



February 24, 2003

Mr. Aaron Sussman
Junior Planner, City of Sacramento
1231 I Street, Room 300
Sacramento, CA 95814-2998

RE: Commercial Corridor Revitalization Strategy Design Principals

The North Sacramento Chamber of Commerce thanks you and Jim McDonald for speaking to our membership at our January 16th luncheon regarding the City's proposed "Commercial Corridor Revitalization Strategy Design Principals." Our Board reviewed and deliberated your December 2002 Draft of the Neighborhood Commercial Corridor Design Principals at our February 4th Board meeting.

The North Sacramento Chamber of Commerce can not support the Commercial Corridor Revitalization Strategy Design Principals as proposed.

We have the following concerns with this approach to Sacramento's infill commercial corridor revitalization strategy:

1. This is a bland zoning band-aid that does not "revitalize" or provide any strategy.
2. Special Planning Districts are a more serious and more effective and specific tool to help these older commercial corridors (example: Del Paso Boulevard SPA).
3. Design Guidelines should reflect the character and uniqueness of each district, and should be the result of a deliberative public process that involves affected stakeholders.

Specifically, the Chamber is concerned with the following elements of the guidelines:

1. Allowing more residential uses on commercial corridors without thought to how and where that is appropriate for each corridor.
2. Project cost burden of under grounding utility poles for infill projects already financially challenged.
3. Site amenity criteria conflicts with adopted streetscape criteria.
4. Parking guidelines compliance in areas like ours with zero set-back buildings and the need for surface parking lots (see City Parking Study 1999).
5. Curb cut policy vague (per parcel, per use or per block?).
6. Practicality and additional clutter and cost of screening backflow/utility transformers.
7. Arbitrary light pole height standard of 16 ft. may not be energy efficient depending of site design.
8. Bus shelter and walking distance to transit criteria that business owner is not able to influence (RT Policy Determines location of routes and stops).

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The Chamber is a strong advocate of investment in our older commercial corridors and of incentives to the financial challenges of infill development. We feel for our area specifically, and expansion of the Del Paso Boulevard SPA along Arden Way and El Camino Avenue would be more effective and compatible with the business district objectives than this new Commercial Corridor Revitalization Strategy Design Principals could hope to be.

As always, we are available to discuss how to make this proposal better public policy, both for the City and the public/business districts it seeks to serve.

Yours in Service,

Franklin Burris

CC: Sacramento City Council