	\$997	45,211
Grocery, Specialty Food, and Liquor Stores	\$68,650,847	10%	\$61,785,762	\$71,221,310	(\$9,435,547)	\$638	0
General Merchandise	\$58,093,837	21%	\$46,184,600	\$78,682,140	(\$32,497,539)	\$221	0
Restaurants	\$49,587,768	5%	\$47,108,380	\$26,666,356	\$20,442,024	\$434	47,065
Furniture & Home Furnishings Stores	\$7,834,553	13%	\$6,816,061	\$3,485,453	\$3,330,609	\$269	12,380
Building Materials, Garden Equip. & Supply Stores	\$29,496,988	10%	\$26,547,289	\$19,662,218	\$6,885,071	\$290	23,740
Electronics & Appliance Stores	\$5,732,183	31%	\$3,955,206	\$5,498,493	(\$1,543,287)	\$803	0
Clothing & Clothing Accessories Stores	\$16,599,385	24%	\$12,615,533	\$5,207,469	\$7,408,063	\$289	25,637
Sporting Goods, Hobby, Book & Music Stores	\$6,467,583	28%	\$4,656,660	\$2,456,528	\$2,200,132	\$280	7,845
Motor Vehicles and Part Dealers	\$97,210,478	0%	\$97,210,478	\$190,336,181	(\$93,125,703)	\$215	0
Total	\$352,386,765		\$448,664,406	\$464,342,340	(\$15,677,935)		185,249

Sources: Claritas Spotlight, CBRE, Retail Maxim, HR&A Assumptions

Methodology: Using the Claritas data which provides retail spending potential and current sales for the study area, HR&A then adjusted for % of online sales spending and average sales per square feet to estimate the total supportable SF of retail for the study area.

Note: Grocery stores are showing a fairly small surplus which accounts for the local markets and off-chain grocery stores that are located in the corridor however this does not necessarily demonstrate the need for more large chain and higher end grocery stores that cater to all groups. Current grocery stores/markets in the study area: Viva Supermarket, New Arcade Market, Bonfare Market, King's Supermarkets, Grocery Outlet, T&Y Market, Super X Market, Pothong Market, La Victoria Supermercado.

Appendix 2: Land Use Challenges & Levers

Vacant Land Parcels

777 in total, with many along the Marysville-Del Paso Blvd. Unused land contributes to the abandoned feel of the corridor.

Single Family Residential Prevalence

Area surrounding study area has limited density options.

Irregular Land Patterns and Uses

The area's history of unregulated development and late annexation is still seen today, with long blocks and irregularly shaped land parcels.

Inadequate Infrastructure & Aging Buildings

North Sacramento's infrastructure was developed primarily during the post-WWII era. The area is also physically disconnected from the rest of Sacramento due to highway construction. The area's infrastructure needs additional investment.

Environmental Challenges from Damaging Historical Uses

The industrial legacy of the area has resulted in several hazardous waste cleanup sites. Historical presence include junkyards, industry, gas stations, and oil repositories.

There is a Land Use Memo document with further information on the above challenges and levers.

Data from Land Use Memo (2022)



POSSIBLE LAND USE LEVERS

01
CAPITAL
INVESTMENT

02
ZONING
AUTHORITY

These levers are examples of tools that can encourage new investment and redevelopment in North Sacramento.

03
INCENTIVES

04
SUBDIVISION
AUTHORITY

05
VACANT LAND
DISPOSITION
STRATEGY

Appendix 2 Continued: City Control over Levers



CAPITAL INVESTMENT

- Capital investment can be a tool to jump start private investment.
- The City is identifying opportunities to address deficiencies and meet Federal/State requirements.
- Some funds are available (e.g. brownfields) but significant investment is needed.



ZONING AUTHORITY

- Zoning can be used to prohibit, require or promote certain types of development.
- North Sacramento is historically industrial and residential.
- The City is adopting policies that support density, necessary to support retail.
- Zoning can only allow, not create investment.



INCENTIVES

- Non-monetary incentives such as exceptions or bonuses can be offered to developers (e.g. waivers for off-street parking requirements)
- Monetary incentives such as tax incentives can increase interest in investment.
- Often, incentives do not help address deep needs
- (e.g. housing for the homeless)



SUBDIVISION AUTHORITY

- The City can require robust public improvements in physical infrastructure through its street design requirements which are required during the platting process.
- The physical improvements needed across North Sacramento are costly and those high costs may also discourage investment.

What can the City influence?

Data from Land Use Memo (2022)



VACANT LAND DISPOSITION

- The City can sell or invest in public property to...
 - Meet the needs of the local community
 - Act as a catalyst for development of other adjacent parcels
 - Activate vacant space with temporary uses to increase foot traffic, community safety and support local businesses.



City of
SACRAMENTO
FORWARD TOGETHER
PUBLIC REVIEW DRAFT