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Sacramento, California
Redeveloping the Railyards to strengthen the urban core
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
Presentation Outline

1. Observations
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A Framework For Growth: Committed Infrastructure
LRT Extension

- Proposed loop to the Railyards
- Interface with Intermodal Center
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**
A Framework For Growth: The Context
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

LAND USE
- Office / Residential Mixed Use (ORMU)
- Open Space (OS)
- Residential/Commercial Mixed Use (RCMU)
- Residential Mixed-Use (RMU)
- Transit Use (TU)
- Property Boundaries
- Plan Boundary
- Central Shops
- Historic District
- Transition Zone
A Framework For Growth: Building Neighborhoods

- Neighborhoods that are Seamless
- Create a Strong Open Space System
- Frame Parks with Development
- Celebrate the Railyard Buildings
A Framework For Growth: Building Place
An intermodal District

Commuter Rail/ HSR

Bus

Light Rail/Streetcar
1. Observations
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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
Central Shops

• Long Term
  – Railroad Museum
  – Markets: farmer, flower, public
  – Retail
  – Restaurants
Ideas for Interim Uses

• Arts and culture
• Sports/wellness
• Educational
• Large-scaled tented events
“THE ONE AND ONLY”
RIVERFRONT PARK
FASHION SHOW

JULY 24, 2010
4:30 – 9:30pm

Featuring Fall 2010 designs by
Betsie Johnson, Gabriel Conroy,
Sue Wong - hosted by Mariel Boutique
Models by Donna Baldwin Talent

Music by Alex Khadilwala
Nibbles and Sips
Table 6, Zengo, Lovely Confections
Svedka, Zaya, Casa Noble

Tickets available at
www.riverfrontparkfashion.com  |  303.623.1500
1. Observations
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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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