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Director of Sacramento Operations, MIG
APA California Diversity Board Member

Rachel Hazlewood
Senior Economic Development Project Manager
City of Sacramento

Celia Yniguez
Program Manager, Federal Programs
Sacramento Housing and Redevelopment Agency
“What is Placemaking...”
“...and what makes people love where they live and work? And why does it matter?”
COMMUNITY ACTIVITIES

GOOD PLACES TO MEET PEOPLE

OTHER PEOPLE CARE ABOUT EACH OTHER

FUN ACTIVITIES

ARTS AND CULTURAL OPPORTUNITIES

COMMUNITY EVENTS
AESTHETICS

BEAUTY, PHYSICAL SETTING

PARKS, PLAYGROUNDS, TRAILS

PUBLIC ART, LINKAGES TO THE PAST
satisfaction with where you live and work ➔ overall health of a community
WHAT MAKES A GREAT PLACE?

PLACE

SOCIABILITY

USES & ACTIVITIES

ACCESS & LINKAGES

COMFORT & IMAGE

KEY ATTRIBUTES
INTANGIBLES
MEASUREMENTS

PROJECT FOR PUBLIC SPACES
GATEWAYS
MULTITASKING IN A GROWING TOWN

Fred Weddington also became a trainman, and in 1904
traveled a big headache. Two thieves had beaten up
elderly Fred B. Weddington, a deputy sheriff
alone. He did up his horse and tracked them to
their last hiding place. They were hiding, arresting them.

The barbershop required more services like a bank
and games. The Weddingtons obliged. They opened the
Bank of Lankers
him in 1910, and
Fred Weddington
lit his fine and got behind the bar. In 1912
the Weddingtons
its name, the bank became part of
the Security Pacific Chain, opening
the 1920s, opening the
building at the northwest corner
of Washington Boulevard and Weddington Street.
MULTIPURPOSE STRUCTURES
GATHERING SPACES / EVENTS
“Focusing on Sacramento’s River District...”
AREA CONTEXT

location + size
AREA CONTEXT
commercial businesses
AREA CONTEXT
existing housing
AREA CONTEXT
barriers
AREA CONTEXT

homelessness + social services
AREA CONTEXT
existing parks and open spaces
AREA CONTEXT
historic district
AREA CONTEXT
bus and light rail transit
“...and the Twin Rivers housing community”
NEIGHBORHOOD CONTEXT

twin rivers community
NEIGHBORHOOD CONTEXT
the twin rivers community
NEIGHBORHOOD CONTEXT
surrounding roads + uses
NEIGHBORHOOD CONTEXT

twin rivers concept
“How do you bring people + ideas together through creative and genuine engagement...?”
CNI TRANSFORMATION PLAN VISION

From isolation, disconnection and disinvestment . . . to a future of opportunity, inclusion and integration!
“With community-based participation at its center, an effective Placemaking process capitalizes on a local community’s assets, inspiration and potential, and it results in the creation of quality public spaces that contribute to people’s health, happiness and well-being.”

- Project for Public Places
Join us to discuss upcoming projects in the River District!

Open House

WEDNESDAY
MARCH 1st

Smythe Academy
700 Dos Rios Street
Sacramento, CA 95811

4–6 p.m.

Welcome & Presentation
4:15 p.m.

- North 12th Street Complete Street
- North 16th Street Streetscape
- Dos Rios Light Rail Station
- Twin Rivers Housing Development
- Fire Station 14

Walking group from Twin Rivers Management Office departing at 3:30 p.m.
Contact Ashley Baumgartner: abaum@amconsultingco.com (916) 442-1168

For reasonable accommodation needs due to a physical disability that may hinder your participation, contact the City’s ADA Coordinator at (916) 808-8795.

Snacks, kids activities, and prize drawings at 4:45 & 5:45 p.m.
COMMUNITY REVIEW AND INPUT
ideas + places + needs
Draw your neighborhood!

What is your favorite place in your neighborhood? Draw it in the space below!

My favorite place in my neighborhood is Where my family is!
“...and how has that input been used!”
RESIDENT RECOMMENDATIONS

- Improve safety for **pedestrians and bicyclists**
- Create safe and healthy **open spaces**
- Provide access to **healthy food**
- Improve **maintenance and cleanliness** of the neighborhood and along the river
- Provide places for **kids to play** and explore
CONSULTANT RECOMMENDATIONS

- Celebrate the River District as a **gateway** to Sacramento
- Celebrate the **diversity of people** and places
- Improve **connectivity** within the River District and to other parts of Sacramento
- Improve access to the **rivers** and the experience along the rivers
- Bring **river elements** into the neighborhood
- **Tell the stories** of River District people and places through signage and design
- Preserve the **character** of the existing community
CCI PROJECTS

location
CCI PROJECTS

Center for Hope Façade Improvement Project

“Improve safety for pedestrians and bicyclists”

“Improve maintenance and cleanliness of the neighborhood”
Wayfinding Signage

“Improve connectivity within the River District”

“Improve access to the rivers”
CCI PROJECTS

North 12th/16th Streets Placemaking Gateway Element

“Celebrate the River District as a gateway to Sacramento”

“Improve safety for pedestrians and bicyclists”
CCI PROJECTS

North 12th Street Community Engagement Art Project

“Tell the stories of River District people and places”

“Celebrate the diversity of people and places”
CCI PROJECTS
River District-Railyards Berm Removal

“Improve connectivity to other parts of Sacramento”
CCI PROJECTS

Bike Trail Historic Course

“Bring river elements into the neighborhood”

“Tell the stories of River District people and places through signage”
CCI PROJECTS

Robert T. Matsui Waterfront Park Improvements

“Improve maintenance and cleanliness along the river”

“Provide places for kids to play and explore”
CCI PROJECTS
Healthy Food – “Prime Time Nutrition”

“Provide access to healthy food”
“So how does Placemaking relate to all of us...?”
NEIGHBORHOOD / DISTRICT SCALE
“What’s next? Let’s brainstorm ways to incorporate Placemaking into your communities...”
“Let’s keep the conversation going…”

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INNOVATIVE PLACEMAKING

2017 HUD Choice Neighborhoods Conference

November 2017