

An aerial photograph of a city, likely Sacramento, showing a river and surrounding urban areas. A red outline highlights a specific area in the center of the city, possibly a park or a development site. The text is overlaid on the top half of the image.

Thanks to the following people for their help and support in making this panel possible:

- The Honorable Kevin Johnson, Mayor
- John Dangberg, Assistant City Manager
- Mike McKeever, Sacramento Area Council of Governments
- John Hodgson, The Hodgson Company
- Desmond Parrington, Community Development Department
- Bob Graswich, Daniel Lopez, Office of the Mayor
- Mary Sater, Allen Folks, ULI Sacramento

Sacramento, California

Redeveloping the Railyards to strengthen the urban core



Urban Land
Institute

Daniel Rose Center for Public Leadership in Land Use

What is the Urban Land Institute?

Mission: Provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.



30,000 members worldwide:

- Developers
- Investors, Bankers and Financiers
- Architects and Designers
- Public officials
- Academics

ULI expertise:

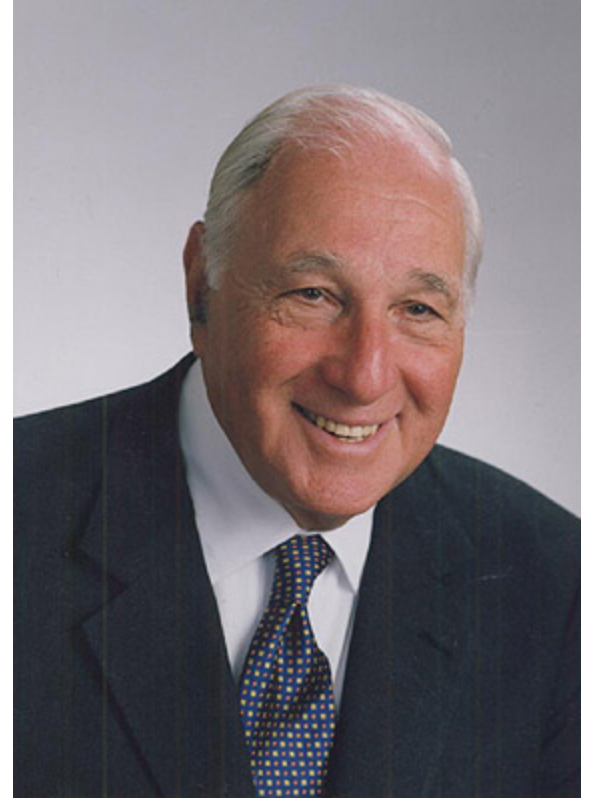
- Research
- Education
- Best practice
- Advisory panels
- Ideas exchange



ULI Daniel Rose Center

for Public Leadership in Land Use

Mission: To encourage and support excellence in land use decision making. By providing public officials with access to information, best practices, peer networks and other resources, the Rose Center seeks to foster creative, efficient, practical, and sustainable land use policies.



Daniel Rose

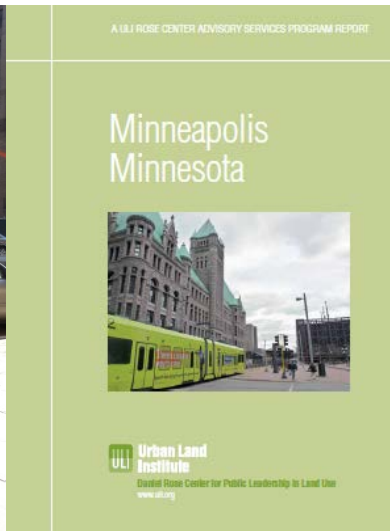
Daniel Rose Fellowship Program

- Four cities selected for yearlong program of professional development, leadership training, assistance with a local land use challenge
- Mayor selects 3 fellows and team coordinator
- 2010-2011 class: Charlotte, Detroit, Houston, Sacramento



City Study Visits

- Based on ULI Advisory Services Program
- Assembles experts to study land use challenge
- Provides city's fellowship team with framework and ideas to start addressing their challenge



The Panel



The Panel

- Co-Chair: Andre Brumfield, Principal, AECOM, Chicago, IL
- Co-Chair: Con Howe, Managing Director, CityView Los Angeles Fund, Los Angeles, CA
- Frank Cannon, Partner, Continuum Partners, LLC, Denver, CO
- Marlene Gafrick, Planning and Development Department Director, Houston, TX (Rose Fellow Alternate)
- Mami Hara, Principal, Wallace Roberts & Todd, LLC, Philadelphia, PA
- Rob Lane, Senior Fellow, Regional Plan Association, New York, NY
- Danny Pleasant, Transportation Director, Charlotte, NC (Rose Fellow)
- Marja Winters, Planning and Development Department Deputy Director, Detroit, MI (Rose Fellow)

Land Use Challenge



What actions will position the Railyards to attract a significant share of regional development over the long term and what activities or investments can be an early catalyst?



Presentation Outline

1. Observations
2. Framework for Growth
3. Initial Development Strategy
4. Going Forward

Accomplishments

- Isolated, unbuildable site will soon be able to be used
- Environmental remediation
- Environmental review and entitlements completed
- Initial infrastructure under construction or committed
- Broad community/political/governmental support
- Solid set of principles



Today's Reality

- Market conditions
- Drop in growth projections
- Lack of public and private capital
- Result: The current plan won't be built any time soon

Setting Expectations

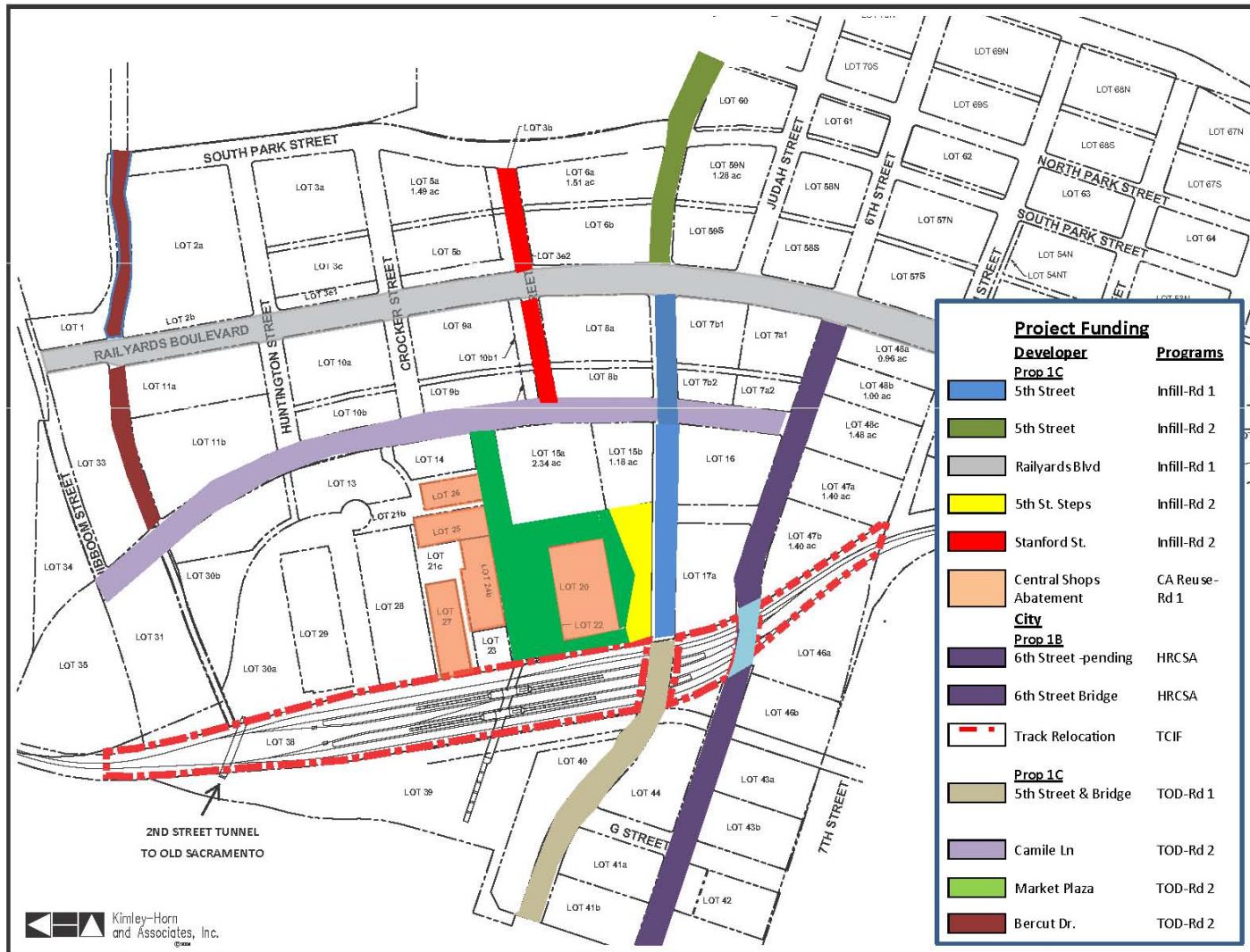
- Nature of similar properties
- Long time in developing; market driven
- Need for flexibility; establishing a framework
- Incremental; evolutionary
- Synergy with surrounding areas; “do no harm”
- No silver bullet, but be able to take advantage of one

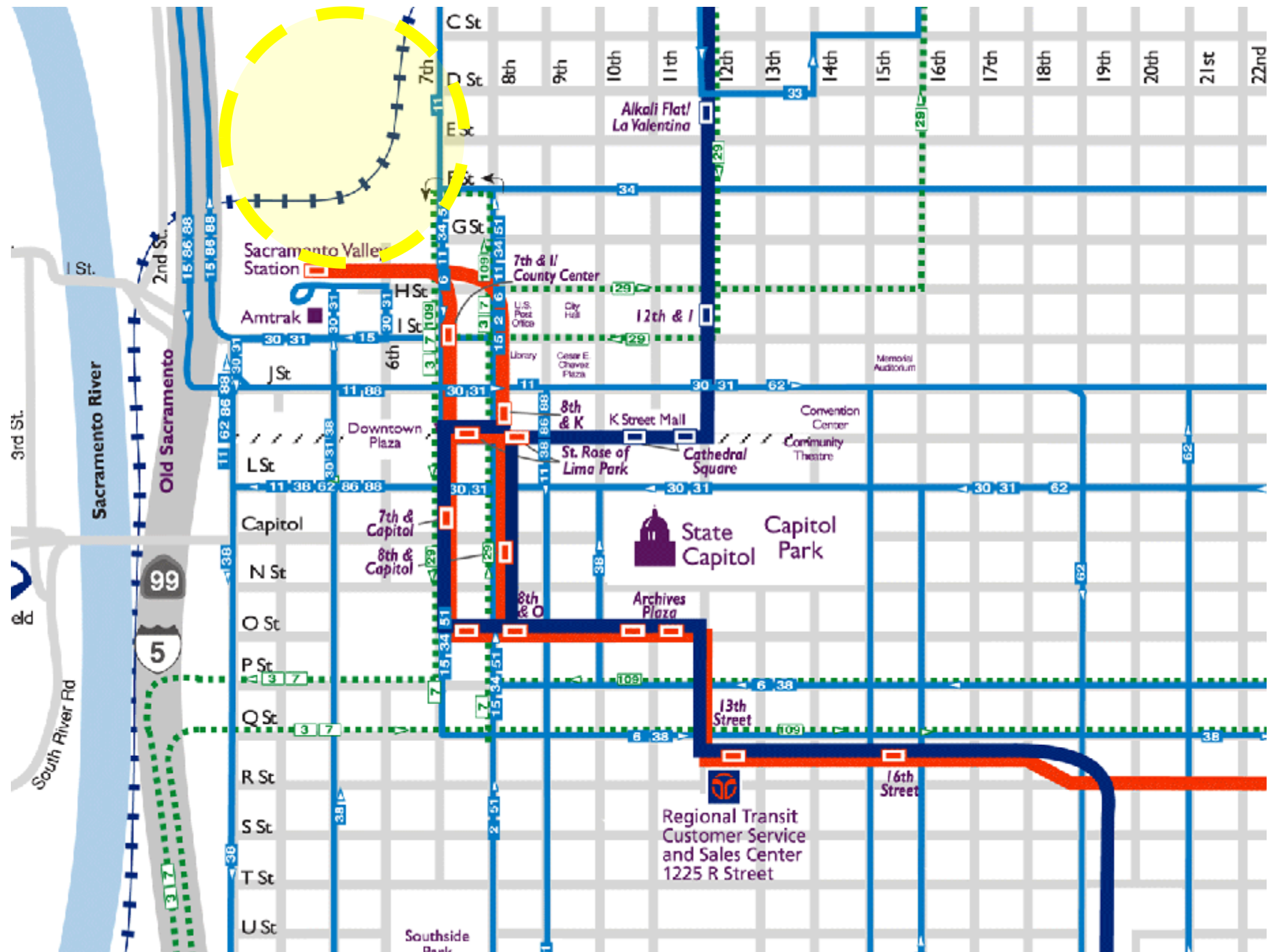


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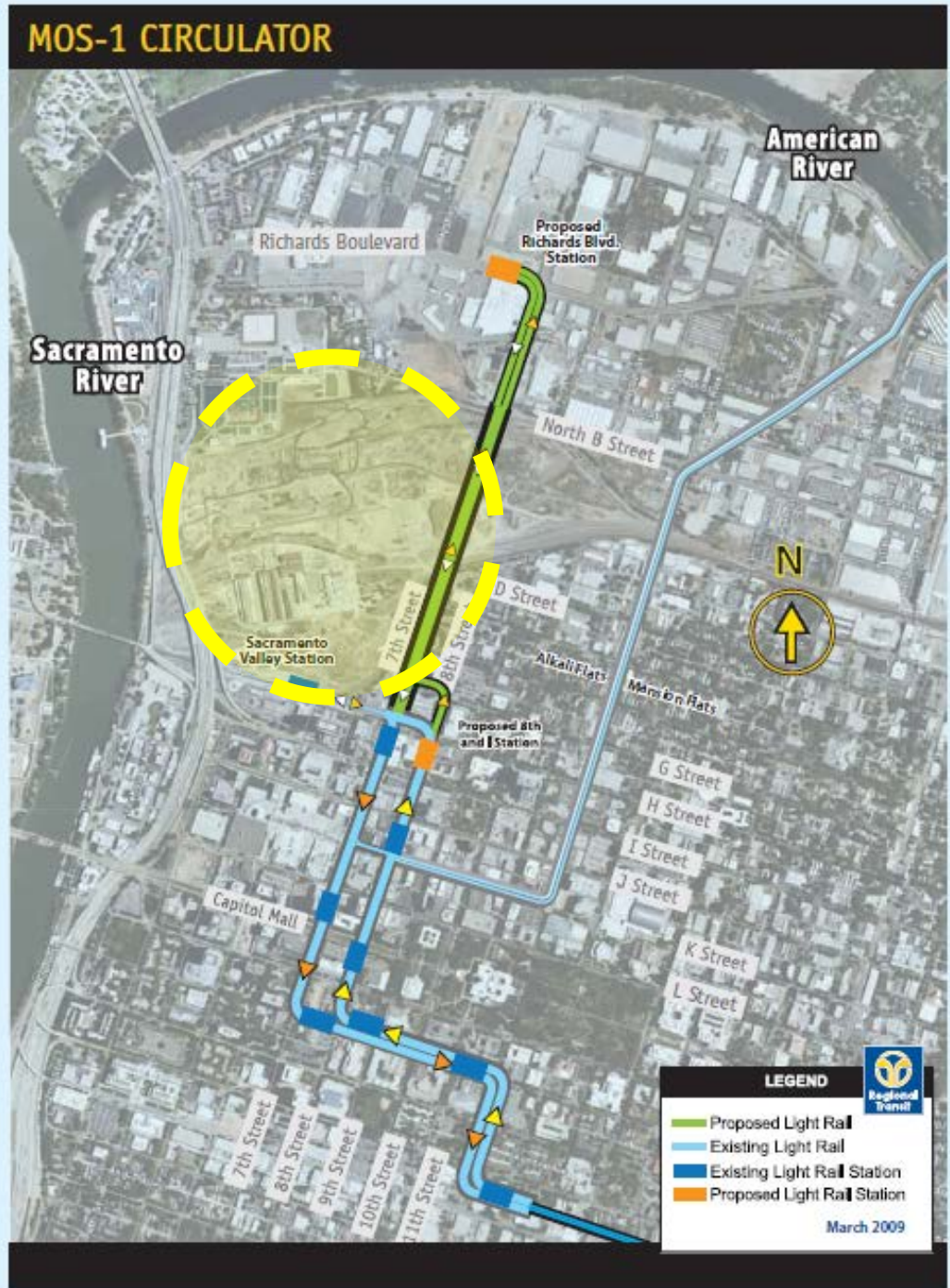
A Framework For Growth: Committed Infrastructure





LRT Extension

- Proposed loop to the Railyards
- Interface with Intermodal Center



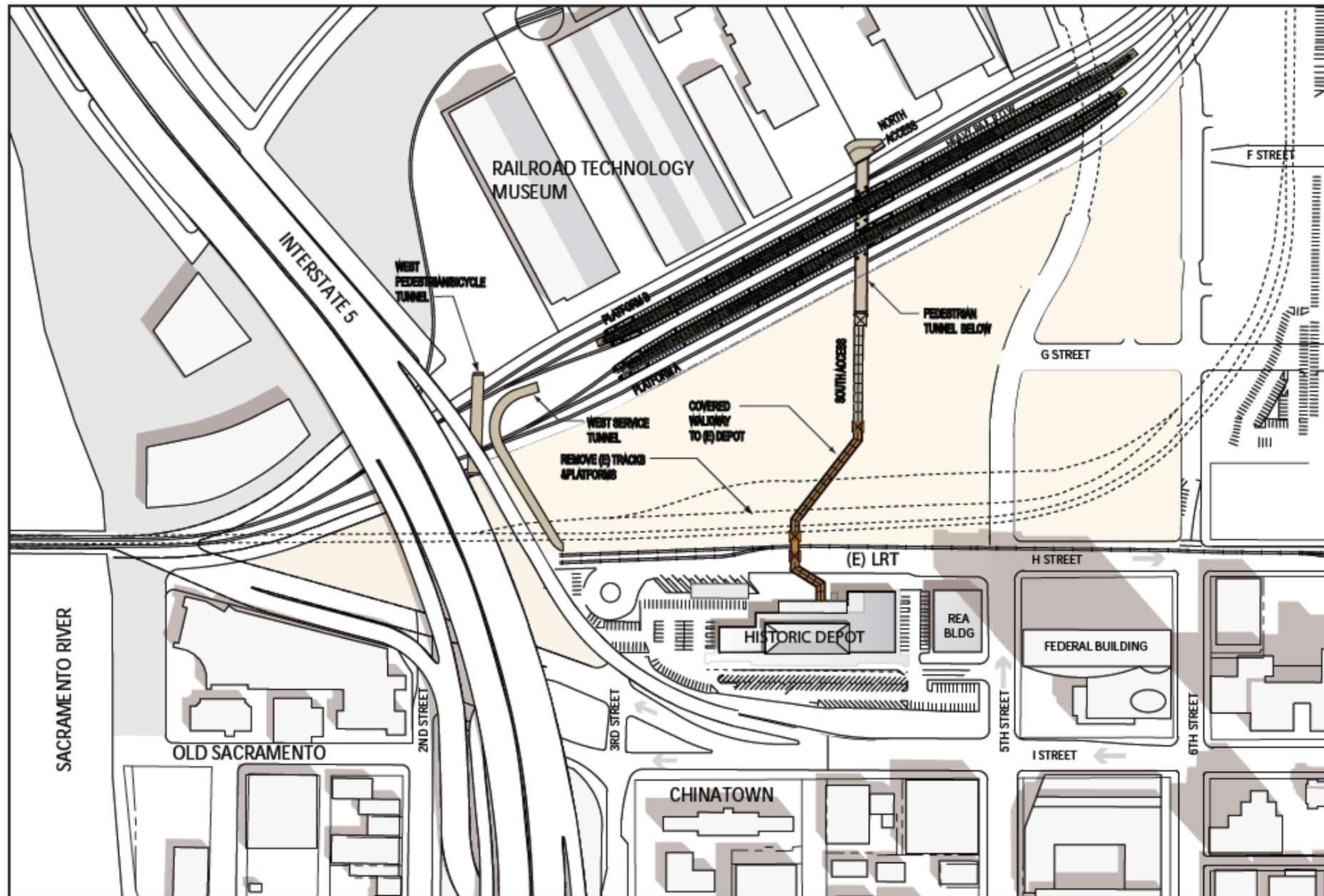
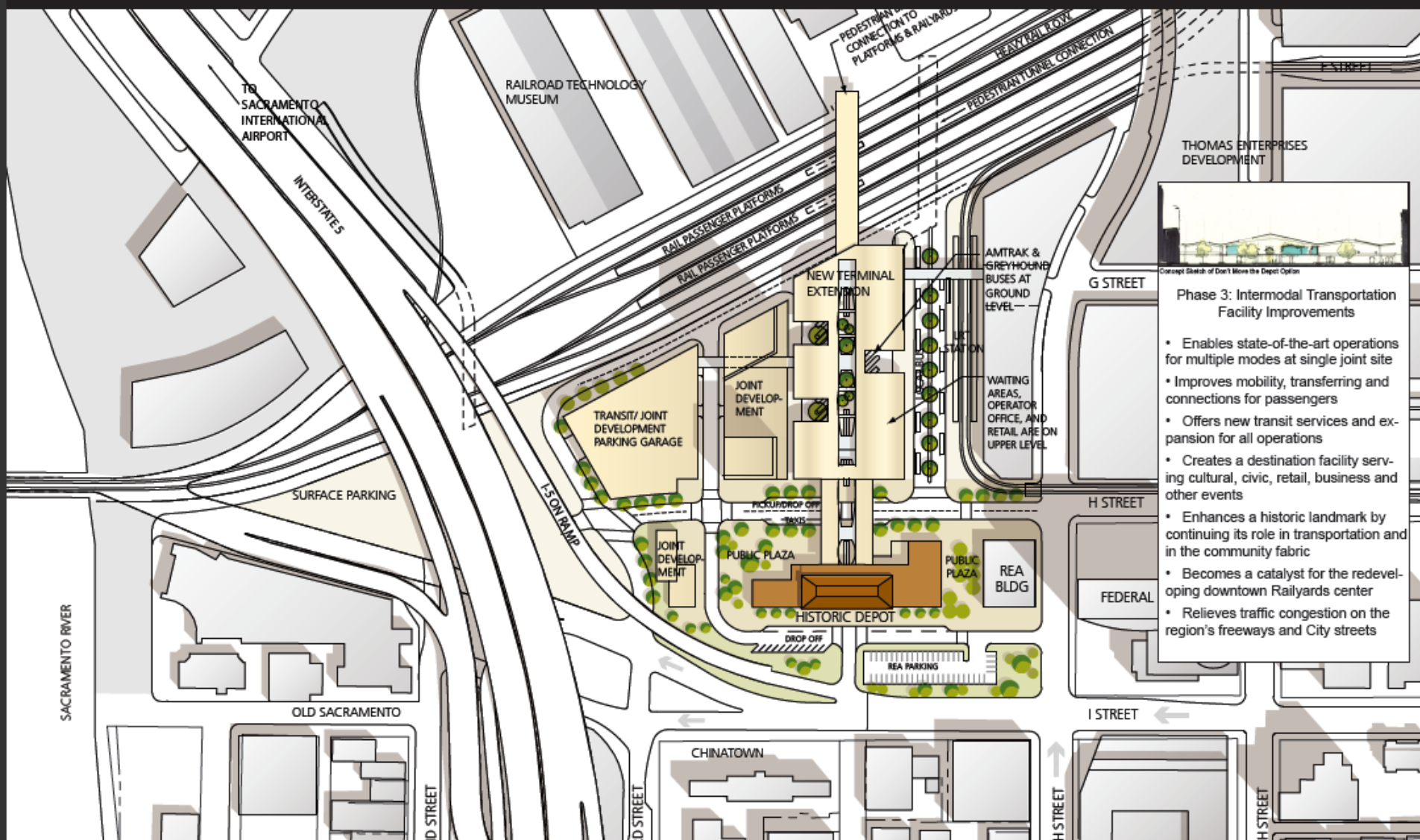


Figure 1-3
Phase 1 Track Relocation

Sacramento Intermodal Transit Facility Phase 3 Don't Move the Depot Option Conceptual Site Plan



Phase 3: Intermodal Transportation Facility Improvements

- Enables state-of-the-art operations for multiple modes at single joint site
- Improves mobility, transferring and connections for passengers
- Offers new transit services and expansion for all operations
- Creates a destination facility serving cultural, civic, retail, business and other events
- Enhances a historic landmark by continuing its role in transportation and in the community fabric
- Becomes a catalyst for the redeveloping downtown Railyards center
- Relieves traffic congestion on the region's freeways and City streets



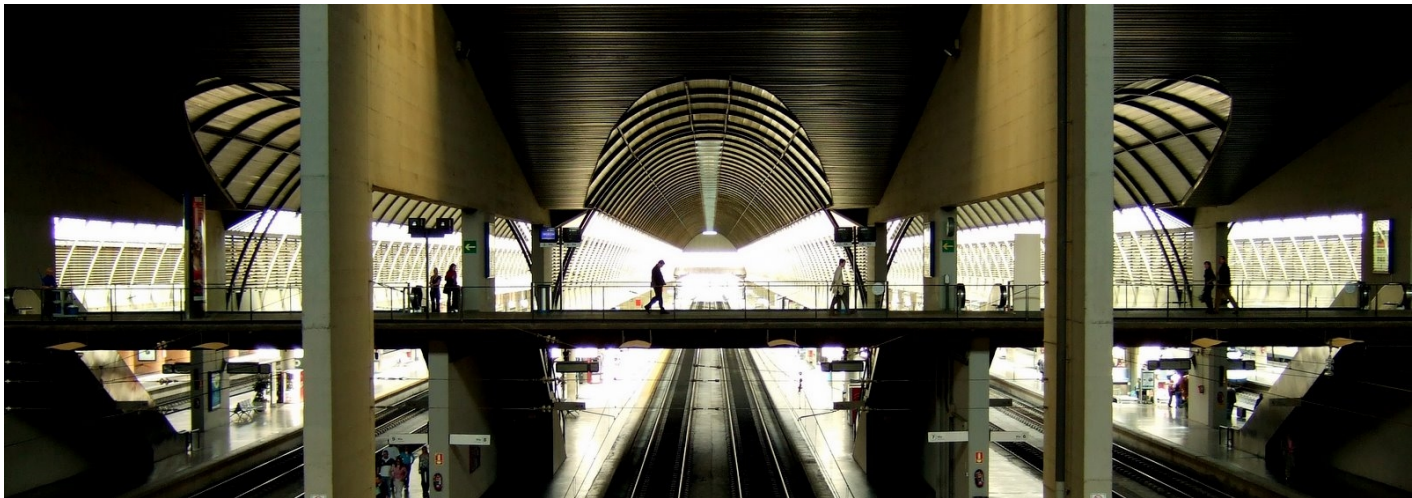
Not a giant intermodal *facility* An intermodal *District*

Massing could overwhelm the visual impact of the shops

Divides more than it connects

Consider:

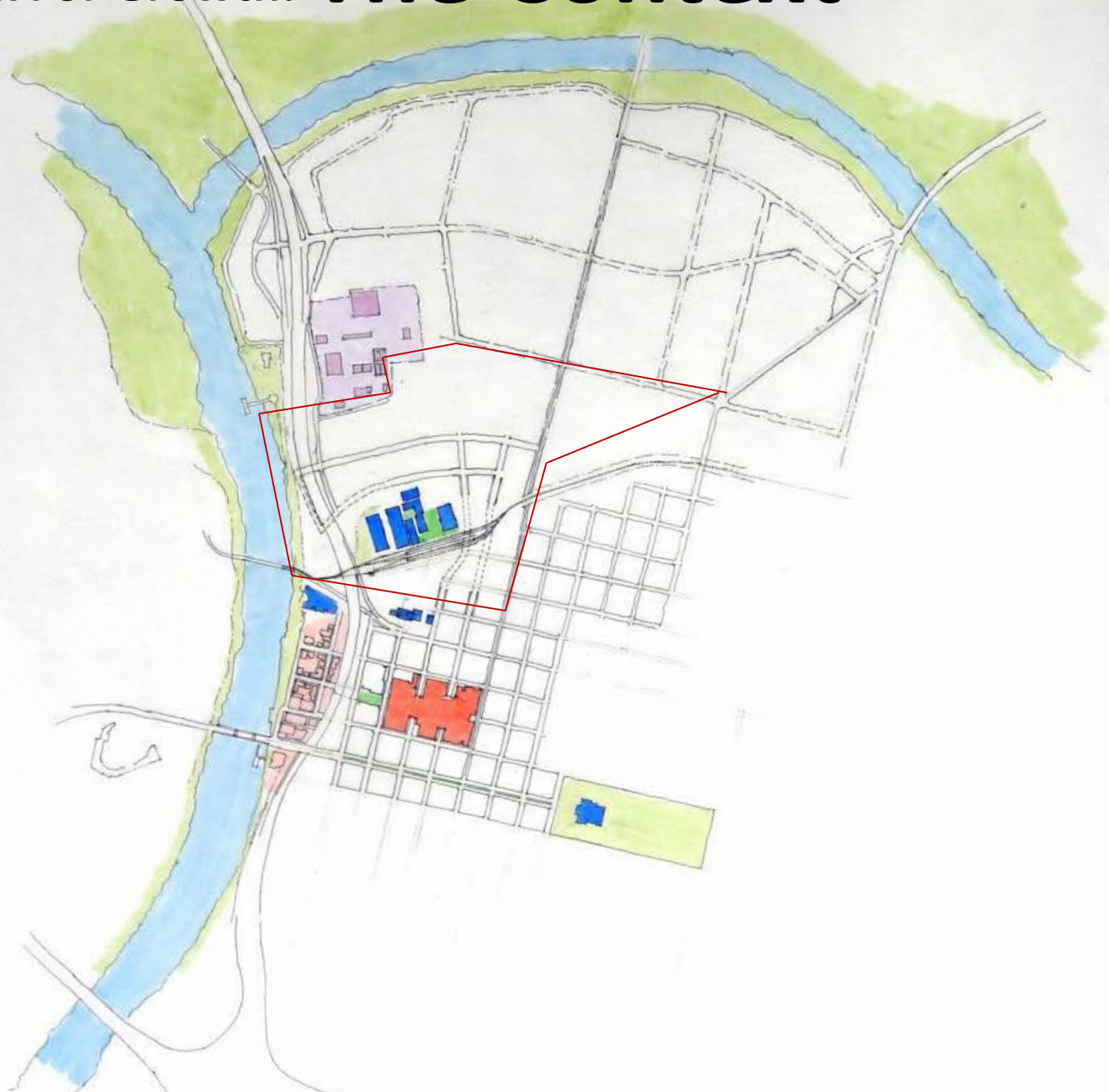
- Shared use of conventional and high speed tracks in station vicinity, or
- New location for HSR



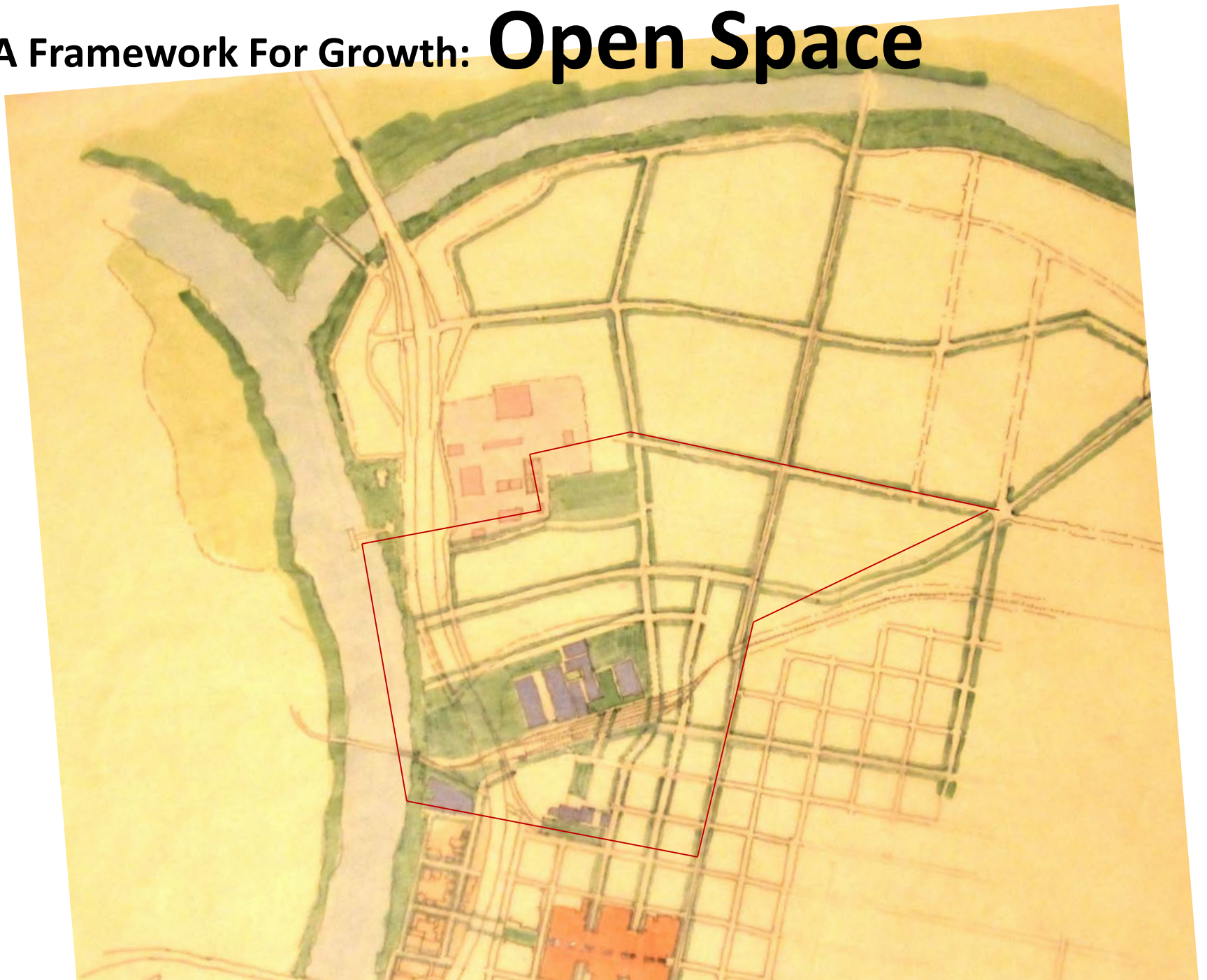
A Framework For Growth: **The Context**



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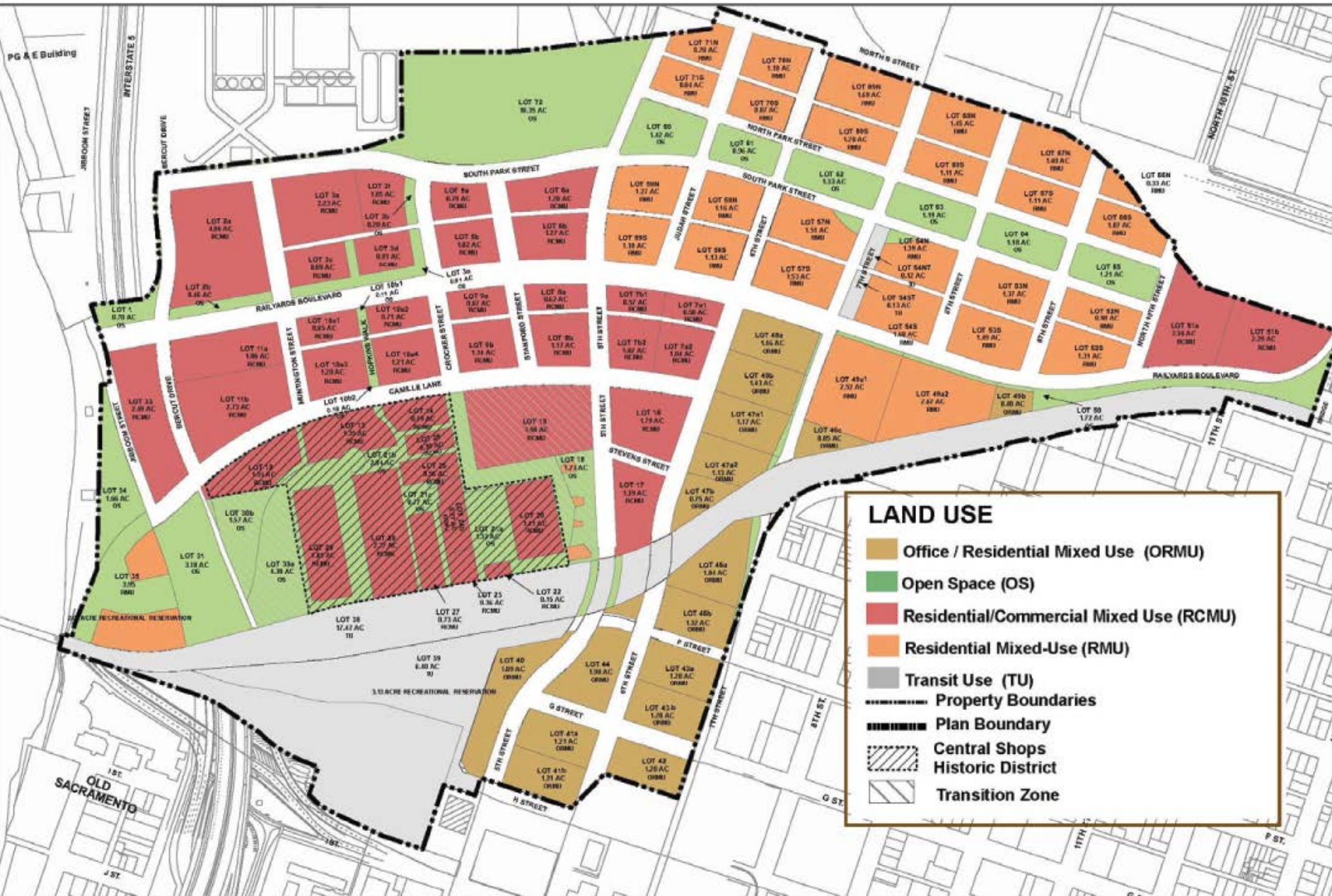
A Framework For Growth: **Open Space**



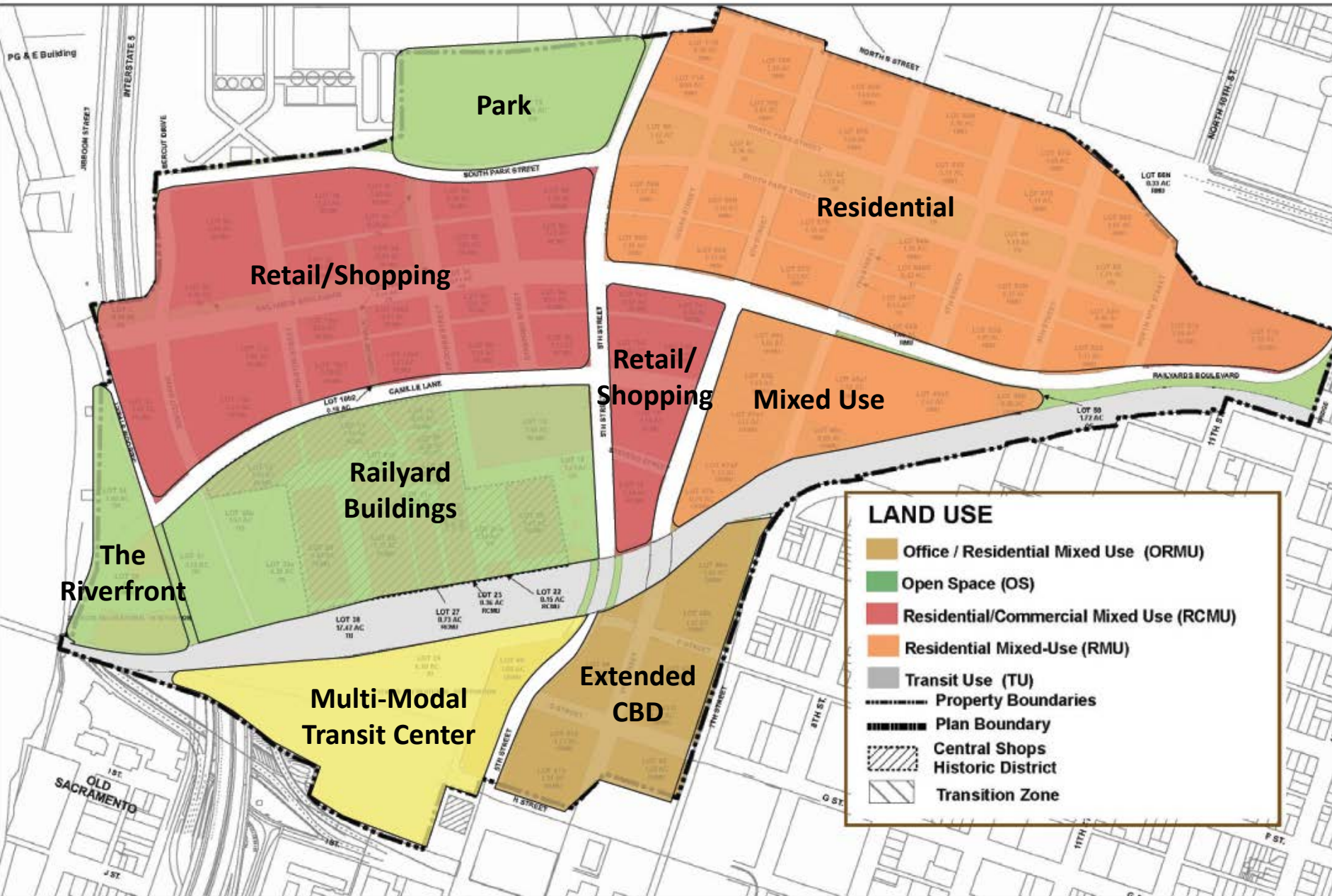
A Framework For Growth: **Building Neighborhoods**



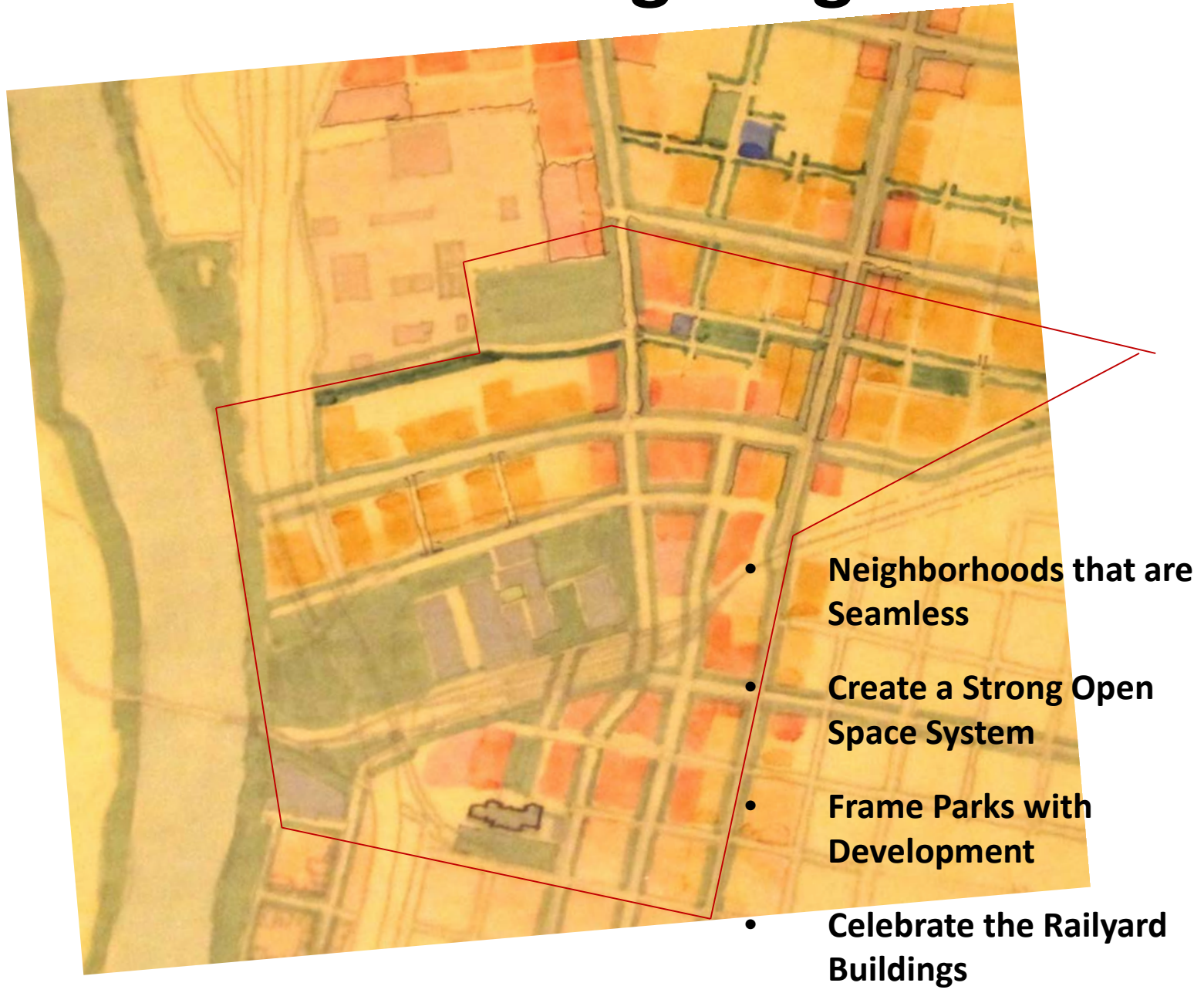
A Framework For Growth – The Adopted Plan



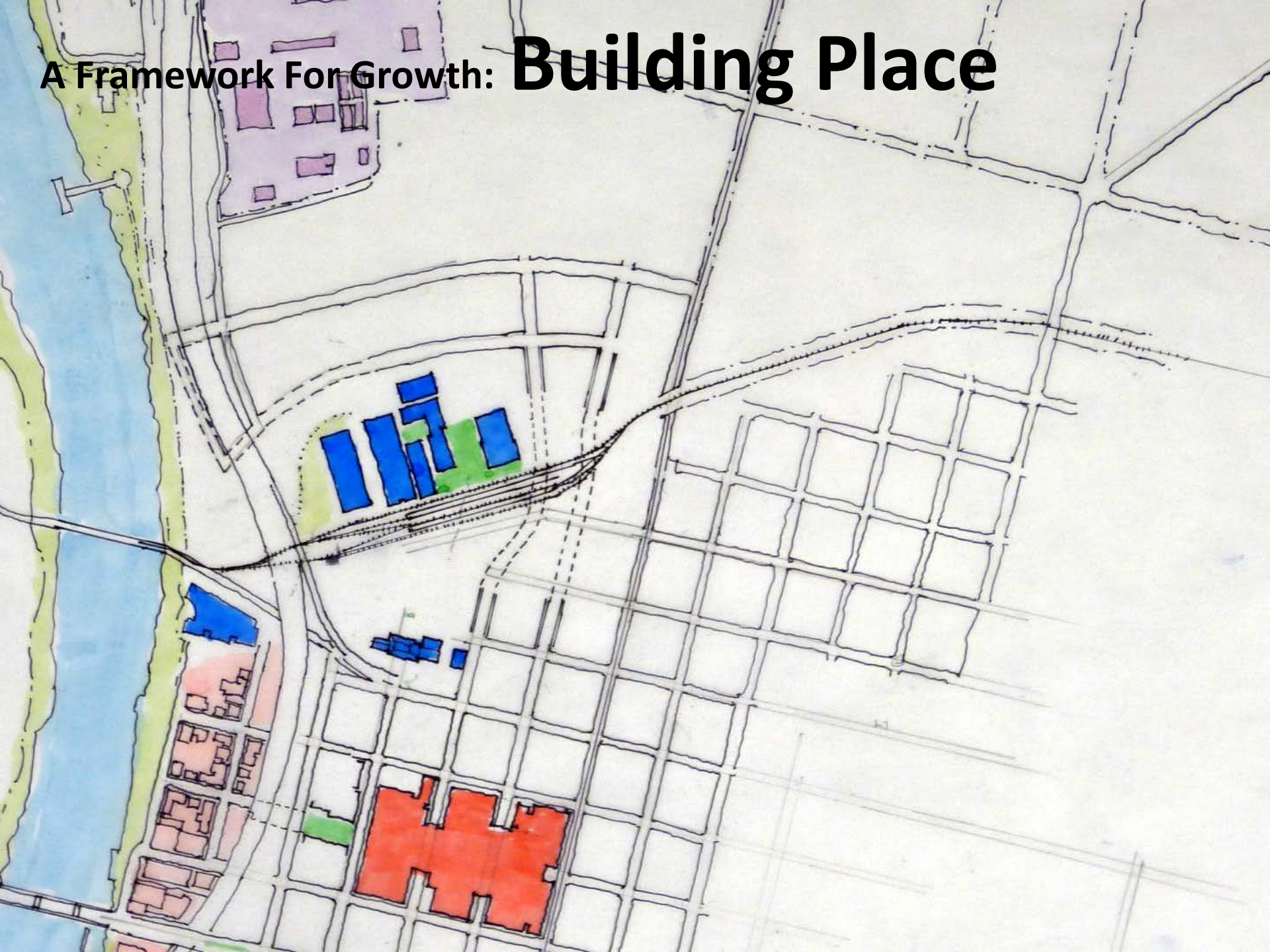
A Framework For Growth – Resultant Pattern



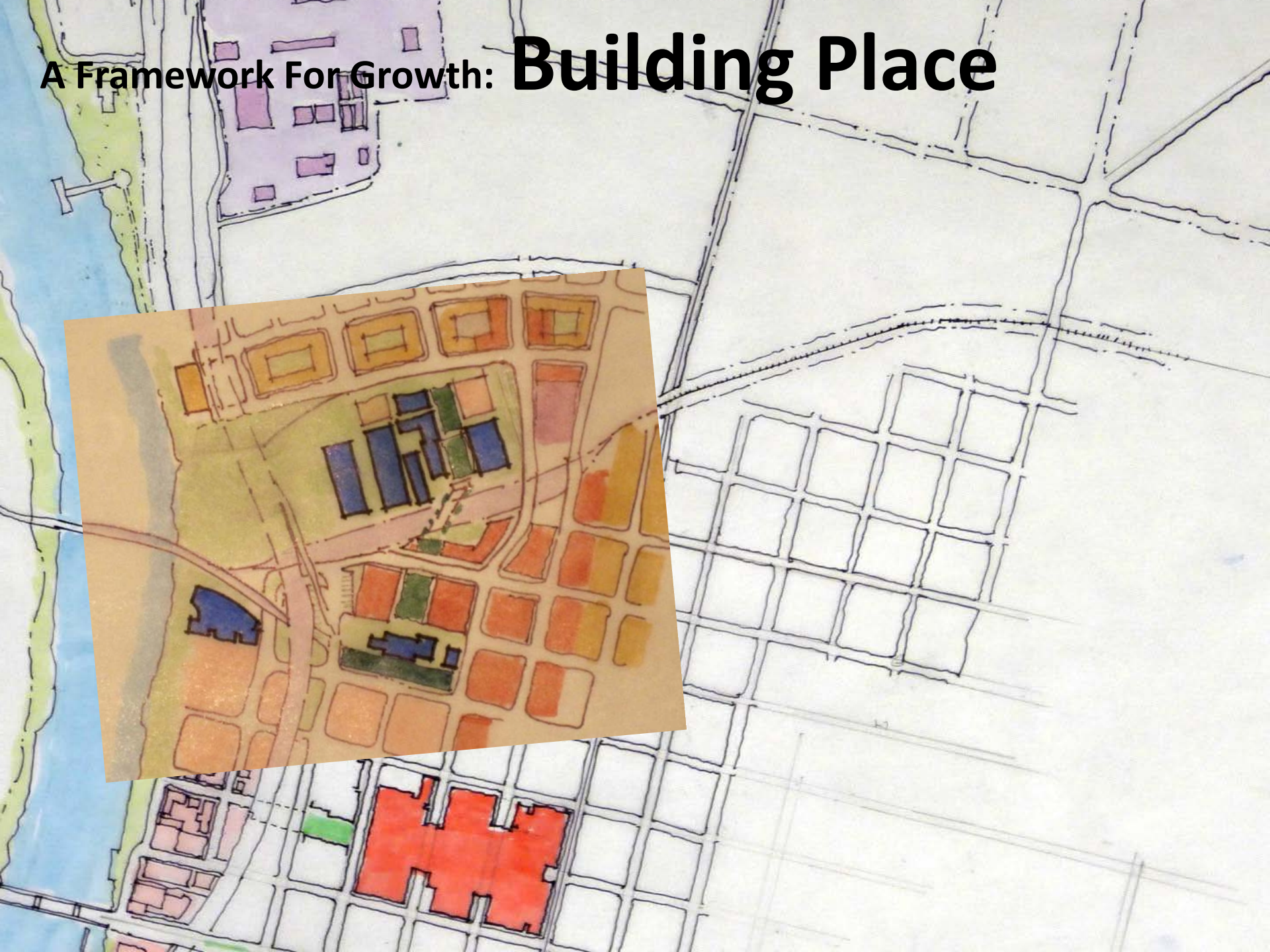
A Framework For Growth: **Building Neighborhoods**

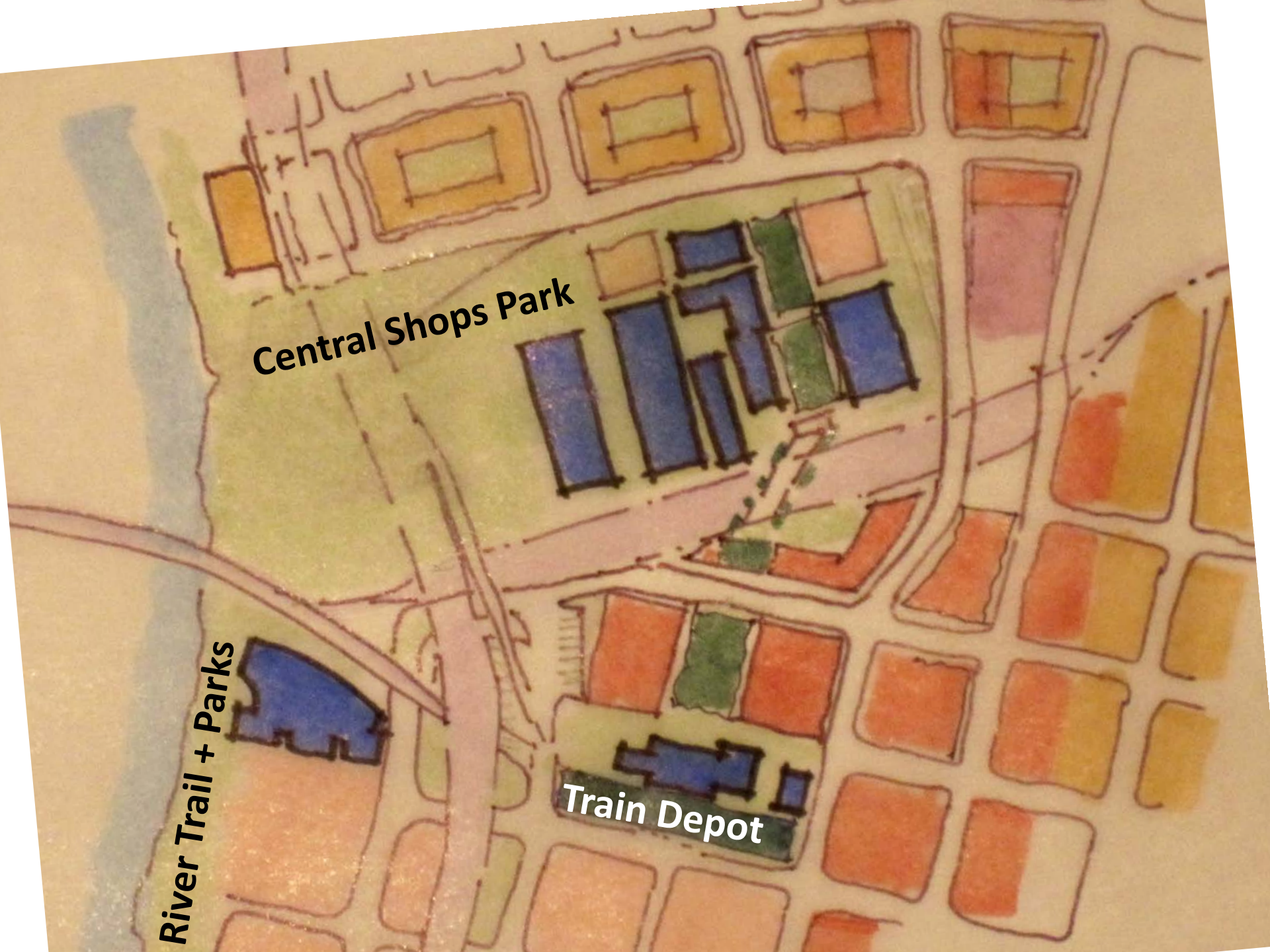


A Framework For Growth: **Building Place**



A Framework For Growth: **Building Place**





A hand-drawn map on a light-colored background. The map features several rectangular blocks of different colors: yellow, orange, blue, green, and pink. A central area is labeled 'Central Shops Park' and contains several blue and green blocks. To the left, a blue block is labeled 'River Trail + Parks'. Below the central area, a blue block is labeled 'Train Depot'. The map is drawn with simple lines and colored washes, giving it a sketchy, artistic appearance.

Central Shops Park

River Trail + Parks

Train Depot

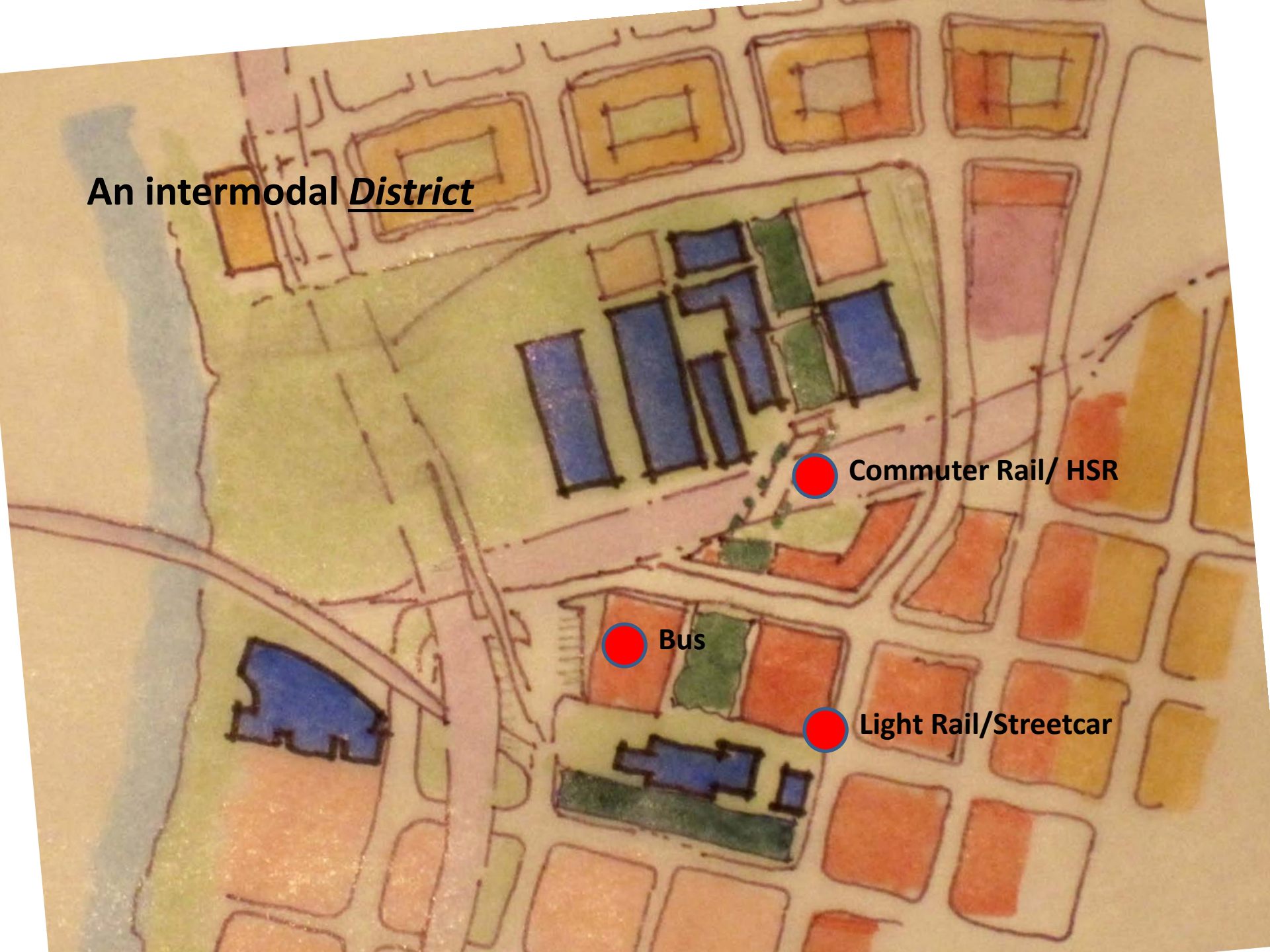
River Trail + Parks

Central Shops Park

Train Depot



An intermodal District



A hand-drawn map of an urban area, likely a transit hub or intermodal district. The map features various colored blocks representing buildings or land use: orange, yellow, blue, green, and pink. A central area is highlighted with a green background. Three red dots with blue outlines mark specific transit locations, each labeled with text. The labels are 'Commuter Rail/ HSR' (top right), 'Bus' (middle left), and 'Light Rail/Streetcar' (bottom right). The map also shows a network of roads and a large blue area on the left side.

Commuter Rail/ HSR

Bus

Light Rail/Streetcar

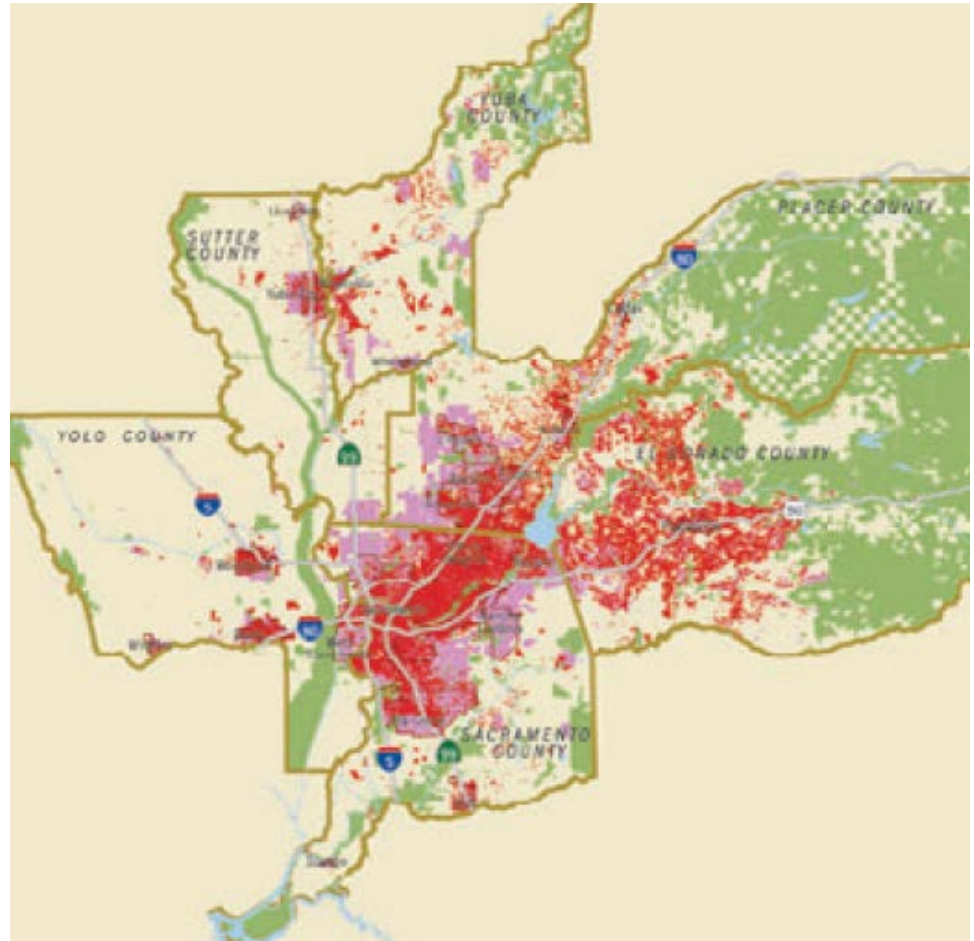


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Residential Market Realities

- 300,000 projected dwelling units by 2035
 - 50% attached
 - 25% small lot single family
 - 25% multifamily
- 35,000 projected as urban dwelling units
- Significant competition
 - Railyards, Downtown, Midtown, West Sacramento, River District



Office Market Realities

- 53 M square foot office market
 - 11 M square foot downtown market
 - 42 M square foot suburban market
- 15% vacancy rate is better than other submarkets
- Rents are generally stronger downtown
- Downtown office composition
 - State, County, City government
 - Professional services firms
 - Very few corporate HQ's



Retail Market Realities

- Major retail development has slowed
- Retail rents have generally declined but stabilizing
- Retail market projections are relatively soft
- Retail will not be the primary development driver



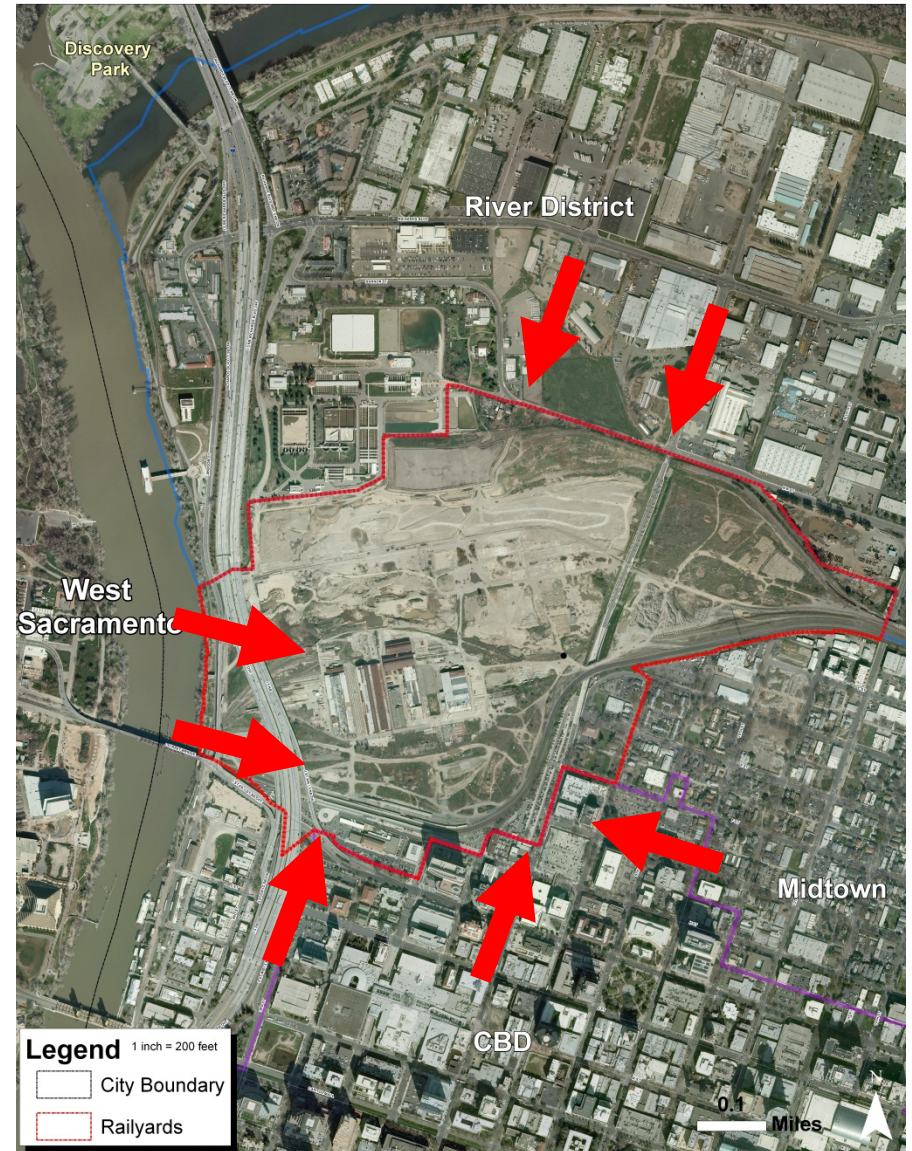
Don't sweat the big stuff

Build incremental but complete development





Inside out vs. Outside in



City building takes time





No Silver Bullets!

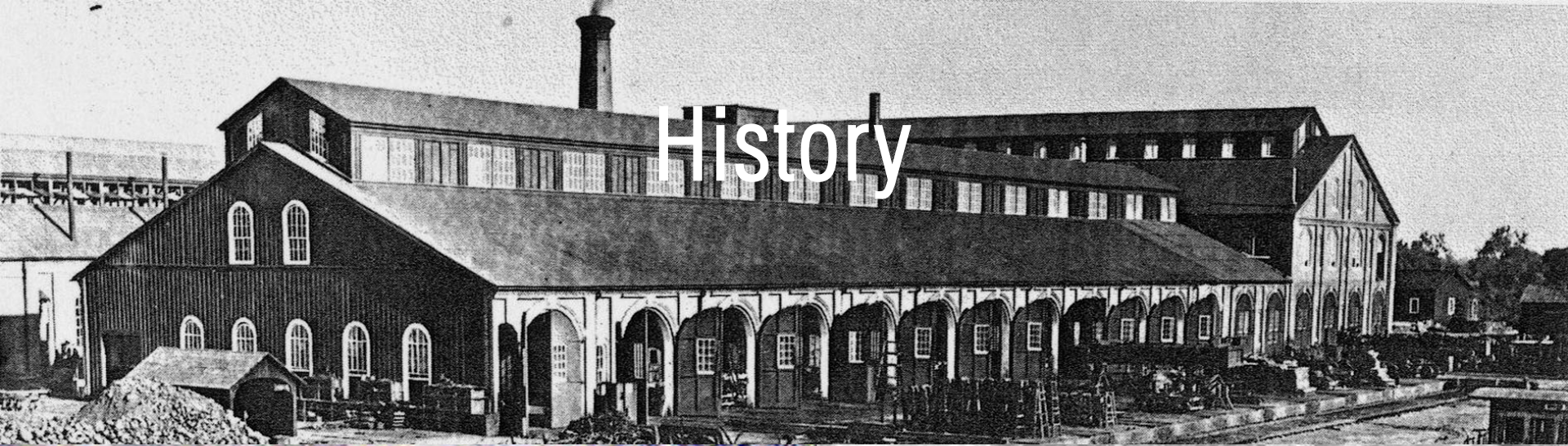
- Several catalytic projects currently being contemplated:
 - Arena
 - County Courthouse
 - Intermodal Facility
 - Other
- Each should be viewed in larger context:
 - Consider whether or not they add value to the overall experience/draw of the site
 - Consider the impact on future phases of development
 - Consider the return on current/planned investments



Guiding Principles

- Seize the opportunity
- Connects to and complements Downtown, Midtown and the River District
- Based upon market realities & conditions
- Local and regional draw
- Urban context
- Celebrates the historic significance

History



Central Shops

- Long Term
 - Railroad Museum
 - Markets: farmer, flower, public
 - Retail
 - Restaurants



STARBUCKS
COFFEE

THE DENVER TRAMWAY POWER CO.
1901

NATIONAL EQUIPMENT, INC.



Ideas for Interim Uses

- Arts and culture
- Sports/wellness
- Educational
- Large-scaled tented events





Presented By East West Partners

"THE ONE AND ONLY" RIVERFRONT PARK FASHION SHOW

JULY 24, 2010

4:30 - 9:00pm

Featuring Fall 2010 designs by

Betsey Johnson, Gabriel Conroy

Sue Wong - hosted by Mariel Boutique

Models by Donna Baldwin Talent

Music by Alex Khadiwala

Nibbles and Sips

Table 6, Zengo, Lovely Confections

Svedka, Zaya, Casa Noble

Pre-party at MiniBar 3:30 - 5:30pm
Happy Hour at Zengo 3:30 - 5:30pm
Riverfront Park Fashion - 4:30pm
Finale Fashion Event at Jet Hotel 8pm
Next day brunch at Table 6 - 10am - 3pm

Tickets available at

www.riverfrontparkfashion.com | 303.623.1500



Photo by Judy Zischoldt, Mike Sauer/Donna Baldwin Talent

Produced by Tobie Orr



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Going Forward: Fellows Homework

- Define the guiding principles for determining the inclusion, siting and design of near-term opportunities in the Railyards (e.g., courthouse, arena, multimodal)
- Investigate interim uses, operators and programming to bring people to the site (e.g., sports, recreation, culture, arts)
- Integrate the plans for the River District, Railyards and adjacent areas for open space and transportation networks
- Identify a cohesive first phase of development that leverages infrastructure already committed and creates a “complete place”
- Develop alternative plans for future infrastructure based on funding availability and development opportunities

Thank you to the following people; their assistance was essential to the panel's work:

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Cheney, Public Information Officer, City of Sacramento | Ruth Coleman, Sacramento Parks and Recreation Department | Gladys Cornell, AIM
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Halbakken, Sacramento Transportation Department | Paul Hammond, California State Railroad Museum | Michael Heller, The Heller Company |
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