



# LAI Special Charrette Sacramento Riverfront

Briefing Packet

MAY 7, 2022

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# I. Introduction and Purpose of Charrette

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The City of Sacramento (City) is pleased to have the opportunity to participate in Lambda Alpha International (LAI) Land Economics Weekend through the LAI Special Charrette. As a large City, we have many land use issues that this charrette could have focused on, however, we have a significant asset that we have not been able to fully capitalize on yet: the waterfront along the Sacramento River. As you will read in the following pages, the City has set the vision of revitalizing the waterfront and creating a regional destination. But the City has been unsuccessful in getting the majority of the riverfront projects to the construction/implementation phase.

We hope to leverage the LAI members collective expertise to help the City move past the visioning stage and create a destination waterfront.



The Sacramento River urban waterfront is three and a half miles in length stretching from Tiscornia Park, at the confluence of the Sacramento and American Rivers, to Miller Park.

Over the past 40 years, the City's riverfront has been included in numerous specific plans including the River District Specific Plan, Railyards Specific Plan, Central City Specific Plan, Docks Area Draft Specific Plan, and the West Broadway Specific. In California, a Specific Plan is a planning document that implements the goals and policies of the General Plan. These plans contain detailed development standards and implementation measures to which future projects located within a specified geographic area must adhere. A Specific Plan is a popular form of a land use overlay.

In 2003, the Cities of Sacramento and West Sacramento collaborated on a Riverfront Master Plan with the goal of creating one of the nation's finest urban waterfronts. The Riverfront Master Plan encompasses the riverfront properties in each of the Specific Plans listed above. The Master Plan contains four guiding principles:

1. Creating riverfront neighborhoods and districts;
2. Establishing a web of connectivity;
3. Enhancing the green backbone of the community; and,
4. Creating places for celebration.

Unfortunately, the vision has not been implemented as quickly as anticipated and the Sacramento side of the river remains largely unchanged.

These plans have produced consistent recommendations for riverfront projects. We've realized the question is not so much what to do, but where to focus and how to accomplish it.

## Specific Plan Areas Along the Waterfront

For the purposes of this charrette, we will divide the riverfront by the City's five specific plan areas bordered by the Sacramento River, however, the charrette will focus on the River District, Railyards and Central City Specific Plan Areas. These areas are also overlaid with the Riverfront Master Plan:

- River District Specific Plan

Located along the confluence of the American and Sacramento Rivers, the [River District](#) is home of a wide variety of businesses and residential housing.

- Railyards Specific Plan

Located just south of the River District, the Railyards Specific Plan area is the largest infill opportunity in the western United States. When built out, it will include employment opportunities, cultural destinations, and residential neighborhoods. The Railyards also abuts the Sacramento River.

- Central City Specific Plan

Located in the heart of the City, the Central City Specific Plan focuses on maintaining the quality of life in the central city by developing varied housing stock. The Old Sacramento Waterfront is on the west side of Central City Specific Plan, providing residents and workers with a connection to the Sacramento River.

- Sacramento Docks Area Draft Specific Plan

The waterfront area, along the Sacramento River, holds tremendous potential for future development opportunities. The Docks Area Specific Plan was incorporated into the Central City Specific Plan.

- West Broadway (formerly Northwest Land Park) Specific Plan

The WBSP will help create a more walkable neighborhood and improve multimodal connectivity. By increasing housing opportunities near the urban core, it will help reduce long commutes and

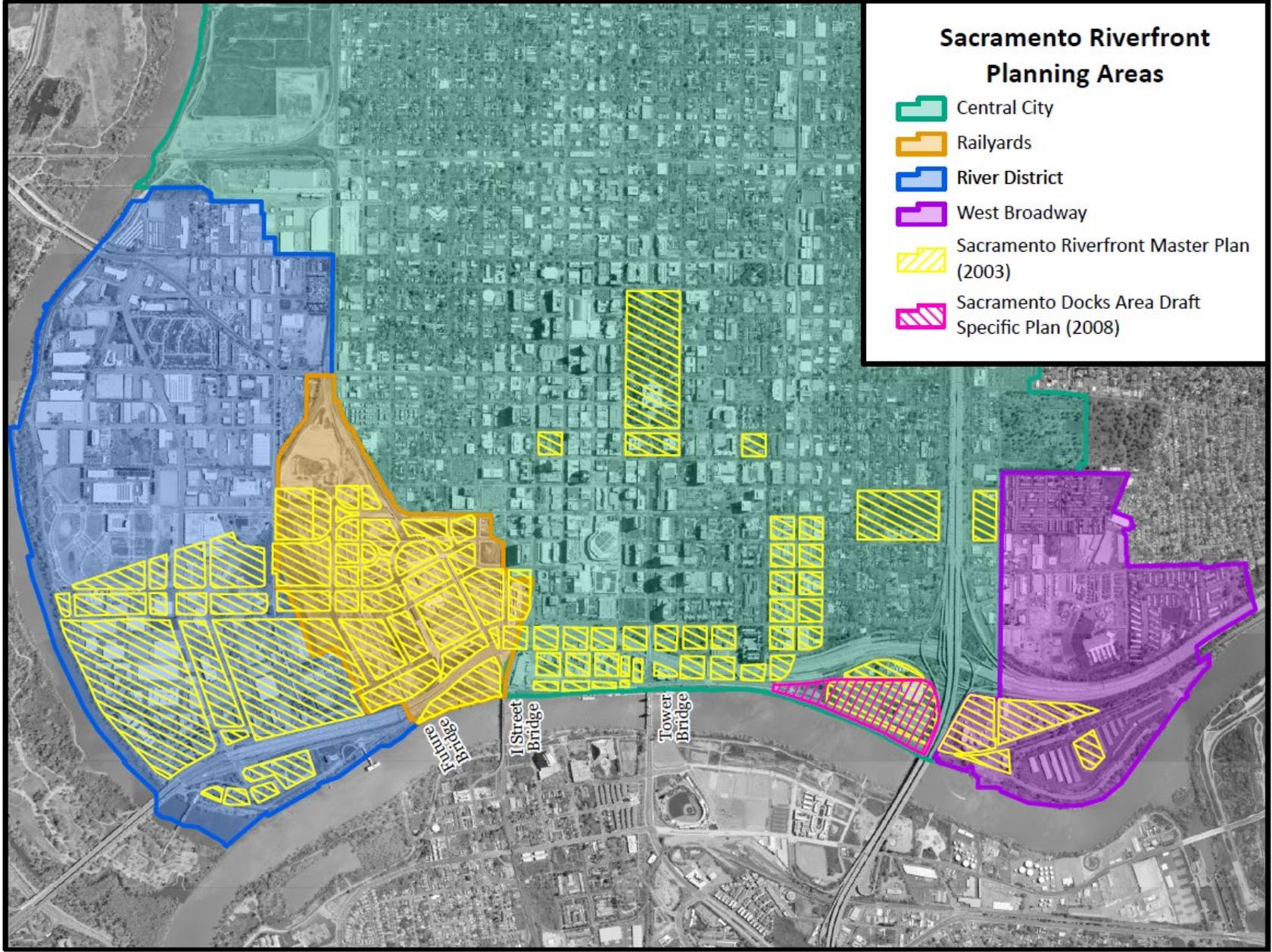
dependence on cars, reduce the per capita use of fossil fuels and greenhouse gas emissions to help meet air quality standards.

This briefing packet contains summary information on each of these areas in the Urban Sacramento Waterfront – Setting and Context section. The City’s efforts have recently focused on Old Sacramento Waterfront and the Destination Sacramento Program (within the Central City Specific Plan) consisting, in part, of three capital improvement projects: Front Street Experience, the Sacramento History Museum Event Deck and the River Docks. For various reasons (See Section I of this document) the City has been unable to move forward on these projects.

The briefing packet also contains information transportation and connectivity, historical background information and resources.

### **Docks and West Broadway Specific Plan Areas (Not part of the Charrette)**

The Docks and West Broadway Specific Plan Areas have a number of environmental, financial and existing facilities that make these areas very long-term projects. For the purposes of this charrette, the City would like to focus on River District, Railyards, and Central City Specific Plans. Additional information on the Docks and Northwest Land Park is provided in Section 3.



## Purpose of Charrette and Key Questions

The City of Sacramento is requesting LAI's assistance in prioritizing our waterfront work. The City has a very comprehensive and complex program envisioned for the waterfront. But, it is not clear about the implementation and financing strategies needed to bring it about. Our charrette focus is on providing guidance to help us establish these strategies.

The big questions are related to prioritization of:

- Money
- Staff Time
- Regulatory powers
- Legislative powers
- Partnership efforts.

Specifically, the charrette questions are:

How might we best go about financing and implementing our highest waterfront priority, the Destination Sacramento Program, by prioritizing all or portions of the following projects and strategizing their funding and funding sources -Front Street Experience, Event Deck, and River Docks

What private and public projects discussed in the other waterfront districts would best help to stimulate waterfront development, and should represent high priority for support by the City?  
Can we envision a strategic linkage between them?

What are the most important connections to be enhanced or developed between the waterfront districts and the adjacent areas to enable the physical aspects of this linkage. Is there a logical priority?

## 2. Sacramento's Urban Waterfront

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The waterfront contains a growing number of commercial, civic, and cultural amenities, as well as some constraints, briefly described here:

### City of Sacramento

Sacramento occupies nearly 100 square miles at the confluence of the Sacramento and American rivers. With a population of near 500,000, it is the seventh-largest city in California. As one of the most historic cities in California, Sacramento boasts an impressive array of landmarks, parks, amenities and other must-see points of interest.

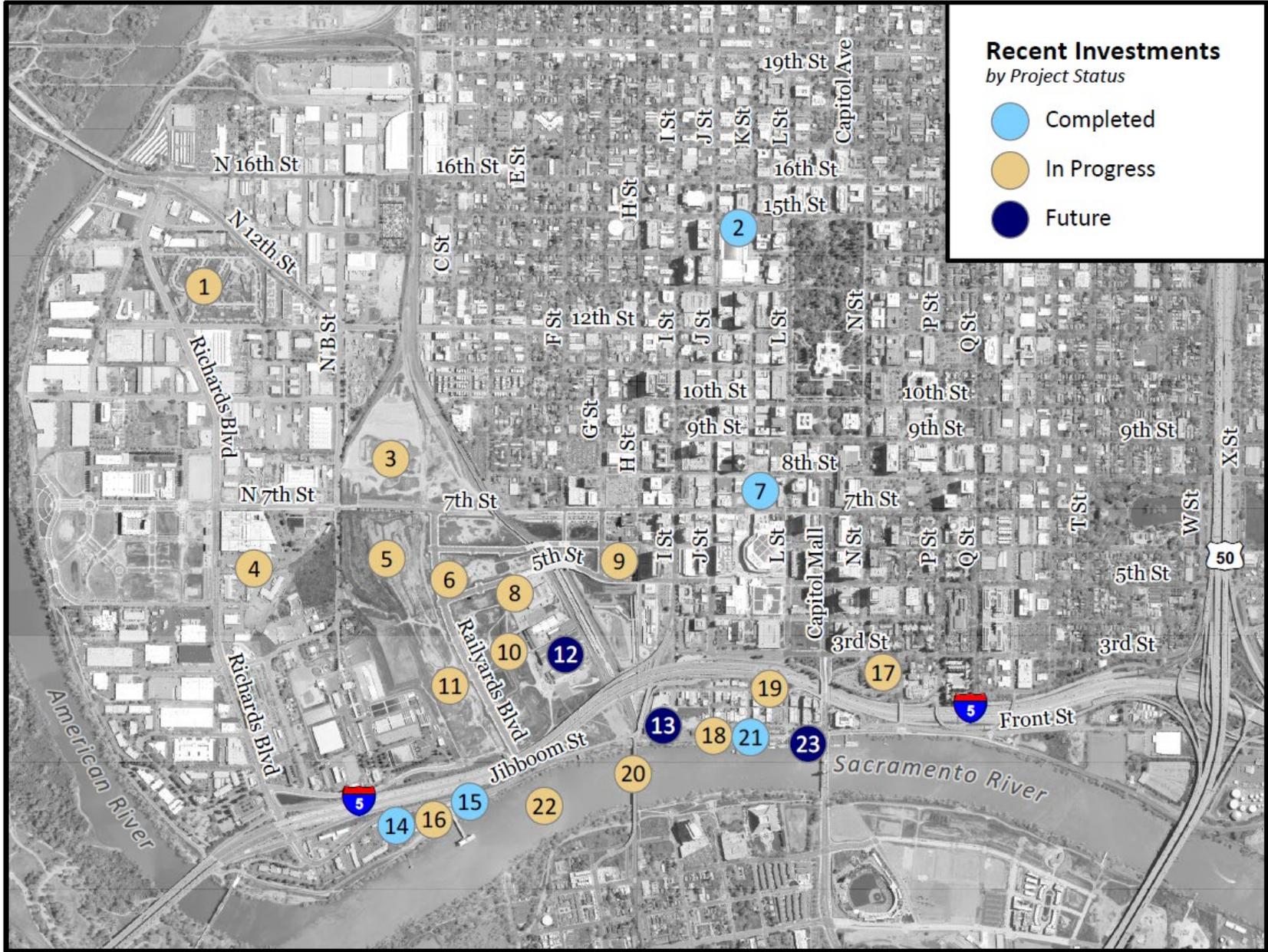
The City has had significant public and private investments along the waterfront and within the surrounding specific plan areas. The table and map on the following pages provide a summary of recent projects. For the purposes of this exercise, completed projects are projects that are fully constructed or are an approved planning document, in progress projects are projects that are in the design stage but may not be fully funded, future projects are projects that have been identified to be constructed in the future but do not have funding or design completed.



*Tower Bridge and Old Sacramento Waterfront*

### Summary of Recent Investments by Specific Plan Area

	Specific Plan Area	Riverfront Master Plan Project	Project	Status	Investment Type	Cost
1	River District		Marisol Village	In Progress	Public	\$30 Million
4	River District		State Office Complex	In Progress	Public	\$1 Billion
14	River District	Yes	MOSAC	Completed	Public	\$50 Million
15	River District	Yes	Matsui Park Phase I	Completed	Public	\$400,000
16	River District	Yes	Hanami Line	In Progress	Public/Private	\$4 Million
22/22	Railyards	Yes	I Street Bridge Replacement/Deck Project	In Progress	Public	\$220 Million
8	Railyards		Live Nation	In Progress	Private	
11	Railyards		Kaiser Hospital	In Progress	Private	\$1.4 Billion
3	Railyards		MLS Soccer Stadium	In Progress	Private	\$300 Million
9	Railyards		Sacramento County Courthouse	In Progress	Public	\$515 Million
5	Railyards		Housing	In Progress	Private	
10	Railyards		Central Shops	In Progress	Private	
12	Railyards		State Rail Tech Museum	Future	Public	\$80 Million
3	Railyards		Infrastructure Improvements	In Progress	Public	\$30 Million
18	Central City	Yes	Destination Sacramento – Front Street	In Progress	Public	\$40 Million
13	Central City	Yes	Destination Sacramento – Museum Roof Deck	Future	Public	\$5.5 Million
23	Central City	Yes	Destination Sacramento – River Docks	Future	Public	\$17.5 Million
19	Central City	Yes	Old Sacramento Lighting and Safety Improvements	In Progress	Public	\$5 Million
21	Central City	Yes	Embarcadero	Completed	Public	\$8 Million
2	Central City		C3 Project	Completed	Public	\$350 Million
17	Central City		Crocker Park	In Progress	Private	\$40 Million
7	City		The Hardin (mixed use project)	Completed	Private	\$61 Million



## River District Specific Plan Area



*River District and Confluence of the American and Sacramento Rivers*

Through the early 1900's, the area now known as the River District was subject to flooding and drainage problems. As new levees were constructed, the area became a focus for warehousing and distribution due to its proximity to major water, rail and road arteries that could distribute the agricultural products of the fertile Sacramento Valley throughout the nation.

In the early 1920's, the City of Sacramento constructed the water filtration plant that is located in the western portion of the area, adjacent to the Sacramento River.

In 1928, the California Cooperative Producers Company built a tomato cannery in the area. That plant was later bought by Thomas S. Richards, Sr. who, together with landowners Henri and Peter Bercut, formed the Bercut-Richards Packing Company. It became the largest independently owned cannery in California.

During World War II, the Federal government constructed the Dos Rios (now Twin Rivers) housing complex and in 1952, a printing plant was developed at North 7th and North B streets to serve the State government. The area was annexed to the City of Sacramento in the 1950's and early 1960's.

## Completed Projects

### River District Specific Plan

Adopted in 2011, the River District Specific Plan envisions a vibrant, mixed-use community connected to the surrounding neighborhoods by a network of local streets, light rail transit, and bicycle and pedestrian pathways.

The River District will be bordered by a ribbon of parks at the river's edge and have a wide range of employment, entertainment and housing options for families and individuals. It will be home to existing commercial and light industrial uses and to new development as it transitions to a mix of residential, office, retail and commercial infill.

With the American and Sacramento rivers serving as defining features, the redevelopment of this former industrial district will embrace its rivers, creating both economic and social benefits for the region.



River District Land Use Map

## Sacramento Museum of Science and Curiosity (MOSAC)



*Museum of Science and Curiosity (MOSAC)*

The new [MOSAC](#) revitalized the historic PG&E power station—listed on the National Register of Historic Places—and incorporates Robert T. Matsui Waterfront Park into a dynamic new campus on the Sacramento River.

### Matsui Park

[Robert T. Matsui Waterfront Park](#) is located along Sacramento River Parkway bicycle trail that connects Old Sacramento to Tiscornia Park. It is directly south of MOSAC.



*Matsui Park and the Water Intake Structure*

The park includes the Sacramento Intake Structure. It has two main functional requirements—to supply water at a capacity of 160 million gallons per day and to ensure the associated fish screens would meet current regulatory agency requirements. The facility has been in operation since 2004

## Pending Projects

### Hanami Line



The Hanami Line is proposed to be located at Matsui Park. The Hanami Line celebrates Sacramento’s cultural connections with Japan — through the planting of over 200 cherry trees. The enhanced park will offer an inviting environment for a relaxing riverfront experience. In the spring, the celebration of the cherry blossoms will shine a spotlight on the City’s award-winning urban forest.

The Hanami Line is in the funding stages and construction is expected soon.

There are no other major projects proposed or under construction in the River District at this time.

## Future Projects

### Confluence/Jibboom Street

The Jibboom Street area is adjacent to the confluence of the American and Sacramento Rivers. Tiscornia Park is located at the confluence of the rivers and has a sand beach for swimming.

The vision for this area is to create a destination for tourists and other visitors, with a concentration of hotels, restaurants, entertainment venues and a vibrant parkway. The area is expected to retain its service commercial uses, catering to the traveling public. Buildings along the Sacramento riverfront are expected to take advantage of the view of the river through increased height and convenient riverfront access. The City of Sacramento has been working towards helping the owners of the existing motels convert their facilities to uses that take advantage of the waterfront location.

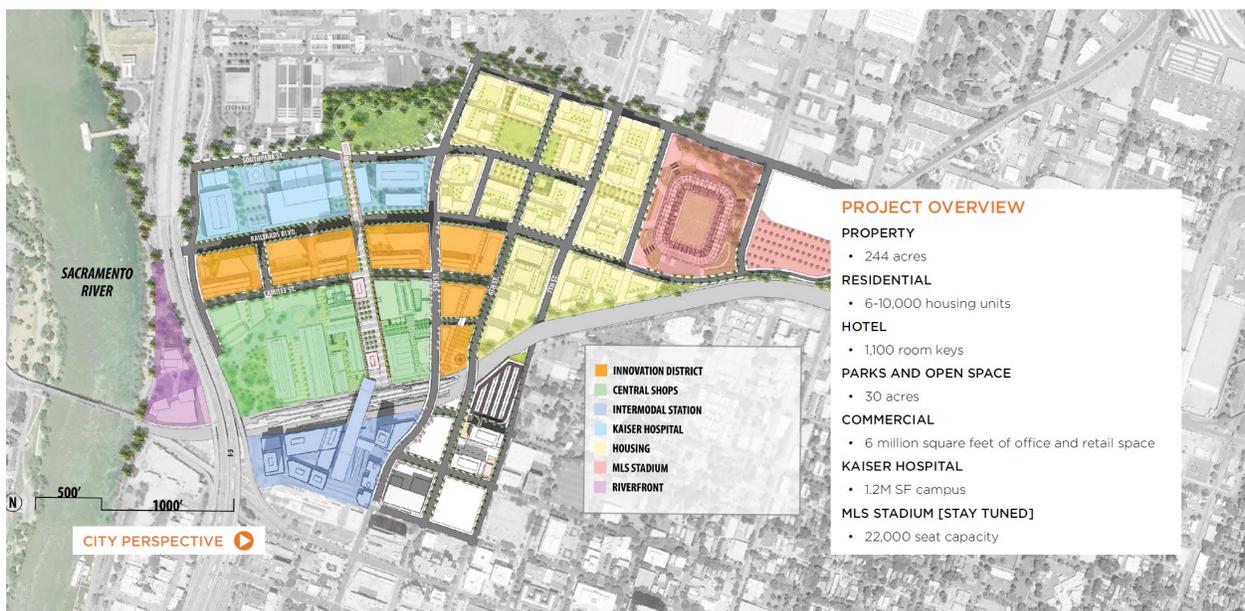
## Railyards Specific Plan Area

Once serving as the western terminus of the 1860s Transcontinental Railroad, today the [Railyards](#) is one of the nation's largest infill redevelopment projects. Located just north of Downtown and South of the River District, the historic 244-acre former Union Pacific site will integrate the area into the existing Central City. The Railyards project will connect with Sacramento's downtown office, retail, tourism, residential, and government centers to essentially double the size of Downtown Sacramento. The Railyards project includes future dense urban residential neighborhoods, a historic museum, a shopping and market district, a regional intermodal transit station, a county courthouse, a medical campus, a soccer stadium, pedestrian-oriented streets, shopping and entertainment complexes, riverfront access, and high-rise mixed-use buildings.

## Completed Projects

### Railyards Specific Plan

The [Railyards](#) is the nation's largest infill development project, consisting of 244- acres of historically significant land in the heart of Sacramento's downtown. A goal of the Specific Plan is to create a sustainable and thriving mixed-use urban community. The Railyards is generally owned by the Master Developer, LDK Ventures.



Railyards Land Use Plan

## Pending Projects

### Major League Soccer Stadium

The Railyards will include the development of a Major League Soccer stadium that will accommodate approximately 20,000 sport or concert attendees. The stadium venue offers the opportunity for a variety of sporting and entertainment events year-round. Located on approximately 13-acres in the Railyards'

East End District, the open-air stadium can be found between 8th and 10th streets north of Railyards Blvd.

### Kaiser Permanente Hospital

Kaiser Permanente plans to build a state-of-the-art hospital in the Railyards, bringing major medical services to downtown. The hospital will have 420 beds and replace an ageing facility located in Sacramento County.

### Sacramento County Courthouse

The 53-courtroom facility is being built to relieve crowding at Gordon Schaber county courthouse, used by the Superior Court of Sacramento County. The 566,895 sq. ft. building may be up to 18 stories tall and will include 250 parking spaces.

### Central Shops

The Central Shops consist of eight historic buildings from the original Central Pacific Railroad Yard, constructed between 1868 and 1917. The Central Shops District was one of the largest industrial sites in the country in the early 20th century and played a fundamental role in the history of California and the development of the economy.



*Railyards Central Shops*



*Railyards and Central Shops at buildout*

These eight historic buildings from the original Central Pacific Railroad Yard are being adaptively reused as the centerpiece for the Central Shops District. The Central Shops District will be home to a vibrant mix of uses. This 500,000+ SF retail district will feature eateries, entertainment, art galleries, distinctive retail shops, and an expansion to the State Railroad Museum oriented around a central plaza.

The Central Shops buildings have been designated as a historic district; they are being rehabilitated and developed pursuant to historic preservation guidelines.

### **Housing and Mixed Use**

The first Railyards mixed-use residential project, The A.J., will consist of 345 residential rental units, 69 of which will be affordable units, and 5,000 square feet of ground floor retail. The residential units will be a mix of studios, 1 bedroom and 2 bedroom units.

The Foundry consists of two six-story office and retail buildings located on “Lot 12”, east of the Central Shops between Fifth and Sixth Streets. Each of the six-story buildings features ground-floor retail and restaurant space, and a shared courtyard area between the buildings accommodates potential outdoor cafe seating, living green walls, and seat walls.

### **Sacramento Valley Station**

The [Sacramento Valley Station](#) has been in continuous operation as a passenger rail station since it’s opening in 1926 and has grown in ridership to the nation’s 7th busiest station, serving the 3rd ranked Amtrak service on the Capitol Corridor. The historic Depot Building at Sacramento Valley Station has undergone a full restoration, which includes +/-25,000 square feet of mixed-use leasable space for offices, restaurants, and retail.

There are no other major projects proposed or under construction in the Railyards at this time.

### **Future Projects**

## Railroad Technology Museum

Located in the Central Shops, the proposed 100,000 sq. ft. museum will re-purpose the historic railroad shop buildings to store locomotive and railroad car collections and museum exhibit galleries focused on railroad engineering and technology.



*Future Railroad Technology Museum at the Central Shops*

## Central City Specific Plan Area

The Central City is the central business district of the City of Sacramento. It is currently undergoing a major revitalization phase. Included within downtown is the California State Capitol building. The major retail and entertainment area is known as the Downtown Commons (DOCO), which includes Macy's, the Sawyer Hotel, the Golden 1 Center (home of the NBA Sacramento Kings) and a wide variety of dining establishments. The Sacramento Convention Center Complex (C3 – Safe Credit Union Convention Center) is a major events venue located downtown.

### Completed Projects

#### Central City Specific Plan

In 2015 the Downtown Housing Initiative was launched to bring 10,000 new housing units in the next 10 years to Central City Sacramento. The Central City Specific Plan takes that initiative further by looking at growth opportunities for the next twenty years and beyond. Through plan development, the City highlighted and evaluated opportunity sites ready for development. The City worked with development experts, community based interest groups, and the community at large to achieve the best plan possible through engagement tools including stakeholder meetings, community workshops, and online engagement. The Central City Specific Plan was adopted by Council in 2018.

#### California State Railroad Museum

[California State Railroad Museum](#) is North America's finest and most visited railroad museum featuring the artifacts, stories and experiences of the Central Pacific Railroad's crossing of the Sierra Mountains as part of the Transcontinental Railroad's westward march to California. It is located in the Old Sacramento Waterfront.

#### Golden 1 Center/Downtown Commons

Directly east of the Old Sacramento Waterfront is the [Golden 1 Center](#), is located within the [Downtown Commons](#) lifestyle center, a collection of 1.5 million square feet of retail, restaurant, and entertainment venues located in downtown Sacramento. The Golden 1 Center is a 17,500 seat capacity indoor, multi-use entertainment and sports center hosting events such as professional and collegiate sports, concerts, ice shows, indoor rodeo, trade shows, large graduations, family shows, and other indoor entertainment.

#### C3 Project – Safe Credit Union Convention Center

The City of Sacramento and City Council, with community partners including Visit Sacramento and the Sacramento Hotel Association, have embarked on the renovation and expansion of the Sacramento Convention Center (renamed SAFE Credit Union Convention Center), the Memorial Auditorium, and the Community Center Theater (renamed SAFE Credit Union Performing Arts Center). This trio of buildings known as the Convention Center Complex (renamed SAFE Credit Convention and Performing Arts District) and their construction is called the C3 Project.

#### The Hardin

The project consists of 250,000 total square feet with 72,000 of those consisting of retail space, including local restaurants, retail, and nightlife. Incorporated above the retail spaces are 137 mixed-income apartments of varying sizes and rent levels, ranging from affordable studios to penthouses.

## Historic Old Sacramento Waterfront

This is where the City of Sacramento began following the discovery of gold on the American River in 1848. Located at the confluence of the Sacramento and American Rivers, the historic waterfront area is where fortune seekers from around the world came to stock up on supplies before heading to the gold fields. Incorporated as a city in 1850 this area became the hub of commerce, communication and transportation in the region. Old Sacramento was the last stop on the Pony Express route, the terminus of the transcontinental railroad and housed the original California Supreme Court Chambers and California's first State Library.



*Old Sacramento Waterfront and Central City*

Today, it is a National Historic Landmark District and a State Historic Park encompassing 28 accessible acres and home to 53 historic buildings, the largest grouping of Gold Rush era buildings in the State of California. The original, historic quarter of the city, it is the single largest tourist attraction in the Sacramento region and is located in an Opportunity Zone. The district draws millions of locals and visitors each year seeking Sacramento's farm to fork dining scene, unique retail shops, and entertainment from museums to comedy clubs. The vast majority of businesses operating in the district are locally owned, small businesses with twenty-seven percent of the businesses being female owned and forty-five percent of businesses are minority owned. According to the U.S. Census Bureau, in 2018 eighteen percent of all United States businesses were minority-owned and almost twenty percent were women owned. The district's business minority and women-owned business statistics far exceed the national standard.

## Pending Projects

### Destination Sacramento

On June 27, 2017, The City of Sacramento City Council set goals for redevelopment of the Old Sacramento Waterfront to (1) create a regional destination attracting millions of people a year to the waterfront, and to (2) create a marketable asset that would assist civic efforts to increase Convention Center sales, aid efforts to attract outside businesses to the region, and help attract and retain a next-economy workforce.



*Proposed Destination Sacramento Project at the Old Sacramento Waterfront*

To realize these goals, staff proposed the Destination Sacramento Program which consists of several initiatives, including three capital improvement projects:

- Front Street Experience,
- Sacramento History Museum Event Deck and
- River Docks.



*Destination Sacramento Projects*

The City has been unable to move forward on these projects. We are hoping that this Charrette will help to identify ways to finance and implement these projects.

*Front Street Experience (see details below)*

The Front Street Experience consists of redeveloping the city-owned property from the Sacramento River to Front Street (preserving the rail corridor and Embarcadero) and from Neasham Circle to J Street, creating an inviting open area along the waterfront that can be reshaped for public assembly, featuring two support buildings, pop-up market and festival spaces, play areas, a stage area, public art, elevated viewing platforms, weather-protected seating, etc.

*Museum Event Deck (Future Project)*



*Future Sacramento History Museum Roof Deck*

The Museum Event Deck on the roof of the City owned Sacramento History Museum building at the northwest corner of Front and J Streets would create a premiere space for events with views of the Sacramento River and Waterfront. The deck will be accessed through a new structure added to the rear of the building housing stairs and an elevator.

The space would be enhanced with seating, landscaping, a conference room, and interpretive historical displays.

### *River Docks (Future Project)*

The River Docks included the concept of a floating barge useable as event space, stage, river



*Future Improvements to the River Docks*

docking, and that could, as technology developed, be used for public swimming. During the Feasibility Phase, staff determined the current technology to be insufficiently tested and instead worked to improve the existing dock system with strategic additions to improve access and use of the docks.

### *Program Status*

On April 30, 2019, City Council approved an initial \$5,000,000 of Transient Occupancy Tax (TOT) bond funding for the Front Street Project and directed Staff to proceed with Phase 1-Feasibility for the Front Street Experience and Museum Event Deck projects to include planning level documents describing the scope of the proposed improvements, rough-order-of-magnitude cost estimates, a schedule, and an analysis describing potential returns and benefits to the City for the investment.

The City pledged TOT revenues to repay those bonds, which were issued in November 2018 for the Convention Center Complex (C3) project. In addition to the C3 project, a portion of the TOT revenue bonds may be used for projects, like the Destination Sacramento Program, that qualify under the City’s TOT ordinances. It was discovered that the River Dock improvements were not eligible for TOT bond funding; therefore, the City did not proceed with design work on the project.

Additionally, the City expected to issue Sacramento Tourism and Infrastructure District (STID) bonds in Summer 2020 to further fund the project. Prior to the pandemic, it was estimated that the STID bonds, as well as other project funding sources, including the potential issuance of an additional series of TOT revenue bonds could generate up to \$42 million in excess of the amount needed to fully fund the C3 Project.

Unfortunately, due to the COVID-19 pandemic and the stay-at-home order, the City’s TOT revenues were severely impacted, the funding for the project was significantly reduced to repay

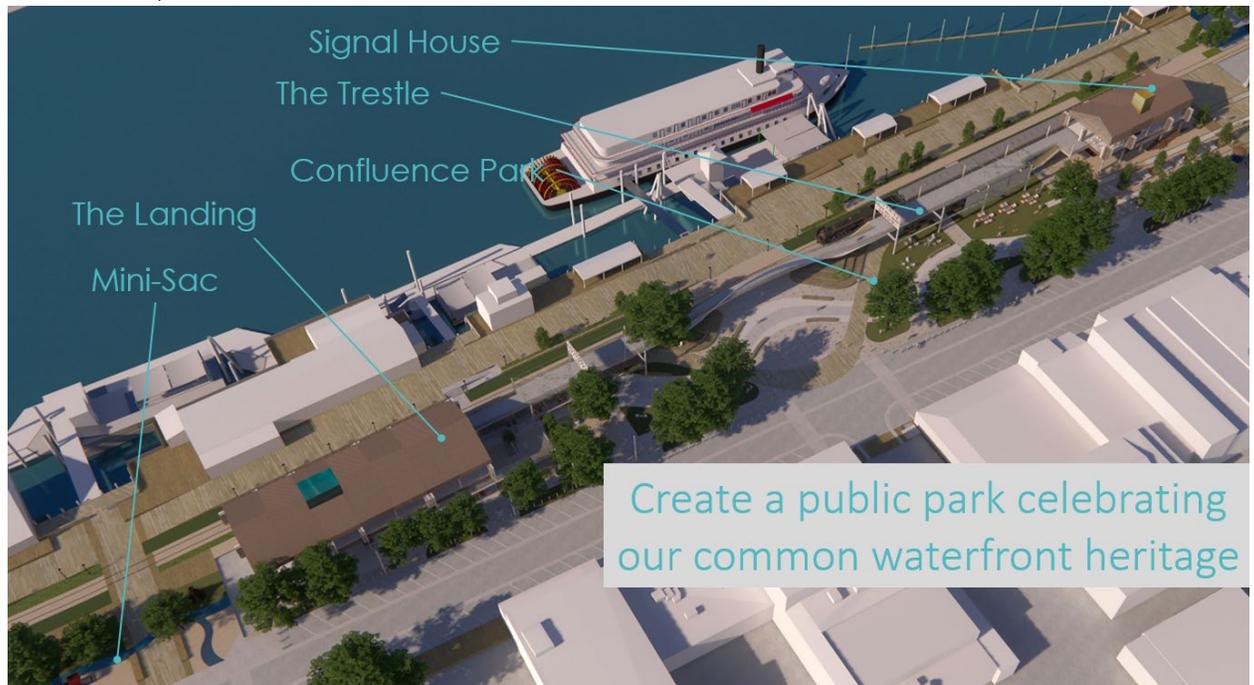
other City TOT eligible obligations and the City does not have the capacity to issue the STID bonds.

At this time, Phase 1-Feasibility, Phase 2 – Planning and CEQA Review, and Phase 3A- Schematic Design have been completed for Front Street and the Event Deck but further design work has been stalled. The City has put the Event Deck project on hold. However, to continue moving the Front Street project forward and have it positioned for construction once TOT funding is restored, the City requested grant funds from the U.S. Economic Development Administration to finalize the architectural and engineering work for the public park/Front Street Experience (FSE). It is anticipated that the City will be awarded the funds in Spring 2022. However, the City has no funding to construct the project and is actively seeking opportunities to realize the project.

### Front Street Experience Details

The Front Street Experience project is located on city-owned property bounded by Front Street, the Sacramento River (land side), J Street, and Neasham Circle. The project consists of public assembly areas and amenities, supported by buildings to create a public park celebrating Sacramento’s common waterfront heritage. The park will be populated with programmable event spaces for visitors and the people of Sacramento to congregate along the Waterfront.

The FSE components are shown and described below:



### Confluence Park

Confluence Park is 35,000 square foot open-air event area consisting of flexible open space with various activations on a regular basis. It will be suitable for popup events, festivals, games and performances ranging from small intimate gatherings to crowds of 5,000 people and more. It is bounded on the west by the Trestle.

### *The Trestle (Elevated Walking Structure)*

The Trestle is an elevated open-air walking structure that would be approximately 600 feet in length and elevated over grade between 15 and 18 feet to allow unobstructed views of the river.



*Looking north at Trestle and Confluence Park*

The elevated walkway would be accessed by the stairs and elevators at both the Landing Building and Signal House Building.

### *Timestream*

The FSE project would construct a “Time Stream” in the main plaza near Front and K Streets. The Time Stream would consist of a light-emitting diode (LED) screen that spans approximately 120 feet between two columns that are up to 36 feet tall. The time stream could be used during outdoor events and to project historic images or other interpretive materials relevant to the Old Sacramento Waterfront District.

*Confluence Plaza Looking North*

### *Landscaping*

The FSE project would plant approximately 30,000 sf of landscaping throughout the FSE project.



*Confluence Plaza and Timestream looking West*

### *Lighting*

The FSE project would retain or replace existing (in-kind) pedestrian lighting along Front Street and the Embarcadero. Replacement of existing streetlights and provision of new streetlights would be consistent with existing streetlights in the vicinity of the FSE project site. New architectural LED lighting would be anticipated to be installed throughout the FSE project site to improve ambiance and increase safety.

### *Mini Sacramento*

The City plans to design and construct Mini Sacramento, a children’s play area, at the southern end of the site by the Old Sacramento Schoolhouse and at strategic locations along the Waterfront. The purpose of this project is to reintroduce the diversity of Sacramento through play. We anticipate engaging community groups to sponsor the design and construction of themed play structures. This project is generally outside the scope of the Front Street experience, but the design development and construction drawings for the project will include the necessary infrastructure to support Mini Sacramento.

### *Landing and Signal House Buildings*

While not a part of the scope of this work, the City anticipates constructing two buildings to anchor the site in the future.

The proposed Landing Building would consist of a two-story (35 feet in height) assembly building in the

south portion of the FSE project site. The proposed Landing Building would be approximately 16,000 gsf

and would include approximately 6,000 sf of commercial assembly space on the ground floor and 8,000 sf of open-air assembly space on the second floor along with public restrooms and a warming kitchen for catering. The open-air assembly space would be used for convention and assembly purposes, such as rental of and use for social gatherings, meetings, and events.



*View from Signal House looking South*

The Signal House Building would consist of a two-story (35 feet in height) building in the northern portion of the FSE project site. The proposed Signal House would be approximately 4,000 gsf and would include approximately 2,000 sf of commercial assembly space on the ground floor and 2,000 sf of open-air seating on the second floor along with public restrooms. The open-air assembly space would be used for assembly and seating purposes as related to the commercial assembly space.

The Landing and the Signal House, once constructed, will be connected by the Trestle.

### *Building and Rail Line Removal*

The FSE would result in the removal of two buildings: the North and South Public Markets. These buildings are owned by the City and are not original historic structures, having been constructed in the 1970's and 1980's during the Waterfront's redevelopment. The buildings are mostly vacant.



*Reconfigured Rail Line*

The California State Railroad Museum Foundation (CSRMF) currently operates a series of successful excursion trains on a State rail line located within a 20-foot railway easement immediately east of the newly constructed Embarcadero. The City will coordinate with the CSRMF to include a passenger loading area within the project and to demolish other rail lines on City property. The project proposes to relocate the Sacramento River Bikeway off the Embarcadero and install a dedicated bike lane parallel to the rail line.

There are no other major projects proposed or under construction in the Central City at this time.

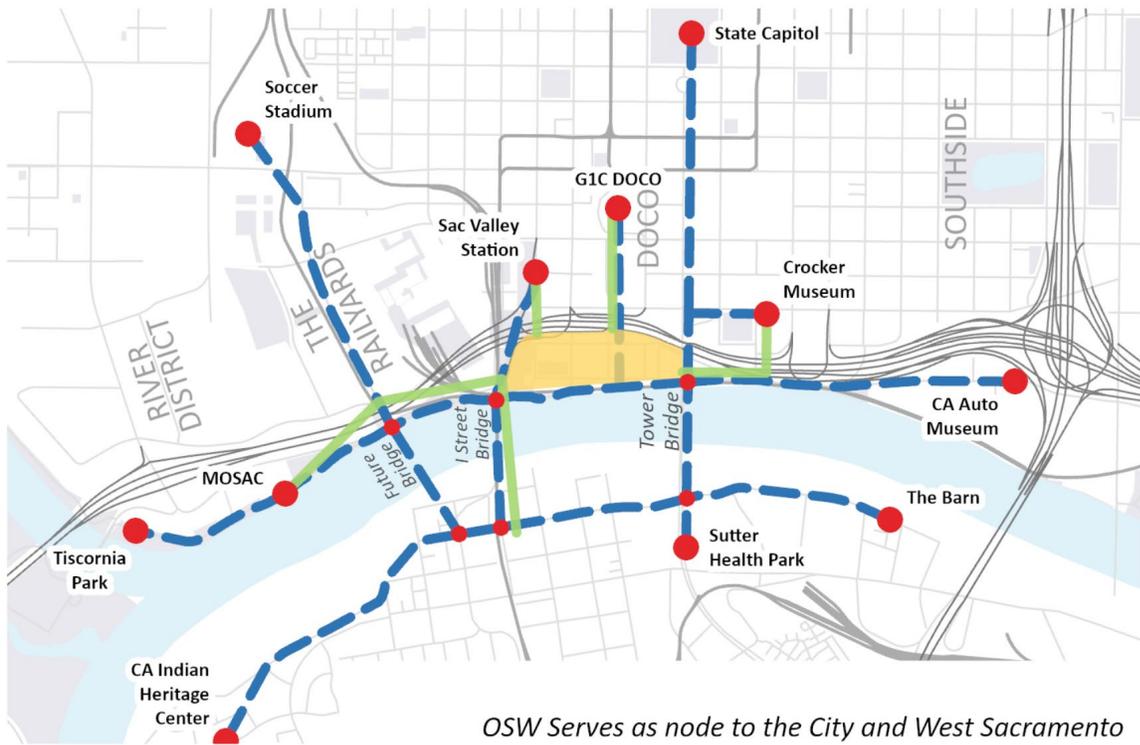
### **3. Transportation and Connectivity**

This section provides a quick review of the connectivity between the major waterfront and downtown attractions. The first two maps show the connectivity relationship between these attractions waterfront specific plan. The following map shows the existing and proposed transportation network.

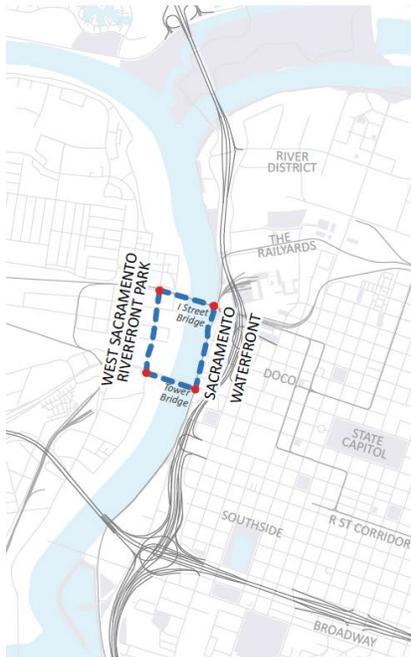
Two major transportation projects are presently being planned for:

- I Street Bridge Replacement Project and the additional pedestrian / bicycle improvements for the I Street Bridge.
- Sacramento Valley Intermodal Station.

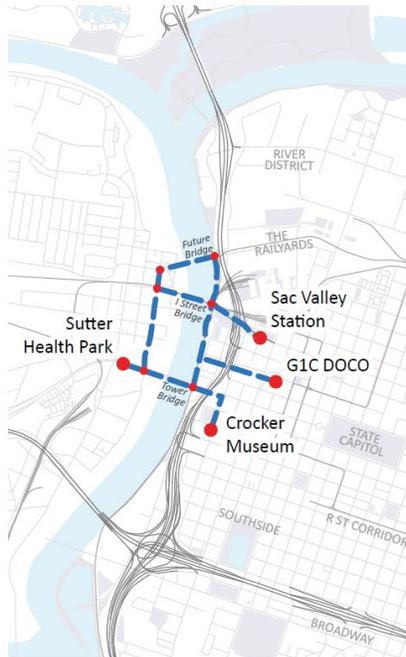
#### **Connectivity Between the Major Waterfront and Downtown Attractions**



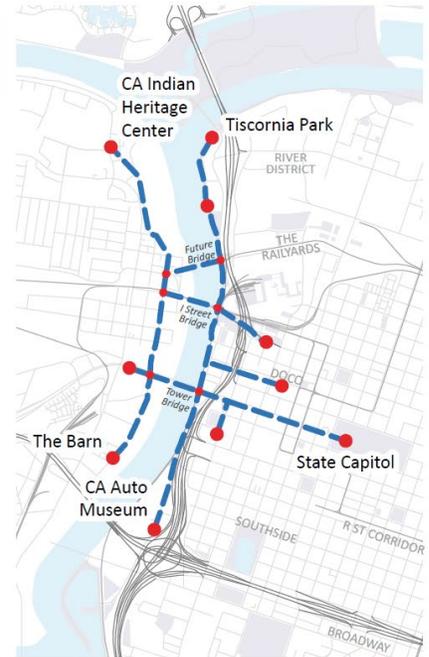
## Pedestrian Connections



**WATERFRONT LOOP**



**5 MINUTE WALK**



**10 MINUTE WALK**

## Proposed Transportation Elements

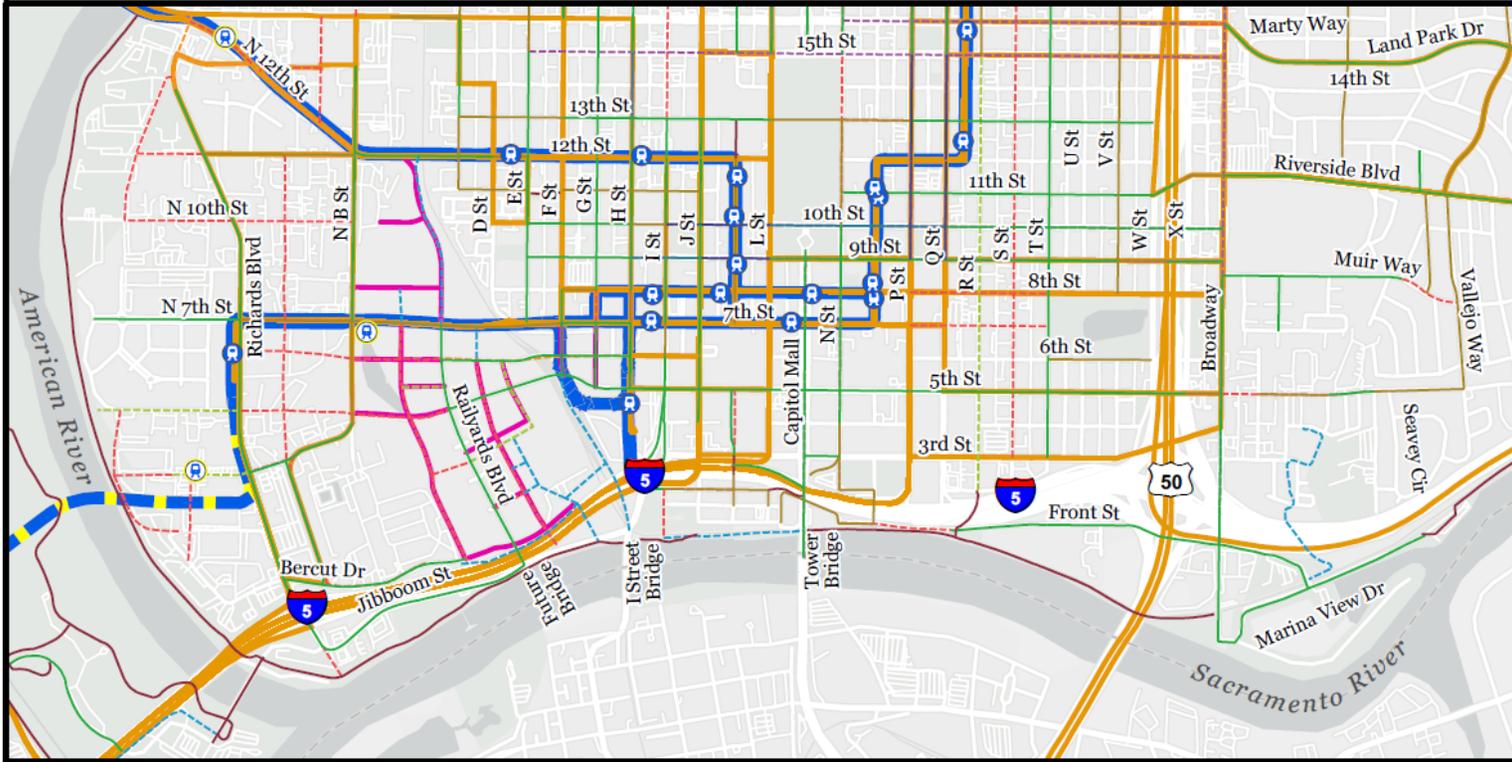
### Existing Bike Facilities

- Class 1: Shared-Use Path
- Class 2: Bike Lane
- Class 2A: Bike Lane One Side Only
- Class 2B: Buffered Bike Lane
- Class 3: Bike Route
- Class 4: Separated Bikeway
- Class 4A: Parking Separated Bikeway
- Class 4B: Two-way Separated Bikeway

### Proposed Bike Facilities

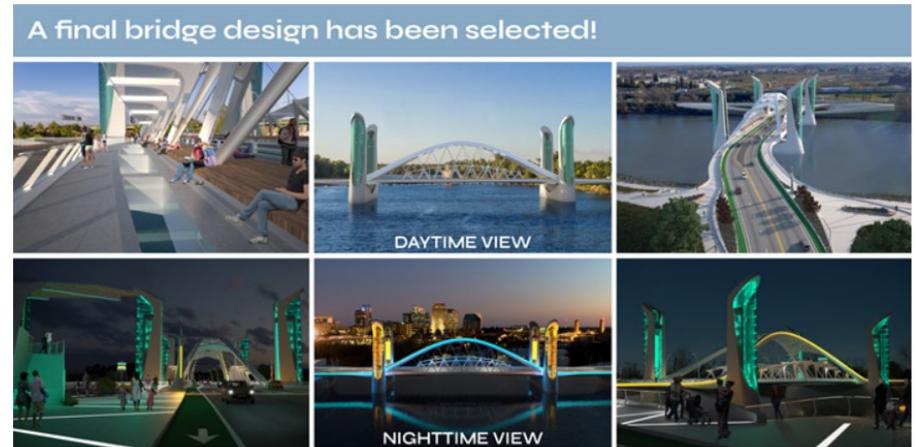
- Class 2: Bike Lane
- Class 1: Shared-Use Path
- Class 3: Bike Route
- Class 2B: Buffered Bike Lane
- Class 4: Separated Bikeway
- Class 2A: Bike Lane One Side Only
- Class 4A: Parking Separated Bikeway
- Class 4B: Two-way Separated Bikeway

- Ⓡ Existing Light Rail Station
- Ⓡ Proposed Light Rail Station
- Bus Route (SacRT)
- ≡ Existing Light Rail Line
- ≡ Proposed Light Rail Line
- ~ Proposed Streets (Railyards)



# I Street Bridge Replacement Project

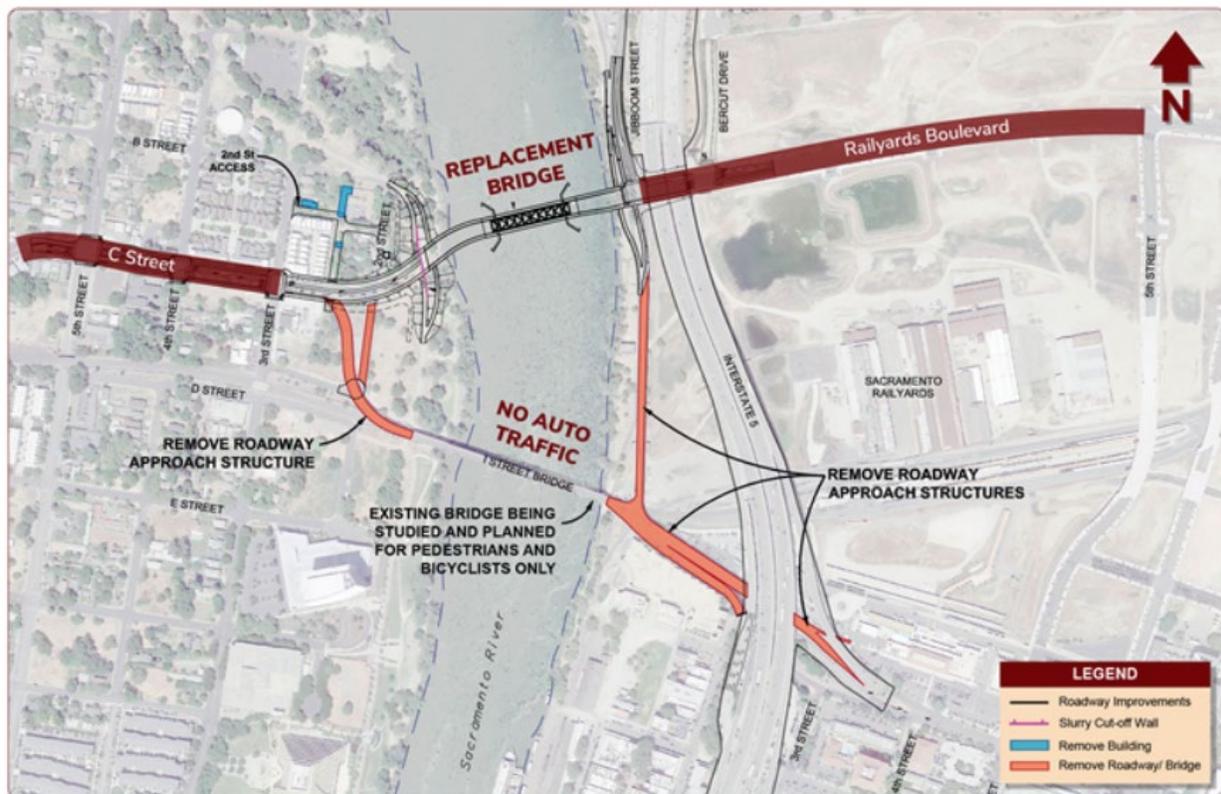
The [I Street Bridge Replacement Project](#) will include the construction of a new bridge upstream of the existing I Street Bridge. The bridge will provide a new connection across the Sacramento River between



Newly Design I Street Bridge

the Sacramento Railyards and the West Sacramento Washington Neighborhood planned developments. It will serve automobile, bicycle, transit, and pedestrian users. The existing I Street Bridge's lower deck will continue to serve as a railroad crossing, and the upper deck is currently being studied and planned

for use by pedestrians and bicyclists. The approach viaducts on Jibboom Street to the existing I Street Bridge will be demolished, resulting in better access to the waterfront in both cities.



Map of Existing I Street Bridge and the Replacement Bridge

## Sacramento Valley Station Area Plan Vision

The Sacramento Valley Station (SVS) will expand to the SVS Transit Center as both a hub for the six-county Sacramento region and a hub connecting the northern California mega-region, from Reno, through Sacramento, to the Bay Area and Central Valley, as well as counties north to Butte, Tehama and Shasta Counties. The site will serve as a connector, linking to local assets within and beyond the Station area, including the Railyards Central Shops, Downtown, Old Sacramento and the Sacramento River and trails as well as a destination with transit supportive uses and purposeful public open space.

The master plan envisions a sustainable district that can embark on the foremost policies of the Railyards Specific Plan to position the Railyards as a national leader in sustainable development. This project would serve as a model of how a downtown district can achieve both resource efficiency and cost effectiveness, quality of life and environmental benefit, historic preservation, and a living future. It takes inspiration from the City's pioneering work to combat climate change.

### *Timeline (dependent on securing funding)*

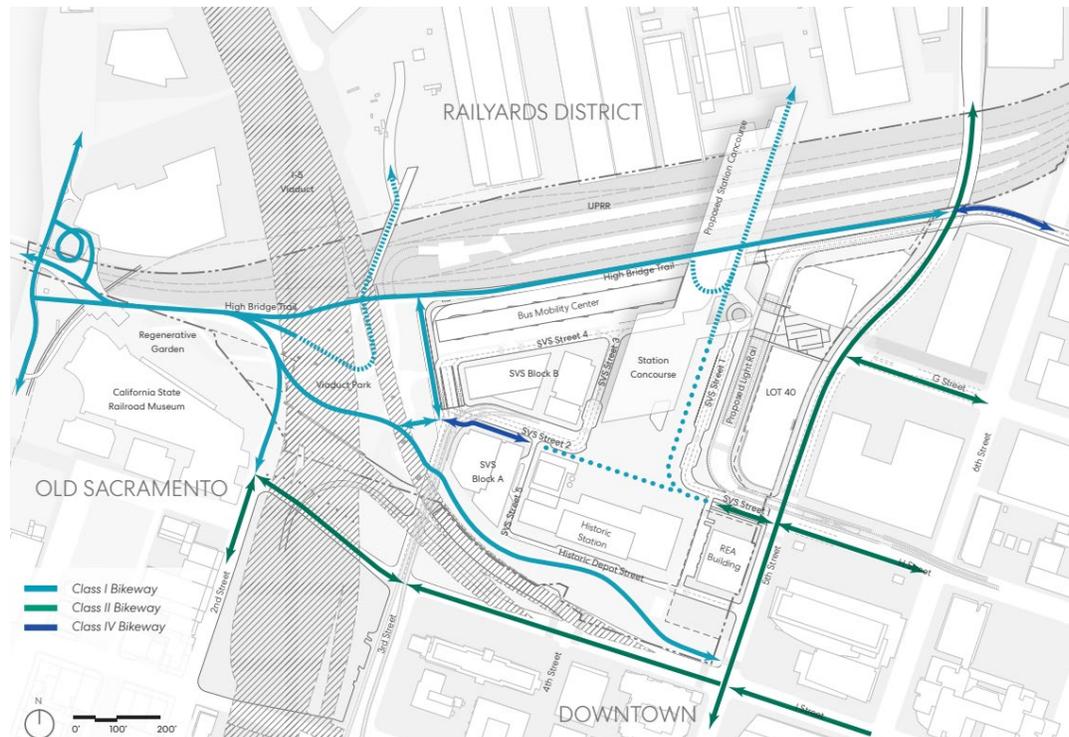
2023, Winter - North Entrance to Railyards Central Shops Plaza

2024 - H Street Cycletrack to SVS

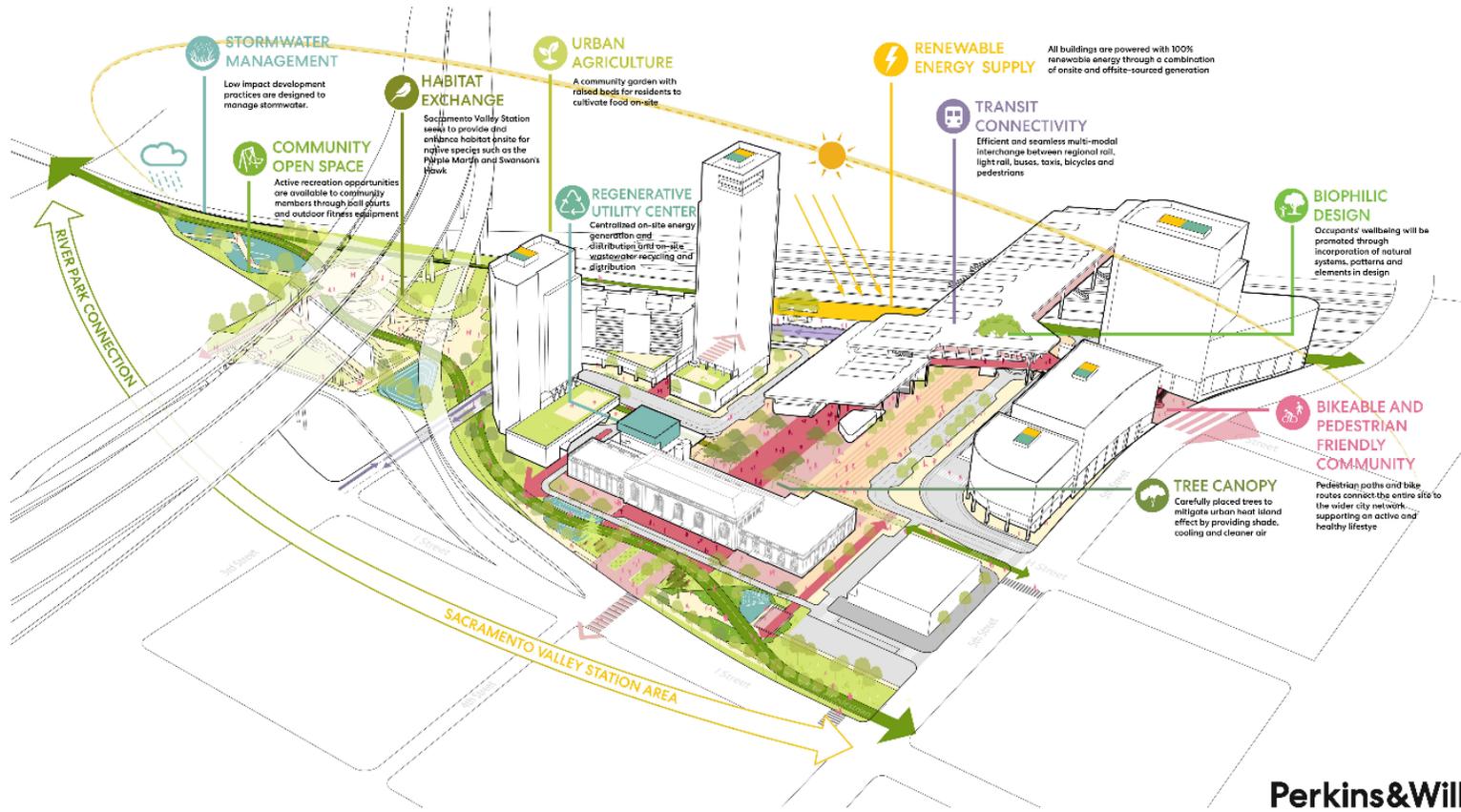
2026 – Relocate Light Rail Station, new Pick-up Drop Off

2028, Winter - Bus Mobility Center Completion target

Includes Bikeway to Historic I Street Bridge



*Sacramento Valley Station and Proposed Bikeways*



Perkins&Will



*Sacramento Valley Station and Surrounding Buildings at Buildout*



*View of Sacramento Valley Station at Buildout*

## 4. Sacramento Waterfront History Background

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The Sacramento Waterfront has been utilized by humans for thousands of years. But in recently history, the waterfront played a key role in opening the American west of the nation and the world. Not only is the waterfront important on a national scale, it was the foundation of the City of Sacramento. It is here that Sacramento became the indomitable city, rebuilding after floods and fires, and the site of many of the City's most colorful historic storylines.

### Native Americans

Native Americans, including the Nisenan and Maidu tribes, have a long history of inhabiting the land in the Sacramento Valley. The tribes prospered along the Sacramento River, taking advantage of the abundance of resources the river had to offer.

### Gold Rush

With the discovery of gold at Sutter's Mill in 1848, Sacramento's waterfront exploded with activity. Ships filled with goods for Sacramento's merchants and the northern California gold mines were arriving daily. Would-be gold miners arriving in California by ship made their final landfall at Sacramento and headed into the Gold Country. The waterfront was so busy, by 1850 it was common practice to tie up surplus sailing vessels along the embarcadero for storage purposes and sell goods directly from the vessel.

### Flooding and Fires

In January 1850, a major flood devastated the city. The American and Sacramento Rivers crested at the same time and flooded the City. Two more floods inundated the City in March and December of 1850, prompting the construction of levees.

The first significant fire in the City occurred in 1850 and destroyed several buildings just east of the waterfront. In November 1852, the City caught fire again and 85% of the City was destroyed. The City was rebuilt with buildings constructed of brick instead of wood.

The flood of March 1861 caused widespread flooding, however, the winter of 1861-1862 saw the worst flooding in the history of the Sacramento. The devastation of these floods kept the city and county under water for three months would permanently change the city's landscape. The City altered the course of the American River moving it away from the central business area and it raised its streets and buildings to create a flood wall to permanently protect the city from another flood of this scale.

### Transportation

The Sacramento Waterfront was a hub of wagon train, steamboat and sailing vessel, and railroad transportation. In the 1860's, Sacramento transportation transitioned from primarily wagons to an industrial age transportation system. By 1869, the transportation evolution would result in a transcontinental railroad, across the nation, and a network of steam ships that connected Sacramento to China, the eastern states, and the whole world.

The Sacramento River was a major route for steamboats traveling between San Francisco and Sacramento with many large ships in operation. These ships docked at the embarcadero and delivered passengers and goods to the Sacramento Waterfront which were then transported by wagons to the surrounding area and gold mines. The ships, wagons, and waterfront facilities to serve them, created a bustle of activity.

A coast-to-coast railroad was made a necessity by the Civil War. In July 1862, Abraham Lincoln signed the Pacific Railroad Act authorizing the Central Pacific Railroad to build east from Sacramento and the Union Pacific Railroad to build west from the Missouri River. The railroad broke ground on the transcontinental railroad at Front and K Streets. This railroad was one of the greatest construction efforts of the 19<sup>th</sup> century and linked California to the rest of the nation.

## Communication and Innovation

The Pony Express came to Sacramento in 1860. Prior to the Pony Express, mail from the east coast took 6 months to reach California as letters were delivered via ship around South America's Cap Horn. The Pony Express delivered mail from the east coast to Sacramento in 10 days and was the first trans-continental communication.

The Pony Express was in operation for eighteen months and but became obsolete upon the arrival of the First Transcontinental Telegraph. By 1861, Sacramento was linked to the telegraph lines on the other side of the continent.

## Industrial Waterfront

By the end of the 1870s the Old Sacramento area was already changing in character from the City's central business district to a warehouse area. The Central Pacific demolished its old freight and passenger buildings along Front Street and replaced them with huge freight sheds. Warehouses dominated the waterfront through the 1950's.

## Skid Row

In the 1960's, the Sacramento Waterfront had become a blighted area and home to the City's skid row. It was a collection of flophouses, bars, diners and pawn shops. This blighted area was further exacerbated by the construction of Interstate 5, which created a physical barrier between the waterfront and associated buildings and the remainder of the City.

## Redevelopment

In the 1950's people began to realize the significance of this area. Redevelopment and revitalization of Old Sacramento to the north of the Tower Bridge began in the 1960s. The Old Sacramento State Historic Park (OSSHP) was founded in the 1960's to ensure preservation of this historically significant area and providing an authentic scene of the gold rush area between 1849 and 1870. Additionally, in 1965, Old Sacramento received a National Historic District designation.

## 5. Sacramento Docks Area Draft Specific Plan and West Broadway Specific Plan Background

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The information provided on the Sacramento Docks and West Broadway Specific Plans is for background information only. The charrette is not focusing on these areas.

### Sacramento Docks Area Draft Specific Plan Area

#### Promenade

The Promenade runs south from the Tower Bridge along the riverfront and consists of a bike trail, historical markers, and lighting.



*Promenade Looking North Towards the Tower Bridge and Old Sacramento Waterfront*

#### Crocker Art Museum

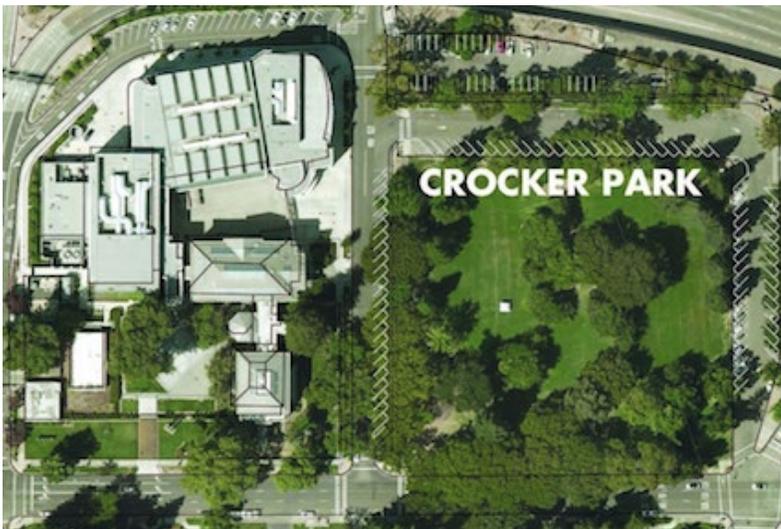
The [Crocker Art Museum](#) serves as the primary regional resource for the study and appreciation of fine art. The Museum campus consists of the historic Crocker Family Mansion and the modern



*Crocker Art Museum*

Teel Family Pavilion. It is the only museum in the Sacramento region accredited by the American Alliance of Museums.

The museum is currently working on a plan to enhance the adjacent park with an event space to allow for outdoor programming.



*Crocker Art Museum and Crocker Park*

## Docks

The waterfront area, along the Sacramento River, holds tremendous potential for future development opportunities. Located along one of the major rivers that run through Sacramento, it is an area envisioned as a development project to reshape and add to Sacramento's



*Docks Area Showing Ownership*

waterfront. The area consists of properties owned by the City of Sacramento, California State Parks and PG&E. The California Auto Museum is located on the largest of the City-owned parcel.

## California Auto Museum

The [California Auto Museum](#) has a large collection of cars ranging from early models to muscle cars. The mission of the Museum is to preserve, exhibit, and teach the story of the automobile and its influence on our lives. It is the first automobile museum in the west to be established in perpetuity.



*Exhibit at California Auto Museum*

## Northwest Land Park Specific Plan Area



### West Broadway Specific Plan Area

**At A Glance:**  
 302 Parcels (Condominiums included)  
 292 Acres (Specific Plan Area)  
 240 Acres (Property Area)

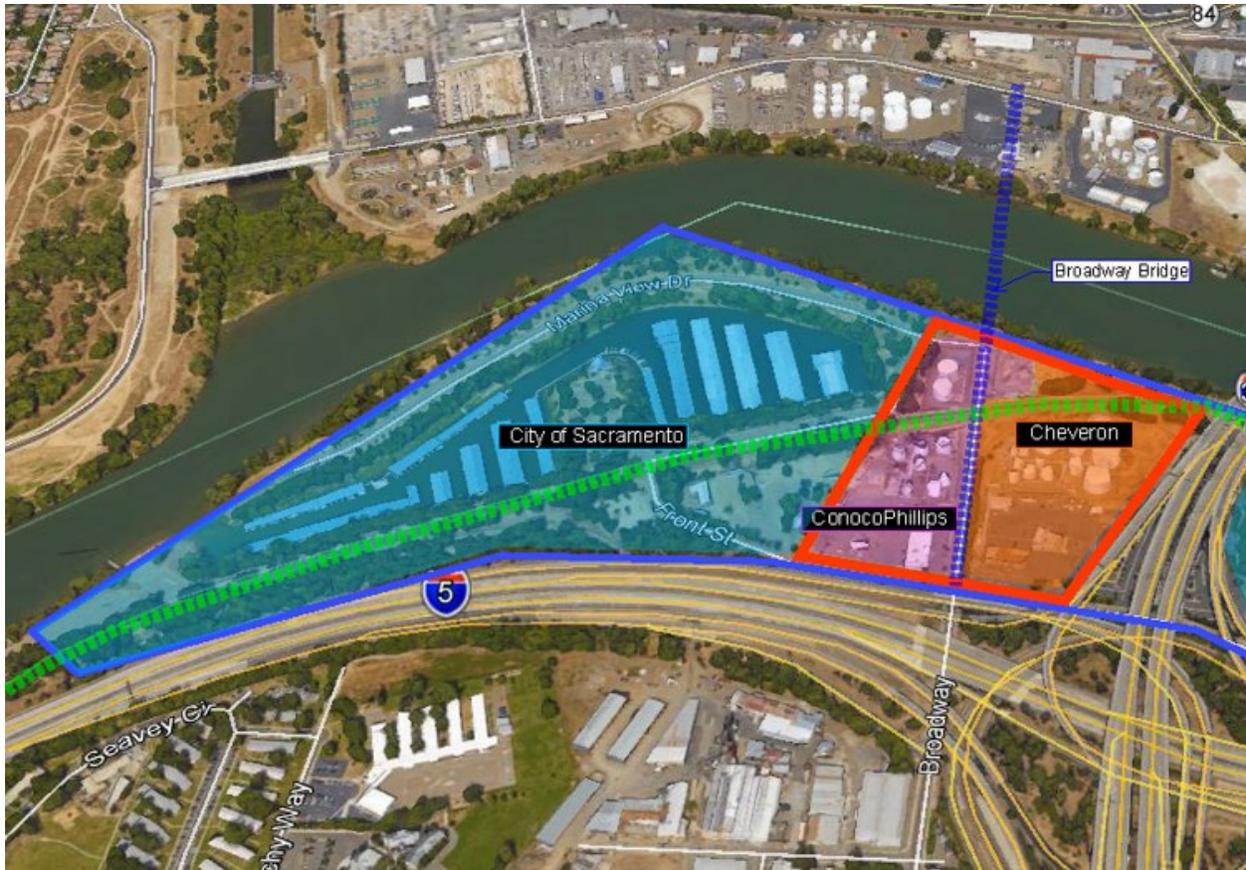
 Specific Plan Area  
 Blocks

#### Miller Regional Park

[Miller Regional Park](#) is a 40-acre park along the Sacramento River, adjacent to the Sacramento Marina. The park amenities include a dock, picnic areas, and river access.

#### Sacramento Marina

The [Sacramento Marina](#) is a 475-slip public marina at the southern end of Front Street, nestled behind beautiful Miller Park on the east side of the Sacramento River. As the largest, most convenient and only off-river dockage marina in the Sacramento area, our location is an ideal one for docking boats and enjoying the waterways.



Miller Park and Marina showing Ownership

## Broadway Bridge

The cities of West Sacramento and Sacramento are developing preliminary engineering concepts for a new bridge, the [Broadway Bridge](#), across the Sacramento River downstream of the Pioneer Bridge. The bridge will connect South River Road on the west landing and Broadway on the east landing.

## Tank Farms

ConocoPhillips and Chevron have petroleum tank farms in this area. The tank farms are currently in operation and there are no plans to phase out operations.

## 6. City of West Sacramento Riverfront Background

The [City of West Sacramento](#) encompasses approximately 22 square miles, with a population just over 51,000 people. The City is bounded by the Sacramento River on the east and is directly across the river from the Sacramento Waterfront. The riverfront area, called the Bridge District, is rapidly developing. At full build out, there will be 4,000 residential housing units in this area along with offices and retail. Plans are underway for a streetcar line that will connect the city's core with the Bridge District and state capital Sacramento.

### Sutter Health Park (formerly Raley Field)

[Sutter Health Park](#), home of the River Cats, the AAA affiliate of the San Francisco Giants, anchors the area. The stadium was opened in 2000. The stadium has a total capacity of 14,014. In addition to hosting baseball games, it is also used as a concert venue and for other events.

### The Barn and Riverfront Outdoor Art

[The Barn](#) is an indoor/outdoor events venue located in the Bridge District. It is an iconic structure located adjacent to the Sacramento River. In the same area at The Barn, there is the first of many pieces of [Riverfront Outdoor Art](#) which will eventually line the riverfront.

### California Indian Heritage Center

The [California Indian Heritage Center](#) recently received [\\$100 million in funding](#) to construct a new museum in West Sacramento near the confluence of the Sacramento and American Rivers. The existing museum is located in Sacramento, near Sutter's Fort, and is committed to honoring California Native American culture.



## 7. Resources

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[Central City Community Plan](#)

[Riverfront Master Plan](#)

[Downtown Sacramento Partnership – Emerging Projects Database](#)

[Old Sacramento State Historic Park General Plan and EIR](#)

## 8. Appendices

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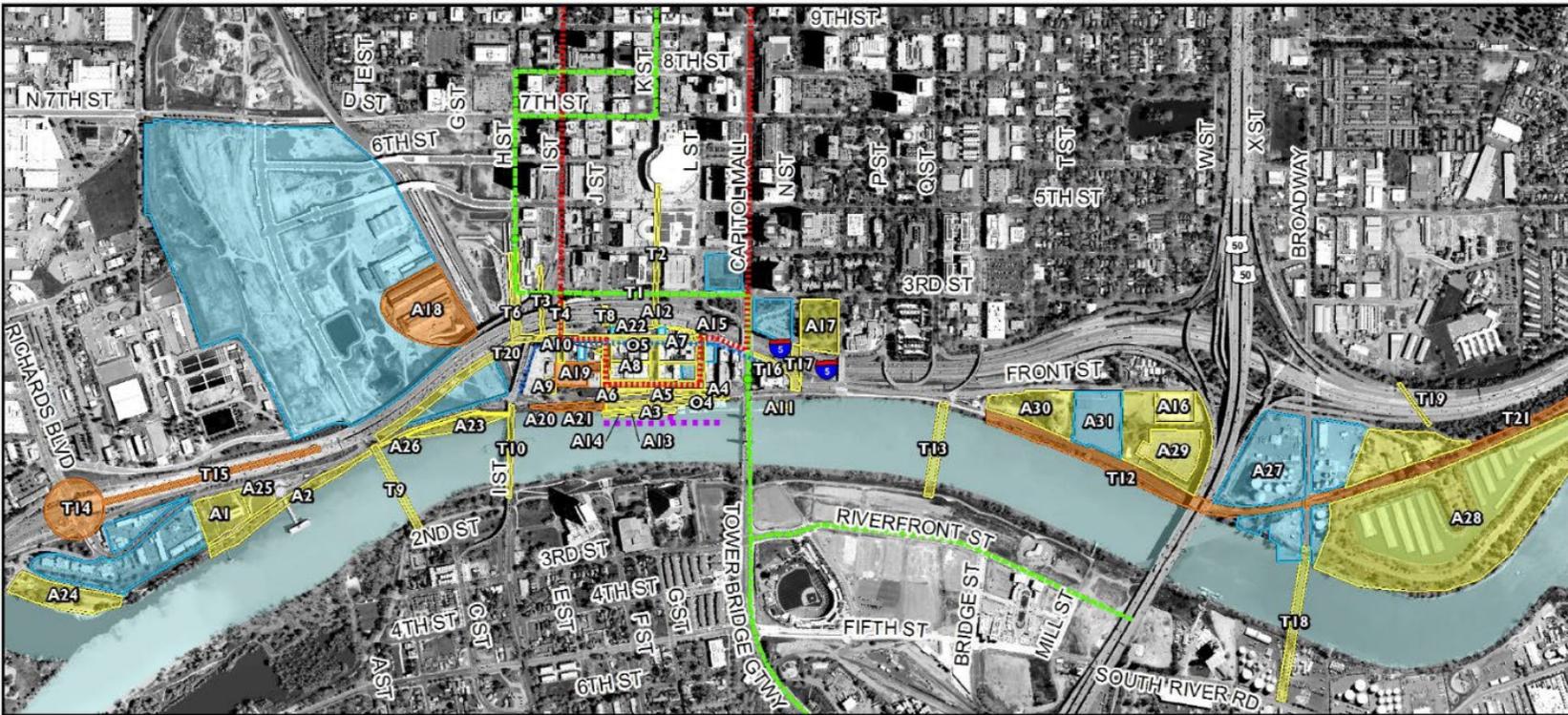
Riverfront Projects from Various Planning Efforts

Demographics

- Demographic and Income Comparison Profile
- Sports and Leisure Market Potential
- Business Summary

Old Sacramento Waterfront Visitor Data

# Riverfront Projects from Various Planning Efforts



MAP ID	STATUS	PROJECT
A1	CITY	POWERHOUSE SCIENCE CENTER
A2	CITY	PLANT THE HANAMI LINE PHASE I
A3	CITY	EMBARCADERO BOARDWALK
A4	CITY	RIVERFRONT PARK FAMILY ATTRACTION
A5	CITY	ANIMATED INNOVATION MONUMENT
A6	CITY	REPURPOSE THE NORTH PUBLIC MARKET BUILDING
A7	CITY	IMPLEMENT THE FACADE IMPROVEMENT AND LIGHTING PROGRAM
A8	CITY	ACTIVATE FIREHOUSE ALLEY
A9	CITY	UPGRADE THE SACRAMENTO HISTORY MUSEUM
A10	CITY	REDEVELOPMENT OPPORTUNITY
A11	CITY	ACTIVATE THE SOUTH BARGE
A12	CITY	UPGRADE THE K STREET TUNNEL EXPERIENCE
A13	CITY	EXPAND/ADD BARGES FOR MUSIC, EVENTS, EXCURSIONS, RENTALS, ETC.
A14	CITY	NEW BOAT SLIPS FOR OLD SAC ACCESS
A15	CITY	UPGRADE AND RELOCATE THE THEODORE JUDAH MONUMENT
A16	CITY	UPGRADE THE CALIFORNIA AUTO MUSEUM
A17	CITY	UPGRADE CROCKER PARK

LEAD PARTNER

- CITY
- PRIVATE/OTHER
- STATE

B BIKE ROUTE      T PROPOSED TROLLEY  
S PROPOSED STREET CAR LINE      W WATER TAXI

*\*All projects shown diagrammatically. Projects involve partnerships. Color designates lead partner.*

MAP ID	STATUS	PROJECT
A18	STATE	NEW CALIFORNIA STATE RAIL TECHNOLOGY MUSEUM
A19	STATE	REDEVELOP THE 1849 SCENE HALF-BLOCK
A20	STATE	UPGRADE THE STATE PARKS RIVERFRONT
A21	STATE	ADD A 19TH AND 20TH CENTURY SHIPS EXPERIENCE
A22	CITY	ADD I-5 GRAPHICS/MARKETING PROGRAM
A23	CITY	POSSIBLE LOCATION OF NEW RIVERFRONT TERRACES
A24	CITY	TISCORNIA PARK SWIMMING BEACH
A25	CITY	BUILD POWERHOUSE PLANETARIUM
A26	CITY	COMPLETE THE HANAMI LINE (PHASE 2)
A27	PRIVATE	PROGRESS ON TANK FARM RELOCATION
A28	CITY	MILLER PARK AND MARINA REDEVELOPMENT
A29	CITY	PIONEER RESERVOIR IMPROVEMENTS
A30	CITY	DOCKS ACQUISITION AND REMEDIATION
A31	PRIVATE	DOCKS ACQUISITION AND REMEDIATION
O1		IMPROVE OLD SACRAMENTO OPERATIONAL STRUCTURE
O2		IMPROVE OLD SACRAMENTO PERMITTING AND OPERATIONAL ORDINANCES
O3		DEVELOP A STRATEGIC BRANDING, RETAIL AND MARKETING STRATEGY
O4	CITY	ADD EVENTS AND SUPPORT SIGNATURE EVENTS
O5	CITY	DEVELOP A SELF-GUIDED TOUR (AND MARKETING) APP

MAP ID	STATUS	PROJECT
T1	CITY	STREETCAR STOPS
T2	CITY	UPGRADE K STREET ACCESS FROM 5TH TO 2ND STREETS
T3	CITY	IMPROVE ACCESS FROM SACRAMENTO VALLEY STATION TO 2ND STREET
T4	CITY	UPGRADE THE I STREET ENTRY
T5	CITY	ADD AN OLD SACRAMENTO - DOWNTOWN TROLLEY CAR LOOP
T6	CITY	CONNECT H AND 2ND STREETS
T7	CITY	CONNECT BIKE ROUTES THROUGH OLD SACRAMENTO
T8	CITY	ADD J STREET PEDESTRIAN CONNECTION
T9	CITY	OPEN THE NEW I STREET REPLACEMENT BRIDGE
T10	CITY	I STREET BRIDGE 2ND DECK CONVERSION
T11	CITY	ADD WATER TAXI
T12	STATE	EXTEND THE PROMENADE TO THE PIONEER BRIDGE
T13	CITY	NEW PED/BIKE BRIDGE - R STREET OVERPASS TO WEST SAC BRIDGE DISTRICT
T14	STATE	RICHARDS/I-5 INTERCHANGE (PHASE 2)
T15	STATE	CALTRANS HOV LANES
T16	CITY	CONNECT CAPITOL AVE TO FRONT STREET SOUTH
T17	CITY	NEW N STREET BRIDGE OVER I-5
T18	CITY	NEW BROADWAY BRIDGE
T19	CITY	RAIL TUNNEL BIKE/PED LINK FROM NW LAND PARK TO MILLER PARK
T20	CITY	CONNECT JIBBOOM STREET TO 2ND ST/ H ST
T21	STATE	EXTEND PROMENADE TO MILLER PARK





# Demographic and Income Comparison Profile

4  
Area: 11.15 square miles

Prepared by Esri

<b>2021 Households by Income</b>	<b>Number</b>	<b>Percent</b>
<\$15,000	4,030	12.5%
\$15,000 - \$24,999	2,855	8.9%
\$25,000 - \$34,999	2,122	6.6%
\$35,000 - \$49,999	2,840	8.8%
\$50,000 - \$74,999	4,831	15.0%
\$75,000 - \$99,999	4,251	13.2%
\$100,000 - \$149,999	5,483	17.0%
\$150,000 - \$199,999	2,188	6.8%
\$200,000+	3,577	11.1%
Median Household Income	\$70,931	
Average Household Income	\$99,703	
Per Capita Income	\$52,607	

<b>2026 Households by Income</b>	<b>Number</b>	<b>Percent</b>
<\$15,000	3,945	10.9%
\$15,000 - \$24,999	2,809	7.8%
\$25,000 - \$34,999	2,107	5.8%
\$35,000 - \$49,999	2,767	7.7%
\$50,000 - \$74,999	5,135	14.2%
\$75,000 - \$99,999	5,000	13.9%
\$100,000 - \$149,999	6,940	19.2%
\$150,000 - \$199,999	2,910	8.1%
\$200,000+	4,447	12.3%
Median Household Income	\$80,049	
Average Household Income	\$111,773	
Per Capita Income	\$57,846	

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.



# Demographic and Income Comparison Profile

4  
Area: 11.15 square miles

Prepared by Esri

<b>2010 Population by Age</b>	<b>Number</b>	<b>Percent</b>
Age 0 - 4	2,253	4.1%
Age 5 - 9	1,913	3.5%
Age 10 - 14	1,581	2.9%
Age 15 - 19	1,986	3.6%
Age 20 - 24	4,697	8.6%
Age 25 - 34	13,262	24.2%
Age 35 - 44	8,097	14.8%
Age 45 - 54	7,511	13.7%
Age 55 - 64	6,905	12.6%
Age 65 - 74	3,102	5.7%
Age 75 - 84	2,032	3.7%
Age 85+	1,352	2.5%

<b>2021 Population by Age</b>	<b>Number</b>	<b>Percent</b>
Age 0 - 4	2,234	3.6%
Age 5 - 9	2,134	3.5%
Age 10 - 14	2,081	3.4%
Age 15 - 19	2,243	3.7%
Age 20 - 24	4,514	7.4%
Age 25 - 34	13,308	21.7%
Age 35 - 44	9,458	15.4%
Age 45 - 54	7,630	12.5%
Age 55 - 64	7,453	12.2%
Age 65 - 74	5,931	9.7%
Age 75 - 84	2,793	4.6%
Age 85+	1,463	2.4%

<b>2026 Population by Age</b>	<b>Number</b>	<b>Percent</b>
Age 0 - 4	2,879	4.1%
Age 5 - 9	2,634	3.8%
Age 10 - 14	2,449	3.5%
Age 15 - 19	2,703	3.9%
Age 20 - 24	5,248	7.5%
Age 25 - 34	14,703	21.0%
Age 35 - 44	10,725	15.3%
Age 45 - 54	8,382	12.0%
Age 55 - 64	7,803	11.2%
Age 65 - 74	6,641	9.5%
Age 75 - 84	4,081	5.8%
Age 85+	1,649	2.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

February 25, 2022



# Demographic and Income Comparison Profile

4  
Area: 11.15 square miles

Prepared by Esri

<b>2010 Race and Ethnicity</b>	<b>Number</b>	<b>Percent</b>
White Alone	38,709	70.8%
Black Alone	4,248	7.8%
American Indian Alone	683	1.2%
Asian Alone	4,635	8.5%
Pacific Islander Alone	176	0.3%
Some Other Race Alone	3,044	5.6%
Two or More Races	3,196	5.8%
Hispanic Origin (Any Race)	9,096	16.6%

<b>2021 Race and Ethnicity</b>	<b>Number</b>	<b>Percent</b>
White Alone	39,833	65.0%
Black Alone	5,363	8.8%
American Indian Alone	749	1.2%
Asian Alone	6,365	10.4%
Pacific Islander Alone	269	0.4%
Some Other Race Alone	4,127	6.7%
Two or More Races	4,538	7.4%
Hispanic Origin (Any Race)	12,150	19.8%

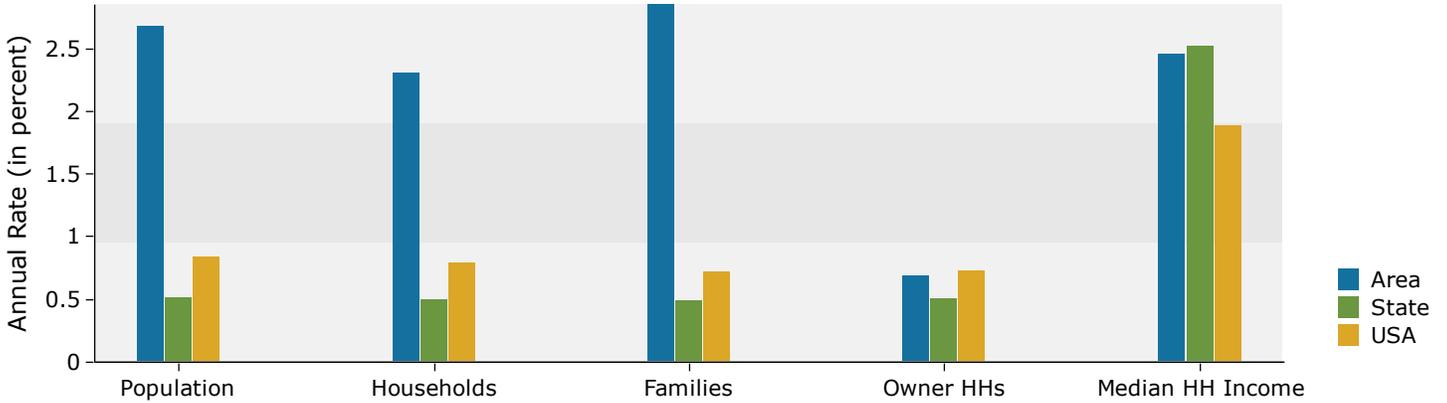
  

<b>2026 Race and Ethnicity</b>	<b>Number</b>	<b>Percent</b>
White Alone	41,867	59.9%
Black Alone	7,616	10.9%
American Indian Alone	882	1.3%
Asian Alone	7,929	11.3%
Pacific Islander Alone	388	0.6%
Some Other Race Alone	5,277	7.5%
Two or More Races	5,936	8.5%
Hispanic Origin (Any Race)	15,455	22.1%

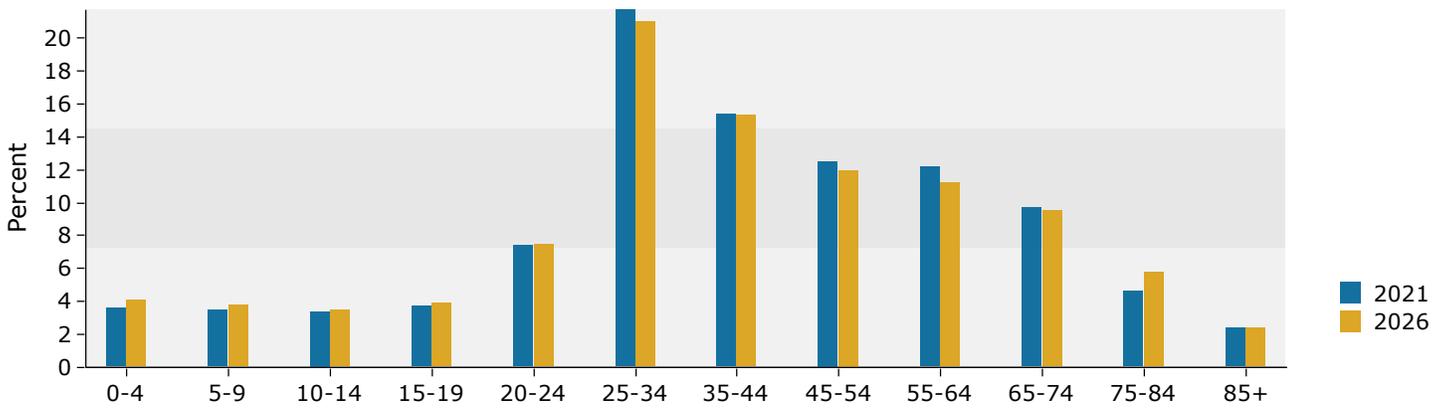
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

February 25, 2022

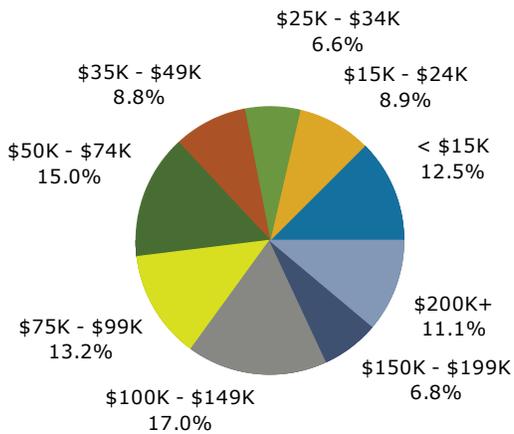
## Trends 2021-2026



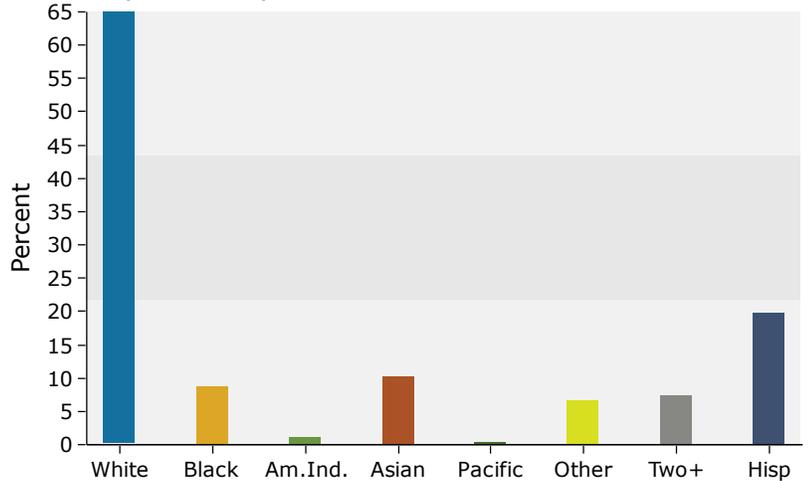
## Population by Age



## 2021 Household Income



## 2021 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.



# Sports and Leisure Market Potential

4  
Area: 11.15 square miles

Prepared by Esri

<b>Demographic Summary</b>		<b>2021</b>	<b>2026</b>
Population		61,243	69,896
Population 18+		53,546	60,405
Households		32,178	36,059
Median Household Income		\$70,931	\$80,049
<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics in last 12 months	5,165	9.6%	132
Participated in archery in last 12 months	1,470	2.7%	105
Participated in backpacking in last 12 months	2,609	4.9%	138
Participated in baseball in last 12 months	2,458	4.6%	120
Participated in basketball in last 12 months	4,301	8.0%	104
Participated in bicycling (mountain) in last 12 months	2,416	4.5%	120
Participated in bicycling (road) in last 12 months	6,342	11.8%	125
Participated in boating (power) in last 12 months	3,188	6.0%	128
Participated in bowling in last 12 months	4,984	9.3%	99
Participated in canoeing/kayaking in last 12 months	5,192	9.7%	145
Participated in fishing (fresh water) in last 12 months	4,682	8.7%	84
Participated in fishing (salt water) in last 12 months	2,247	4.2%	107
Participated in football in last 12 months	2,758	5.2%	127
Participated in Frisbee in last 12 months	2,675	5.0%	133
Participated in golf in last 12 months	4,639	8.7%	104
Participated in hiking in last 12 months	8,332	15.6%	122
Participated in horseback riding in last 12 months	1,209	2.3%	98
Participated in hunting with rifle in last 12 months	1,607	3.0%	81
Participated in hunting with shotgun in last 12 months	1,449	2.7%	87
Participated in ice skating in last 12 months	1,991	3.7%	142
Participated in jogging/running in last 12 months	7,435	13.9%	127
Participated in motorcycling in last 12 months	1,473	2.8%	100
Participated in Pilates in last 12 months	2,309	4.3%	143
Participated in ping pong in last 12 months	2,337	4.4%	124
Participated in skiing (downhill) in last 12 months	2,345	4.4%	163
Participated in soccer in last 12 months	2,752	5.1%	120
Participated in softball in last 12 months	1,388	2.6%	105
Participated in swimming in last 12 months	9,130	17.1%	108
Participated in target shooting in last 12 months	2,549	4.8%	97
Participated in tennis in last 12 months	2,483	4.6%	124
Participated in volleyball in last 12 months	1,767	3.3%	105
Participated in walking for exercise in last 12 months	13,299	24.8%	98
Participated in weight lifting in last 12 months	7,494	14.0%	131
Participated in yoga in last 12 months	5,862	10.9%	122
Participated in Zumba in last 12 months	2,004	3.7%	109
Spent on sports/rec equip in last 12 months: \$1-99	2,822	5.3%	89
Spent on sports/rec equip in last 12 months: \$100-\$249	3,210	6.0%	114
Spent on sports/rec equip in last 12 months: \$250+	4,183	7.8%	113
Attend sports events	8,103	15.1%	99
Attend sports events: baseball game - MLB reg seas	2,517	4.7%	103
Attend sports events: football game (college)	2,079	3.9%	121
Attend sports events: high school sports	927	1.7%	71
Listen to sports on radio	4,826	9.0%	91
Watch sports on TV	28,671	53.5%	95

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**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

February 25, 2022



# Sports and Leisure Market Potential

4  
Area: 11.15 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch on TV: alpine skiing/ski jumping	2,365	4.4%	125
Watch on TV: auto racing (NASCAR)	2,820	5.3%	69
Watch on TV: auto racing (not NASCAR)	1,938	3.6%	91
Watch on TV: baseball (MLB regular season)	9,338	17.4%	96
Watch on TV: baseball (MLB playoffs/World Series)	9,171	17.1%	104
Watch on TV: basketball (college)	7,373	13.8%	100
Watch on TV: basketball (NCAA tournament)	5,768	10.8%	98
Watch on TV: basketball (NBA regular season)	8,057	15.0%	107
Watch on TV: basketball (NBA playoffs/finals)	8,252	15.4%	108
Watch on TV: basketball (WNBA)	1,377	2.6%	89
Watch on TV: bicycle racing	1,357	2.5%	139
Watch on TV: bowling	1,381	2.6%	118
Watch on TV: boxing	2,483	4.6%	81
Watch on TV: bull riding (pro)	985	1.8%	76
Watch on TV: Equestrian events	1,015	1.9%	94
Watch on TV: extreme sports (summer)	1,608	3.0%	124
Watch on TV: extreme sports (winter)	1,834	3.4%	115
Watch on TV: figure skating	3,094	5.8%	103
Watch on TV: fishing	1,730	3.2%	91
Watch on TV: football (college)	11,748	21.9%	92
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	15,480	28.9%	99
Watch on TV: football (NFL weekend games)	14,443	27.0%	99
Watch on TV: football (NFL playoffs/Super Bowl)	15,722	29.4%	98
Watch on TV: golf (PGA)	5,243	9.8%	83
Watch on TV: golf (LPGA)	1,527	2.9%	90
Watch on TV: gymnastics	2,657	5.0%	106
Watch on TV: high school sports	1,659	3.1%	76
Watch on TV: horse racing (at track or OTB)	1,410	2.6%	97
Watch on TV: ice hockey (NHL regular season)	4,466	8.3%	108
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	4,386	8.2%	110
Watch on TV: mixed martial arts (MMA)	1,047	2.0%	82
Watch on TV: motorcycle racing	975	1.8%	103
Watch on TV: Olympics (summer)	4,996	9.3%	88
Watch on TV: Olympics (winter)	6,360	11.9%	97
Watch on TV: international soccer	3,064	5.7%	116
Watch on TV: soccer (MLS)	2,682	5.0%	109
Watch on TV: U.S. men`s national team	1,984	3.7%	104
Watch on TV: U.S. women`s national team	2,400	4.5%	107
Watch on TV: soccer (World Cup)	4,694	8.8%	103
Watch on TV: tennis (men`s)	3,586	6.7%	106
Watch on TV: tennis (women`s)	3,401	6.4%	102
Watch on TV: track & field	1,696	3.2%	99
Watch on TV: volleyball (pro beach)	920	1.7%	79
Watch on TV: ultimate fighting championship (UFC)	1,955	3.7%	93
Watch on TV: other mixed martial arts (MMA)	1,047	2.0%	82
Watch on TV: wrestling (WWE)	1,958	3.7%	93
Interest in sports: college basketball Super Fan	2,225	4.2%	123
Interest in sports: college football Super Fan	3,670	6.9%	102
Interest in sports: golf Super Fan	1,031	1.9%	96
Interest in sports: high school sports Super Fan	1,573	2.9%	114
Interest in sports: MLB Super Fan	2,891	5.4%	118
Interest in sports: NASCAR Super Fan	1,263	2.4%	103
Interest in sports: NBA Super Fan	3,105	5.8%	111
Interest in sports: NFL Super Fan	5,829	10.9%	101
Interest in sports: NHL Super Fan	2,215	4.1%	123
Interest in sports: soccer Super Fan	2,260	4.2%	119

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February 25, 2022



# Sports and Leisure Market Potential

4  
Area: 11.15 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	5,414	10.1%	79
Member of charitable organization	2,696	5.0%	113
Member of church board	1,723	3.2%	114
Member of fraternal order	1,590	3.0%	140
Member of religious club	1,617	3.0%	88
Member of union	1,872	3.5%	104
Member of veterans club	859	1.6%	66
Participate in indoor gardening or plant care	5,561	10.4%	105
Attended adult education course in last 12 months	4,854	9.1%	110
Visited an aquarium in last 12 months	3,878	7.2%	120
Went to art gallery in last 12 months	5,496	10.3%	139
Attended auto show in last 12 months	3,068	5.7%	100
Did baking in last 12 months	13,035	24.3%	105
Barbecued in last 12 months	14,463	27.0%	100
Went to bar/night club in last 12 months	12,851	24.0%	135
Went to beach in last 12 months	17,595	32.9%	110
Played billiards/pool in last 12 months	3,828	7.1%	119
Played bingo in last 12 months	2,467	4.6%	99
Did birdwatching in last 12 months	2,725	5.1%	111
Played board game in last 12 months	11,059	20.7%	118
Read book in last 12 months	19,011	35.5%	109
Participated in book club in last 12 months	1,678	3.1%	103
Went on overnight camping trip in last 12 months	6,178	11.5%	95
Played cards in last 12 months	9,777	18.3%	104
Played chess in last 12 months	2,256	4.2%	121
Played computer game (offline w/software)/12 months	4,176	7.8%	116
Played computer game (online w/o software)/12 months	6,886	12.9%	102
Cooked for fun in last 12 months	12,197	22.8%	114
Did crossword puzzle in last 12 months	5,790	10.8%	104
Danced/went dancing in last 12 months	6,217	11.6%	139
Attended dance performance in last 12 months	2,527	4.7%	125
Dined out in last 12 months	28,614	53.4%	105
Flew a drone in last 12 months	1,807	3.4%	130
Attended state/county fair in last 12 months	6,863	12.8%	94
Participated in fantasy sports league last 12 months	2,673	5.0%	112
Did furniture refinishing in last 12 months	2,602	4.9%	120
Gambled at casino in last 12 months	7,011	13.1%	99
Gambled in Las Vegas in last 12 months	2,160	4.0%	96
Participate in indoor gardening/plant care	5,561	10.4%	105
Participated in genealogy in last 12 months	2,373	4.4%	96
Attended horse races in last 12 months	1,394	2.6%	107
Participated in karaoke in last 12 months	2,848	5.3%	141
Bought lottery ticket in last 12 months	18,122	33.8%	97
Played lottery 6+ times in last 30 days	5,174	9.7%	89
Bought lottery ticket in last 12 months: Daily Drawing	2,014	3.8%	106
Bought lottery ticket in last 12 months: Instant Game	9,401	17.6%	94
Bought lottery ticket in last 12 months: Mega Millions	10,092	18.8%	97
Bought lottery ticket in last 12 months: Powerball	10,537	19.7%	94
Attended a movie in last 6 months	32,616	60.9%	103
Attended movie in last 90 days: once/week or more	1,762	3.3%	137
Attended movie in last 90 days: 2-3 times a month	2,828	5.3%	103
Attended movie in last 90 days: once a month	5,429	10.1%	106
Attended movie in last 90 days: < once a month	19,490	36.4%	100
Movie genre seen at theater/6 months: action	15,014	28.0%	99

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February 25, 2022



# Sports and Leisure Market Potential

4  
Area: 11.15 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	16,613	31.0%	101
Movie genre seen at theater/6 months: animation genre	8,133	15.2%	100
Movie genre seen at theater/6 months: biography genre	5,613	10.5%	97
Movie genre seen at theater/6 months: comedy	13,849	25.9%	102
Movie genre seen at theater/6 months: crime	6,487	12.1%	107
Movie genre seen at theater/6 months: drama	12,885	24.1%	103
Movie genre seen at theater/6 months: family	5,488	10.2%	108
Movie genre seen at theater/6 months: fantasy	9,950	18.6%	112
Movie genre seen at theater/6 months: horror	4,847	9.1%	108
Movie genre seen at theater/6 months: romance	5,154	9.6%	105
Movie genre seen at theater/6 months: science fiction	9,602	17.9%	102
Movie genre seen at theater/6 months: thriller	7,149	13.4%	99
Went to museum in last 12 months	11,358	21.2%	141
Attended classical music/opera performance/12 months	3,570	6.7%	173
Attended country music performance in last 12 months	3,235	6.0%	92
Attended rock music performance in last 12 months	7,046	13.2%	130
Played musical instrument in last 12 months	4,000	7.5%	105
Did painting/drawing in last 12 months	5,430	10.1%	119
Did photo album/scrapbooking in last 12 months	1,894	3.5%	88
Did photography in last 12 months	6,019	11.2%	124
Did Sudoku puzzle in last 12 months	4,757	8.9%	103
Participated in tailgating in last 12 months	2,605	4.9%	124
Went to live theater in last 12 months	8,436	15.8%	127
Visited a theme park in last 12 months	10,408	19.4%	105
Visited a theme park 5+ times in last 12 months	2,194	4.1%	98
Participated in trivia games in last 12 months	3,899	7.3%	110
Played video/electronic game (console) last 12 months	6,297	11.8%	124
Played video/electronic game (portable) last 12 months	2,771	5.2%	107
Visited an indoor water park in last 12 months	2,525	4.7%	146
Did woodworking in last 12 months	2,535	4.7%	96
Participated in word games in last 12 months	5,319	9.9%	89
Went to zoo in last 12 months	7,122	13.3%	109
Purchased DVD/Blu-ray disc online in last 12 months	4,062	7.6%	122
Bought 1-2 DVDs/30 Days	1,207	2.3%	69
Bought 3+ DVDs/30 Days	1,292	2.4%	91
Rented DVDs (movie or other video) in last 30 days: 1	1,613	3.0%	115
Rented DVDs (movie or other video) in last 30 days: 2	1,278	2.4%	91
Rented DVDs (movie or other video) in last 30 days: 3+	2,826	5.3%	97
Rented movie or other video/30 days: action/adventure	11,488	21.5%	111
Rented movie or other video/30 days: classics	3,425	6.4%	114
Rented movie or other video/30 days: comedy	9,834	18.4%	108
Rented movie or other video/30 days: drama	7,446	13.9%	112
Rented movie or other video/30 days: family/children	4,279	8.0%	94
Rented movie or other video/30 days: foreign	1,713	3.2%	154
Rented movie or other video/30 days: horror	3,840	7.2%	119
Rented movie or other video/30 days: musical	1,924	3.6%	129
Rented movie or other video/30 days: news/documentary	2,652	5.0%	127
Rented movie or other video/30 days: romance	3,369	6.3%	102
Rented movie or other video/30 days: science fiction	4,218	7.9%	114
Rented movie or other video/30 days: TV show	4,258	8.0%	114
Rented movie or other video/30 days: western	1,461	2.7%	108

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February 25, 2022



# Sports and Leisure Market Potential

4  
Area: 11.15 square miles

Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	5,804	10.8%	105
Rented DVD/Blu-ray/30 days: from netflix.com	6,285	11.7%	99
Rented/purchased DVD/Blu-ray/30 days: from Redbox	5,786	10.8%	98
Bought any children`s toy/game in last 12 months	15,178	28.3%	87
Spent on toys/games for child last 12 months: \$1-49	2,513	4.7%	84
Spent on toys/games for child last 12 months: \$50-99	1,058	2.0%	79
Spent on toys/games for child last 12 months: \$100-199	3,170	5.9%	90
Spent on toys/games for child last 12 months: \$200-499	3,821	7.1%	79
Spent on toys/games for child last 12 months: \$500+	2,314	4.3%	89
Bought any toys/games online in last 12 months	7,159	13.4%	102
Bought infant toy in last 12 months	2,751	5.1%	83
Bought pre-school toy in last 12 months	2,674	5.0%	75
Bought for child last 12 months: boy action figure	4,026	7.5%	102
Bought for child last 12 months: girl action figure	1,823	3.4%	99
Bought for child last 12 months: action game	1,291	2.4%	89
Bought for child last 12 months: bicycle	2,798	5.2%	87
Bought for child last 12 months: board game	6,239	11.7%	92
Bought for child last 12 months: builder set	2,878	5.4%	102
Bought for child last 12 months: car	3,417	6.4%	88
Bought for child last 12 months: construction toy	2,837	5.3%	94
Bought for child last 12 months: fashion doll	1,847	3.4%	85
Bought for child last 12 months: large/baby doll	2,604	4.9%	73
Bought for child last 12 months: doll accessories	1,756	3.3%	83
Bought for child last 12 months: doll clothing	1,826	3.4%	87
Bought for child last 12 months: educational toy	5,595	10.4%	89
Bought for child last 12 months: electronic doll/animal	1,217	2.3%	84
Bought for child last 12 months: electronic game	2,129	4.0%	74
Bought for child last 12 months: mechanical toy	2,252	4.2%	98
Bought for child last 12 months: model kit/set	1,982	3.7%	114
Bought for child last 12 months: plush doll/animal	3,665	6.8%	79
Bought for child last 12 months: water toy	4,109	7.7%	89
Bought for child last 12 months: word game	1,360	2.5%	107

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# Sports and Leisure Market Potential

4  
Area: 11.15 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	8,380	15.7%	110
Bought hardcover book in last 12 months	12,545	23.4%	113
Bought paperback book in last 12 months	16,431	30.7%	108
Bought 1-3 books in last 12 months	10,694	20.0%	105
Bought 4-6 books in last 12 months	5,545	10.4%	106
Bought 7+ books in last 12 months	9,329	17.4%	107
Bought book (fiction) in last 12 months	14,774	27.6%	112
Bought book (non-fiction) in last 12 months	12,823	23.9%	105
Bought biography in last 12 months	4,160	7.8%	109
Bought children`s book in last 12 months	4,483	8.4%	90
Bought cookbook in last 12 months	2,807	5.2%	81
Bought history book in last 12 months	5,433	10.1%	122
Bought mystery book in last 12 months	5,288	9.9%	96
Bought novel in last 12 months	8,680	16.2%	124
Bought religious book (Not Bible) in last 12 months	2,912	5.4%	91
Bought romance book in last 12 months	2,240	4.2%	82
Bought science fiction book in last 12 months	3,119	5.8%	104
Bought personal/business self-help book last 12 months	4,121	7.7%	112
Bought travel book in last 12 months	1,400	2.6%	121
Bought book online in last 12 months	14,679	27.4%	116
Listened to/purchased audiobook in last 6 months	4,514	8.4%	118

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February 25, 2022



# Business Summary

4  
Area: 11.15 square miles

Prepared by Esri

## Data for all businesses in area

Total Businesses:			7,782	
Total Employees:			129,314	
Total Residential Population:			61,243	
Employee/Residential Population Ratio (per 100 Residents)			211	
<b>by SIC Codes</b>	<b>Businesses</b>		<b>Employees</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
Agriculture & Mining	73	0.9%	750	0.6%
Construction	189	2.4%	3,014	2.3%
Manufacturing	148	1.9%	3,198	2.5%
Transportation	108	1.4%	1,361	1.1%
Communication	50	0.6%	903	0.7%
Utility	17	0.2%	981	0.8%
Wholesale Trade	135	1.7%	1,224	0.9%
<b>Retail Trade Summary</b>	<b>1,181</b>	<b>15.2%</b>	<b>12,340</b>	<b>9.5%</b>
Home Improvement	44	0.6%	228	0.2%
General Merchandise Stores	19	0.2%	640	0.5%
Food Stores	114	1.5%	1,280	1.0%
Auto Dealers, Gas Stations, Auto Aftermarket	69	0.9%	433	0.3%
Apparel & Accessory Stores	67	0.9%	347	0.3%
Furniture & Home Furnishings	46	0.6%	282	0.2%
Eating & Drinking Places	567	7.3%	7,083	5.5%
Miscellaneous Retail	255	3.3%	2,048	1.6%
<b>Finance, Insurance, Real Estate Summary</b>	<b>665</b>	<b>8.5%</b>	<b>10,415</b>	<b>8.1%</b>
Banks, Savings & Lending Institutions	102	1.3%	955	0.7%
Securities Brokers	89	1.1%	446	0.3%
Insurance Carriers & Agents	86	1.1%	5,305	4.1%
Real Estate, Holding, Other Investment Offices	388	5.0%	3,708	2.9%
<b>Services Summary</b>	<b>3,767</b>	<b>48.4%</b>	<b>47,749</b>	<b>36.9%</b>
Hotels & Lodging	50	0.6%	2,078	1.6%
Automotive Services	132	1.7%	842	0.7%
Motion Pictures & Amusements	182	2.3%	2,666	2.1%
Health Services	474	6.1%	11,338	8.8%
Legal Services	498	6.4%	4,197	3.2%
Education Institutions & Libraries	126	1.6%	2,268	1.8%
Other Services	2,305	29.6%	24,360	18.8%
<b>Government</b>	<b>394</b>	<b>5.1%</b>	<b>46,984</b>	<b>36.3%</b>
<b>Unclassified Establishments</b>	<b>1,056</b>	<b>13.6%</b>	<b>396</b>	<b>0.3%</b>
<b>Totals</b>	<b>7,782</b>	<b>100.0%</b>	<b>129,314</b>	<b>100.0%</b>

**Source:** Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

February 25, 2022



# Business Summary

4

Area: 11.15 square miles

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	28	0.4%	455	0.4%
Mining	2	0.0%	6	0.0%
Utilities	7	0.1%	639	0.5%
Construction	233	3.0%	3,313	2.6%
Manufacturing	132	1.7%	1,125	0.9%
Wholesale Trade	125	1.6%	1,159	0.9%
Retail Trade	600	7.7%	5,180	4.0%
Motor Vehicle & Parts Dealers	53	0.7%	341	0.3%
Furniture & Home Furnishings Stores	26	0.3%	209	0.2%
Electronics & Appliance Stores	19	0.2%	72	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	44	0.6%	228	0.2%
Food & Beverage Stores	108	1.4%	1,222	0.9%
Health & Personal Care Stores	60	0.8%	533	0.4%
Gasoline Stations	16	0.2%	93	0.1%
Clothing & Clothing Accessories Stores	77	1.0%	401	0.3%
Sport Goods, Hobby, Book, & Music Stores	44	0.6%	540	0.4%
General Merchandise Stores	19	0.2%	640	0.5%
Miscellaneous Store Retailers	119	1.5%	747	0.6%
Nonstore Retailers	15	0.2%	156	0.1%
Transportation & Warehousing	88	1.1%	1,334	1.0%
Information	172	2.2%	4,151	3.2%
Finance & Insurance	287	3.7%	6,753	5.2%
Central Bank/Credit Intermediation & Related Activities	101	1.3%	929	0.7%
Securities, Commodity Contracts & Other Financial	97	1.2%	497	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	89	1.1%	5,326	4.1%
Real Estate, Rental & Leasing	356	4.6%	3,483	2.7%
Professional, Scientific & Tech Services	1,345	17.3%	14,588	11.3%
Legal Services	522	6.7%	4,324	3.3%
Management of Companies & Enterprises	28	0.4%	142	0.1%
Administrative & Support & Waste Management & Remediation	231	3.0%	3,995	3.1%
Educational Services	151	1.9%	2,158	1.7%
Health Care & Social Assistance	629	8.1%	13,290	10.3%
Arts, Entertainment & Recreation	171	2.2%	2,976	2.3%
Accommodation & Food Services	627	8.1%	9,201	7.1%
Accommodation	50	0.6%	2,078	1.6%
Food Services & Drinking Places	577	7.4%	7,124	5.5%
Other Services (except Public Administration)	1,126	14.5%	8,217	6.4%
Automotive Repair & Maintenance	77	1.0%	536	0.4%
Public Administration	388	5.0%	46,755	36.2%
Unclassified Establishments	1,056	13.6%	396	0.3%
<b>Total</b>	<b>7,782</b>	<b>100.0%</b>	<b>129,314</b>	<b>100.0%</b>

**Source:** Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

February 25, 2022

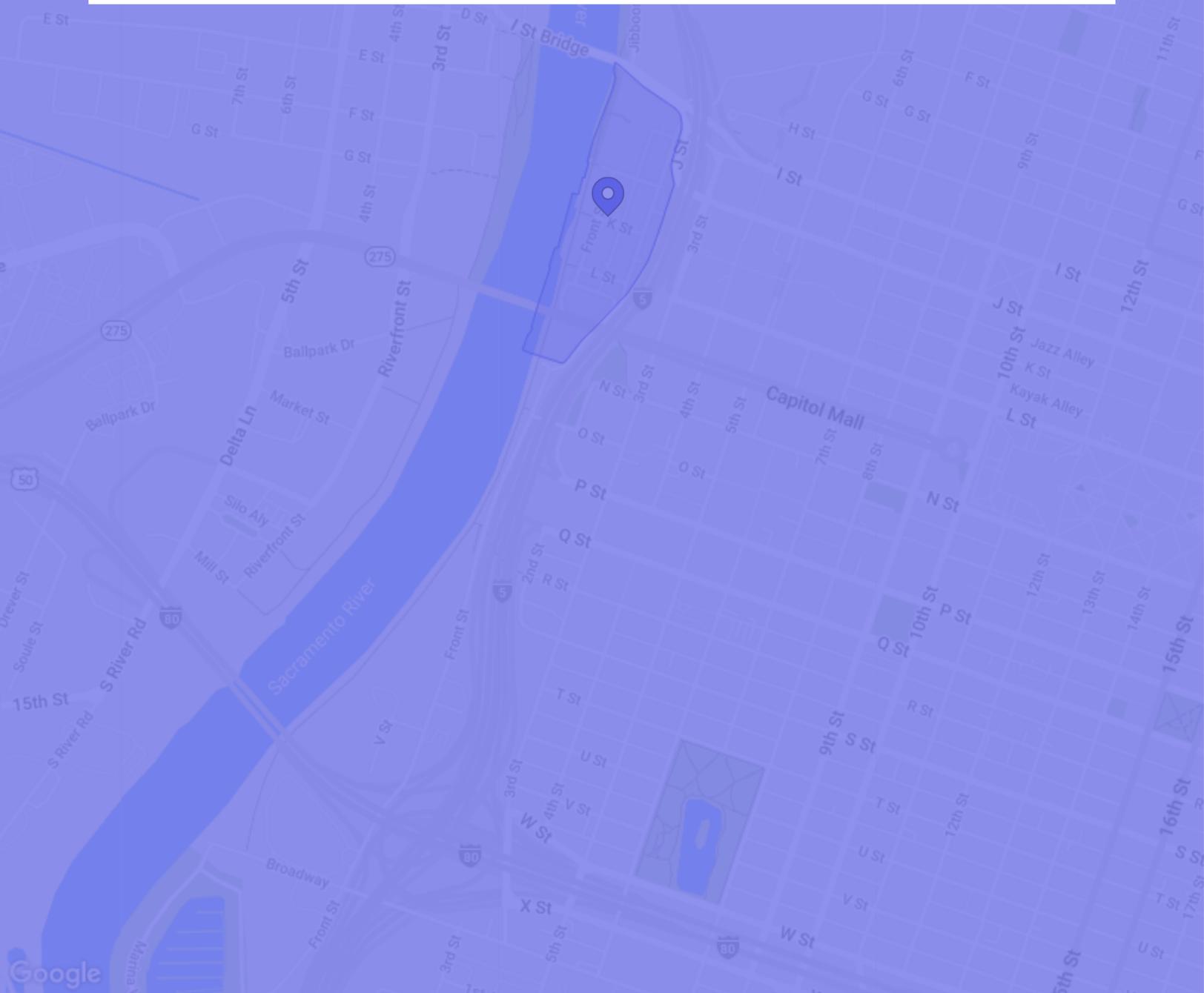
# Property Overview

Mar 1, 2021 - Feb 28, 2022

Property:

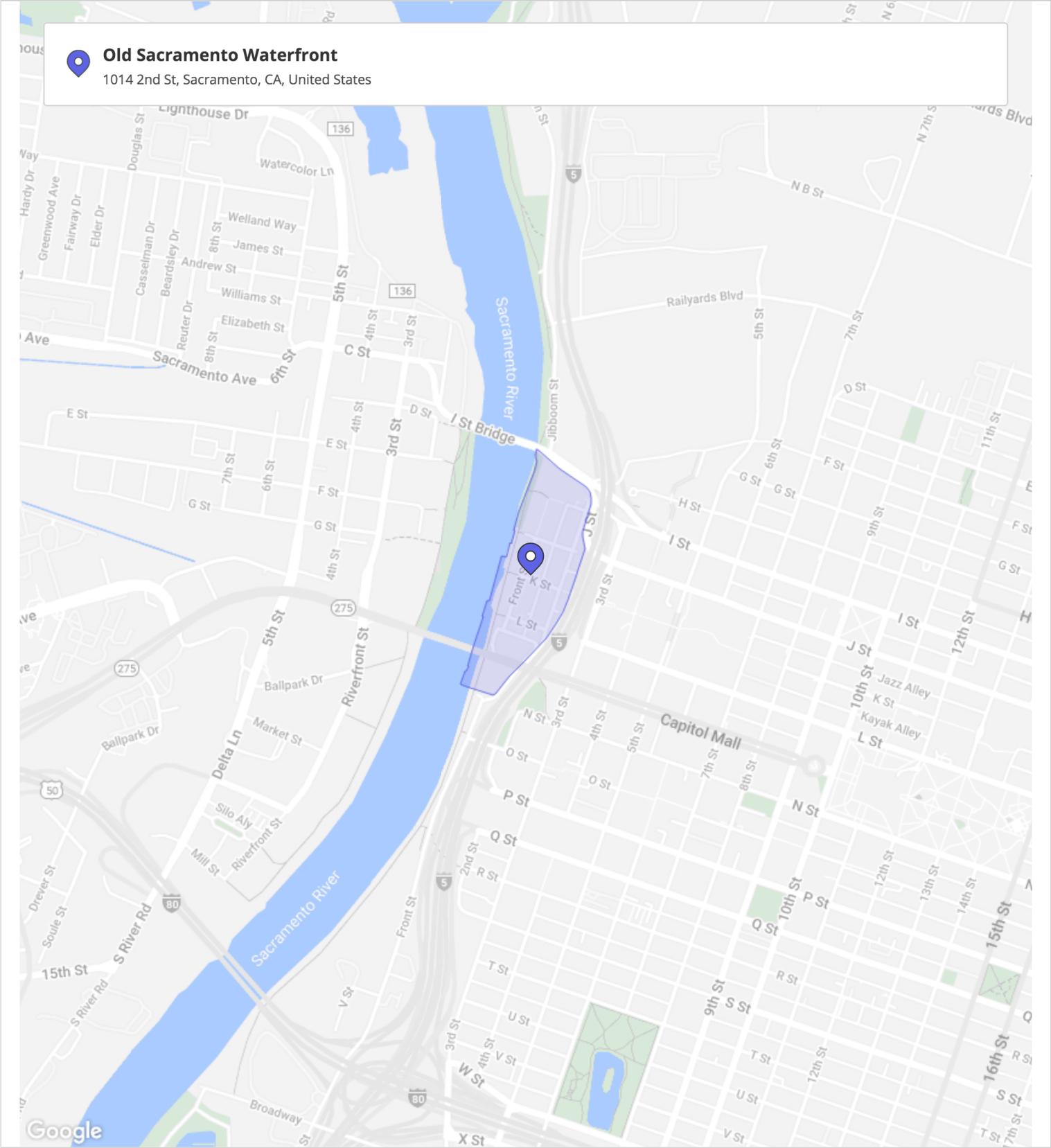


**Old Sacramento Waterfront**  
1014 2nd St, Sacramento, CA 95814



# Property Overview

Mar 1, 2021 - Feb 28, 2022



**Old Sacramento Waterfront**  
1014 2nd St, Sacramento, CA, United States

# Property Overview

Mar 1, 2021 - Feb 28, 2022

## Metrics

**Old Sacramento Waterfi**  
1014 2nd St, Sacramento, CA 958

Visits	3.7M	Visit Frequency	1.85
Visits / sq ft	N/A	Avg. Dwell Time	130 min
Visitors	2M	Panel Visits	61.5K

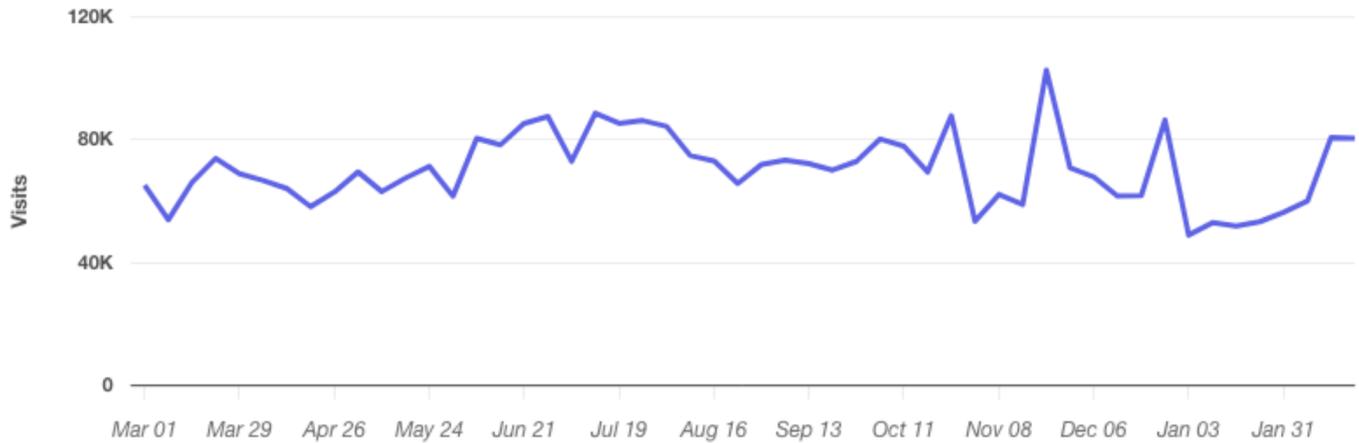
Mar 1st, 2021 - Feb 28th, 2022

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Visits Trend

**Old Sacramento Waterfi**  
2nd St, Sacramento, CA



Weekly | Visits | Mar 1st, 2021 - Feb 28th, 2022

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



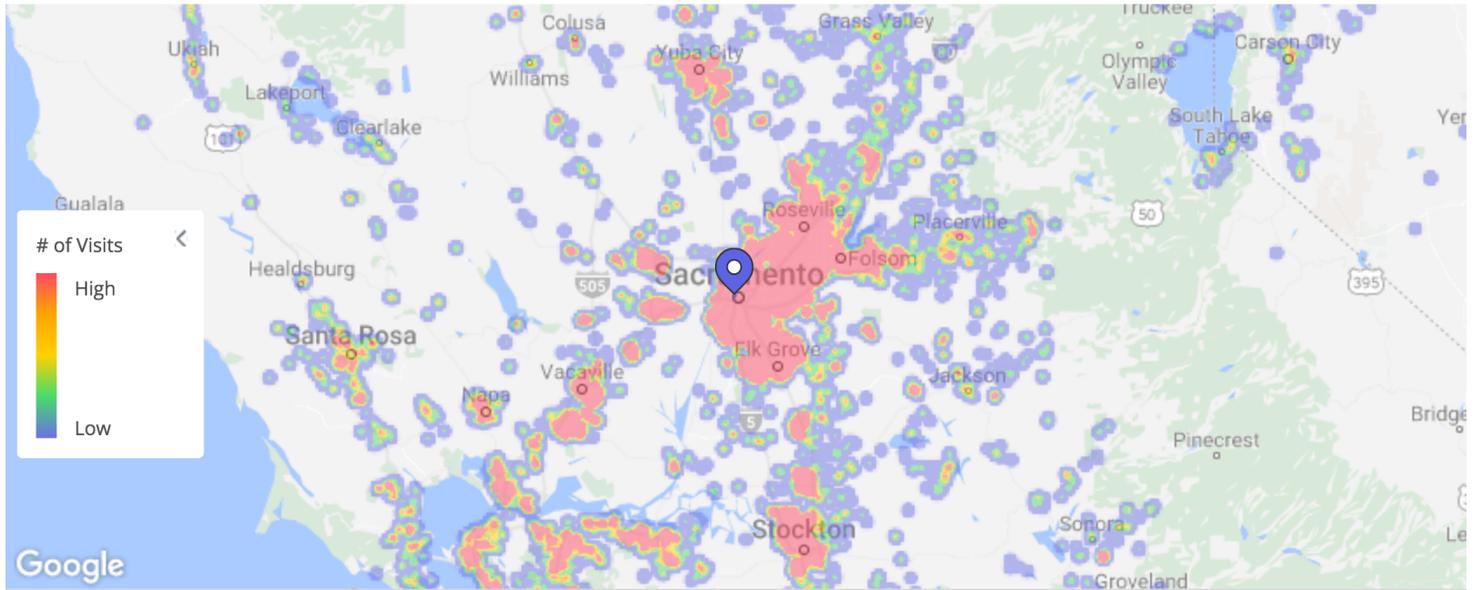
# Property Overview

Mar 1, 2021 - Feb 28, 2022

## Trade Area

### Old Sacramento Waterfront

1014 2nd St, Sacramento, CA 95814



Mar 1st, 2021 - Feb 28th, 2022

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Property Overview

Mar 1, 2021 - Feb 28, 2022

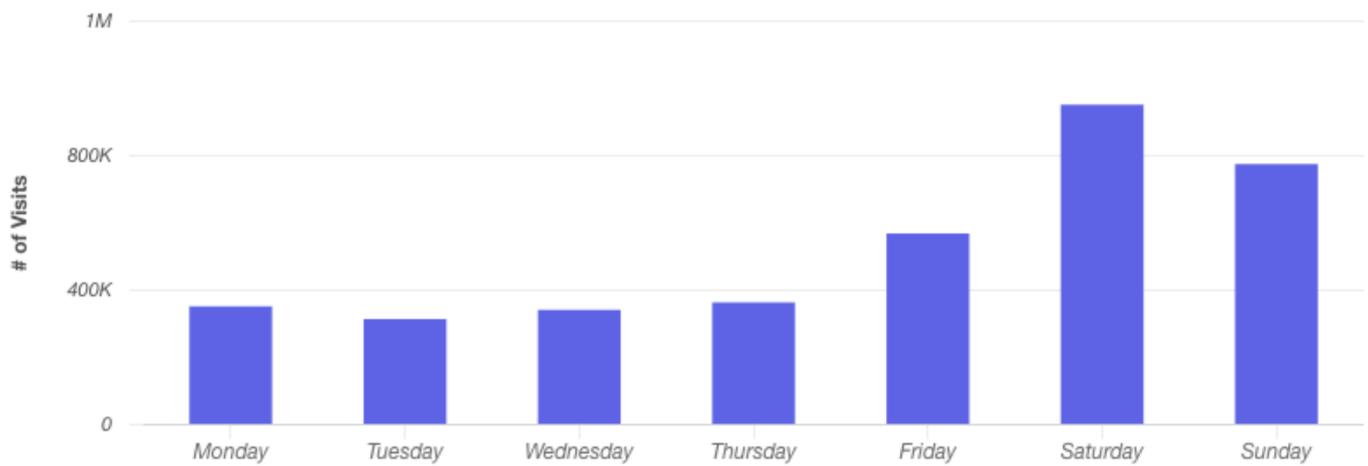
All | Mar 1st, 2021 - Feb 28th, 2022

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Daily Visits

● **Old Sacramento Water**  
1014 2nd St, Sacramento, CA 95



Visits | Mar 1st, 2021 - Feb 28th, 2022

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

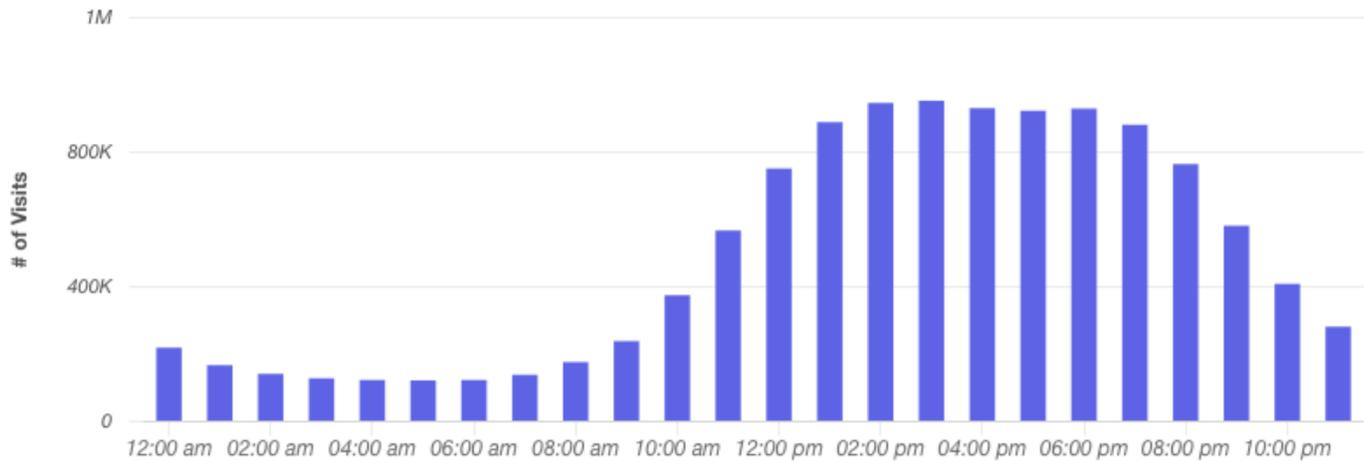


# Property Overview

Mar 1, 2021 - Feb 28, 2022

## Hourly Visits

● **Old Sacramento Water**  
1014 2nd St, Sacramento, CA 95811



Visits | Mar 1st, 2021 - Feb 28th, 2022

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Property Overview

Mar 1, 2021 - Feb 28, 2022

## Favorite Places

### Old Sacramento Waterfront / 2nd St, Sacramento, CA

Rank	Name	Distance	Visitors
1	Sacramento International Airport / 6900 Airport Blvd, Sacramento, CA 95837	8.9 mi	772.8K (38.7%)
2	Arden Fair / 1689 Arden Way, Sacramento, CA 95815	4.3 mi	658.7K (33%)
3	DOCO - Downtown Commons / 547 L Street, Sacramento, CA 95814	0.3 mi	616.9K (30.9%)
4	Westfield Galleria at Roseville / 1151 Galleria Boulevard, Roseville, CA 95678	18.4 mi	608.5K (30.5%)
5	Howe Bout Arden / 2100 Arden Way, Sacramento, CA 95825	4.8 mi	459.9K (23%)
6	Golden 1 Center / 500 David J Stern Walk, Sacramento, CA 95814	0.4 mi	434.3K (21.8%)
7	Evangeline's / 113 K St, Sacramento, CA 95814	0 mi	401.6K (20.1%)
8	Delta Shores / 8270 Delta Shores Cir S, Sacramento, CA 95832	8.4 mi	398.7K (20%)
9	Promenade / 3642 N Freeway Blvd, Sacramento, CA 95834	4 mi	373.4K (18.7%)
10	Natomas Marketplace / 3661 Truxel Rd, Sacramento, CA 95834	3.6 mi	354.7K (17.8%)

Category: All Categories | Min. Visits: 1 | Mar 1st, 2021 - Feb 28th, 2022  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Property Overview

Mar 1, 2021 - Feb 28, 2022

## Ranking Overview - Category: Neighborhood

● Old Sacramento Waterfront / 2nd St



Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Typical Visitor Persona

*Old Sacramento Waterfront*



**Ethnicity** White

**Income** \$75K - \$100K

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

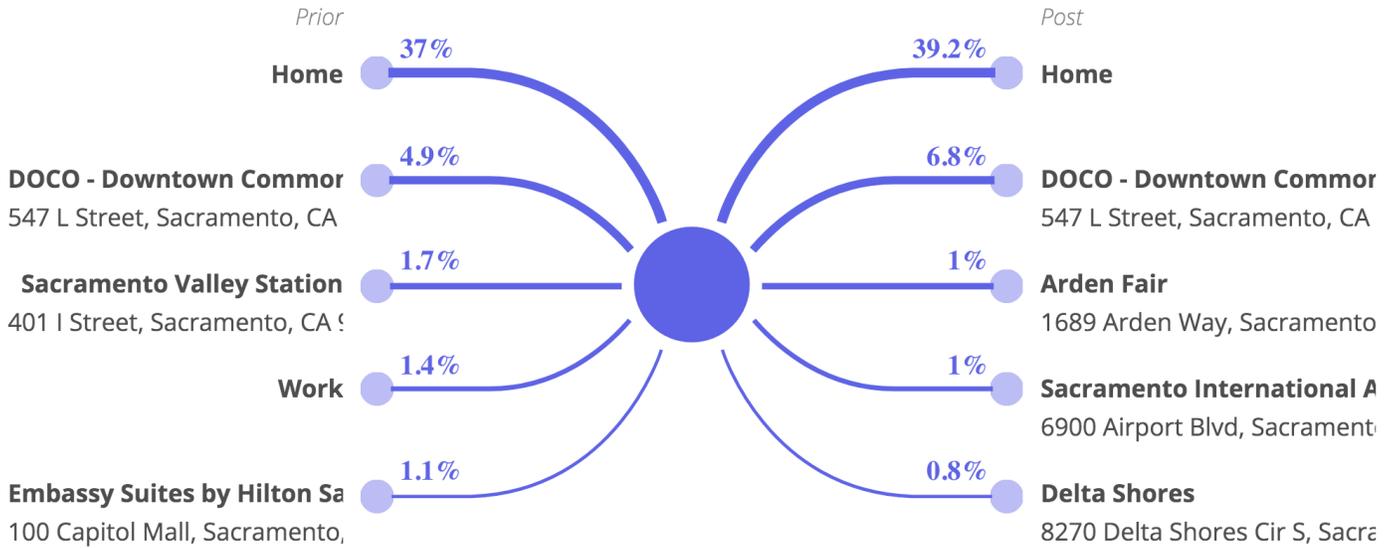


# Property Overview

Mar 1, 2021 - Feb 28, 2022

## Visitor Journey

### Old Sacramento Waterfront / 2nd St



Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

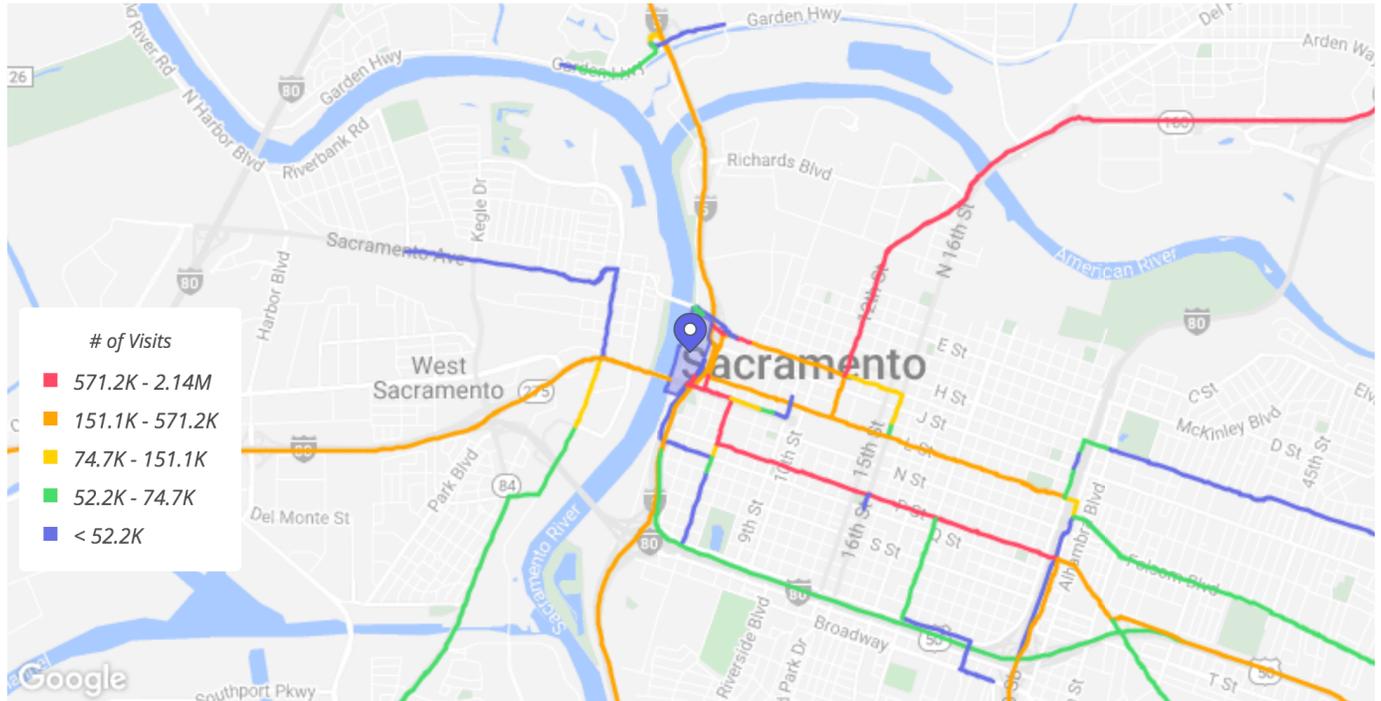


# Property Overview

Mar 1, 2021 - Feb 28, 2022

## Visitor Journey: Routes - Prior Location

● Old Sacramento Waterfront / 2nd St



Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Property Overview

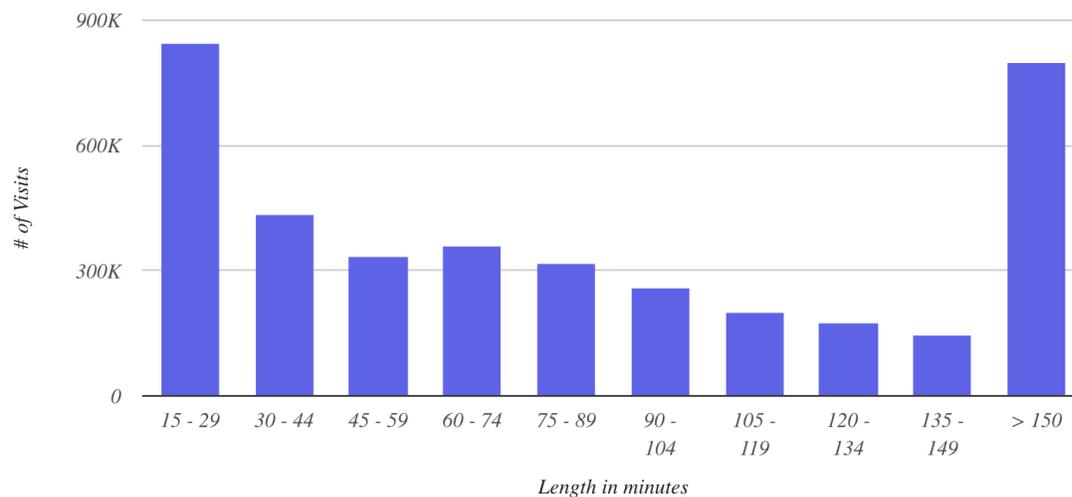
Mar 1, 2021 - Feb 28, 2022

## Length-Of-Stay

● Old Sacramento Waterfront / 2nd St

Average Stay

130 Min



Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

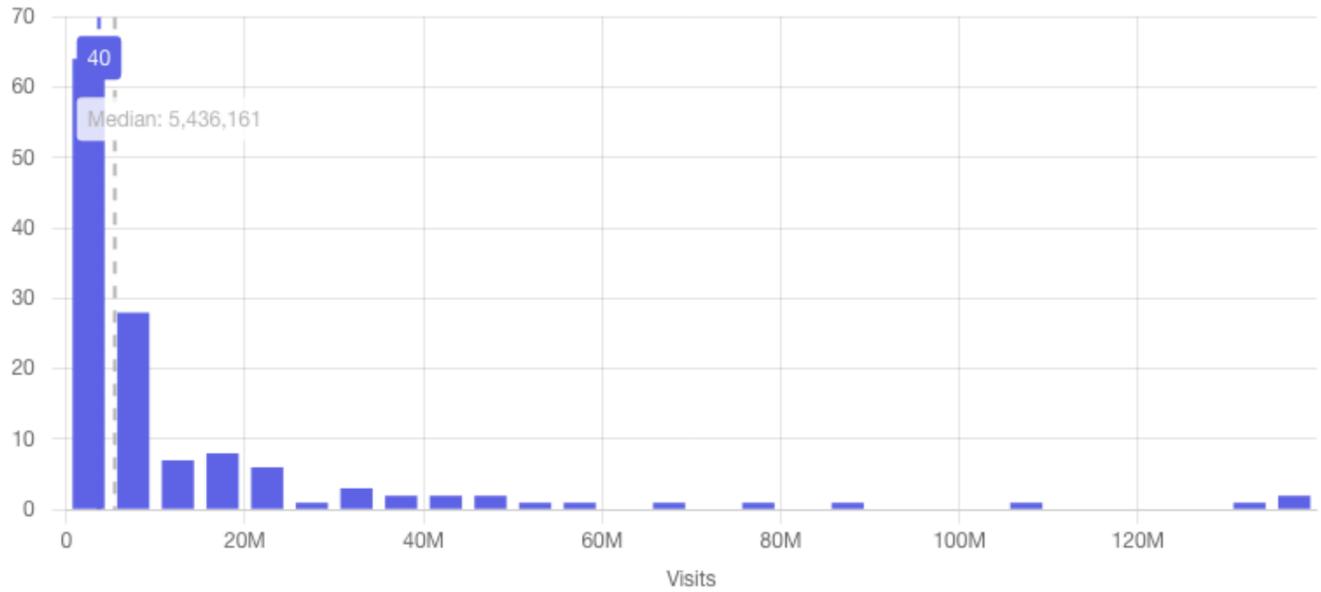


# Property Overview

Mar 1, 2021 - Feb 28, 2022

## Percentile Rank - Category: Neighborhood

● Old Sacramento Waterfront / 2nd St



Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Property Overview

Mar 1, 2021 - Feb 28, 2022

## Ranking Index - Category: Neighborhood

● Old Sacramento Waterfront / 2nd St

Rank	Name	Visits
1	<b>Midtown Manhattan CBD - 662</b> / New York City, NY	249.04M
2	<b>Midtown NY Area</b> / New York City, NY	168.08M
3	<b>Chicago CBD - 170</b> / Chicago, IL	134.84M
4	<b>Los Angeles CBD - 546</b> / Los Angeles, CA	109.82M
5	<b>Houston CBD - 415</b> / Houston, TX	88.67M
----- Skipping 73 results -----		
78	<b>Chelsea</b> / New York City, NY	3.81M
79	<b>Telfair - Sugar Land, TX</b> / Sugar Land, TX	3.69M
80	<b>Old Sacramento Waterfront</b> / 2nd St, Sacramento, CA	3.67M
81	<b>West Section of PBID Boundaries</b> / Front St, Sacramento, CA	3.62M
82	<b>The Bricks</b> / Fort Worth, TX	3.58M
----- Hiding 50 results -----		

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

