

City of Sacramento

Legislation Details (With Text)

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Title: Marysville Boulevard Economic Development Investment Initiative
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Attachments:

Date	Ver.	Action By	Action	Result
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Title:
Marysville Boulevard Economic Development Investment Initiative

File ID: 2018-01678

Location: Del Paso Heights, District 2

Recommendation:

Adopt a Resolution 1) approving the Marysville Boulevard Investment Initiative (MBI²); and 2) authorizing the City Manager or the City Manager's designee to a) establish the Marysville Boulevard Investment Initiative Project (I02180700) and b) increase the expenditure budget in the Marysville Boulevard Investment Initiative Project (I02180700) by \$1.1 million from the Del Paso Heights Funds (Fund 3805, 3806, 3807, 3808, and 3809) available fund balances.

Contact: Veronica Smith, Economic Development Senior Project Manager, (916) 808-1046, Office of Innovation and Economic Development

Presenter: None

Attachments:

- 1-Description/Analysis
- 2-Resolution
- 3-Exhibit A (Marysville Blvd Investment Initiative)

Description/Analysis

Issue Detail: Marysville Boulevard has long been identified as a struggling corridor with potential. Since the dissolution of redevelopment the corridor has suffered from increased disinvestment which has resulted in its present condition. After receiving input from local businesses and residents, and feedback received through a series of community outreach meetings, focus group meetings, surveys, plans, and strategies, the concept was developed for the Marysville Boulevard Investment Initiative (MBI²) (I02180700). This Initiative will build upon a number of existing plans and strategies that have been developed for Del Paso Heights over the years, including the Del Paso Heights Implementation Plan, the Del Paso Heights American Institute of Architects Sustainable Design Assessment Team Report, and the Project Prosper Initiative. Furthermore, MBI² has identified its priority area of focus as the area centered around the intersection of Marysville Boulevard and Grand Avenue. Focusing on the area at Marysville and Grand is the key to success of transforming Marysville Boulevard. This presents the opportunity to transform the vacant Redevelopment Area Successor Agency (RASA) owned sites in the area and capitalize on the investments made by Viva Supermarket, and future proposed developments of the Sacramento Economic and Employment Development Corporation and Greater Sacramento Urban League.

The MBI² presents an opportunity to facilitate, identify and implement catalytic economic and environmental transformation along the struggling commercial corridor. MBI² will take an approach that is mindful of new trends and modes of thinking in equitable and inclusive neighborhood commercial corridor development while also ensuring that it aligns with the long-term growth of Del Paso Heights and the residents that currently call it home. This will be achieved by reaching out to and working closely with the property owners along Marysville Boulevard to identify opportunities to activate their properties. Moreover, the community will be engaged as ideas for space activation are derived to ensure that any proposed uses respond to community priorities.

The strategic goals of the Initiative will be to:

1. Transform blighted vacant lots and properties.
2. Identify and leverage opportunities around mobility equity.
3. Invest in and promote equitable development.
4. Identify and invest in equitable, innovative mixed-use and affordable housing development projects.

This report presents the overall vision for the Boulevard with specific actions for implementation returning to Council for approval.

Policy Considerations: The Initiative is consistent with the 2013 Economic Development Strategy goal to invest in building Sacramento and the objective to “encourage strategic investments and initiatives that lead to the economic development, job growth and enhance the quality of life in

Sacramento.”

Economic Impacts: This place-based Initiative is designed to encourage private sector investment along Marysville Boulevard. Due to the wide variety of components in the Initiative exact economic impacts cannot be forecasted at this time. For each strategic investment made, economic development metrics such as the number of employees, number of businesses, and tax generated will be documented.

Environmental Considerations: Creating the Initiative and establishing the Initiative budget is not considered a project as defined by Section 15378(b) of the California Environmental Quality Act (CEQA) guidelines (Cal. Code Regs., tit. 14, §15000 et seq.) because it involves government fiscal activities that do not involve any commitment to any specific project which may result in a potentially significant physical impact on the environment; therefore, this action does not involve a project is exempt from CEQA review under CEQA Guidelines section 15060(c)(3).

Sustainability: This Initiative is consistent with the City’s Sustainability goals as it encourages the development of the infill area of Del Paso Heights and promotes the development of Marysville Boulevard into a walkable pedestrian corridor.

Commission/Committee Action: N/A

Rationale for Recommendation: By almost any measure, Del Paso Heights level of social and economic deprivation is among the highest in Sacramento. It has some of the highest rates of poverty, unemployment, high school dropout, and crime rates in Sacramento, and some of the lowest salaries and educational attainment. It lacks some basic retail and services that most other neighborhoods have, and it lacks a clear commercial center that can help reinforce the sense of place. Many businesses will not locate into the area because of perceived high crime and low profitability. However, there is still a growing need for housing, retail and commercial establishments to come into the neighborhood. Despite the economic challenges, Del Paso Heights is poised for resurgence from neglect. Over the years, Marysville Boulevard has experienced some public investment in community facilities, streetscape improvements, and private investment in small commercial projects. However, several opportunities have not been fully realized.

MBI² will provide strategic investments that support the built environment in the form of loans, grants, and technical support to foster increased investment into the commercial corridor. The Initiative focuses on attracting transformative investment opportunities to the corridor that will complement the existing fabric of the surrounding community; residents, educational institutions, community service providers, and faith-based institutions.

Financial Considerations: There are sufficient resources in the Del Paso Heights Funds available fund balances to fund the MBI² (I02180700) by \$1.1 million. The funding breakdown as follows:

Fund Name	Fund Number	Amount
1999 CIRB Del Paso Heights DP TE	3805	\$155,000
1999 ML DP Heights TE	3806	\$70,000
2003 DP Heights TE TABS	3807	\$206,000
2006 TARB DP Heights CIP TE	3808	\$453,000
2006 TARB DP Heights TA	3809	\$216,000
Total Cost		\$1,100,000

Local Business Enterprise (LBE): This Initiative is designed to be inclusive of assisting and growing businesses along the Marysville Boulevard Corridor.