

INNOVATIVE PLACEMAKING

2017 HUD Choice Neighborhoods Conference

November 2017



Dan Amsden, AICP

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?”

OTHER PEOPLE CARE
ABOUT EACH OTHER

FUN ACTIVITIES

COMMUNITY ACTIVITIES

GOOD PLACES TO MEET PEOPLE

COMMUNITY EVENTS

ARTS AND CULTURAL
OPPORTUNITIES



YOUNG, TALENTED PEOPLE
LOOKING FOR WORK

FAMILIES WITH YOUNG CHILDREN

DIVERSITY

RACIAL AND ETHNIC MINORITIES

OLDER PEOPLE

IMMIGRANTS

YOUNG ADULTS
WITHOUT CHILDREN

GAYS AND LESBIANS



BEAUTY, PHYSICAL SETTING

AESTHETICS

PARKS, PLAYGROUNDS, TRAILS

PUBLIC ART, LINKAGES TO THE PAST

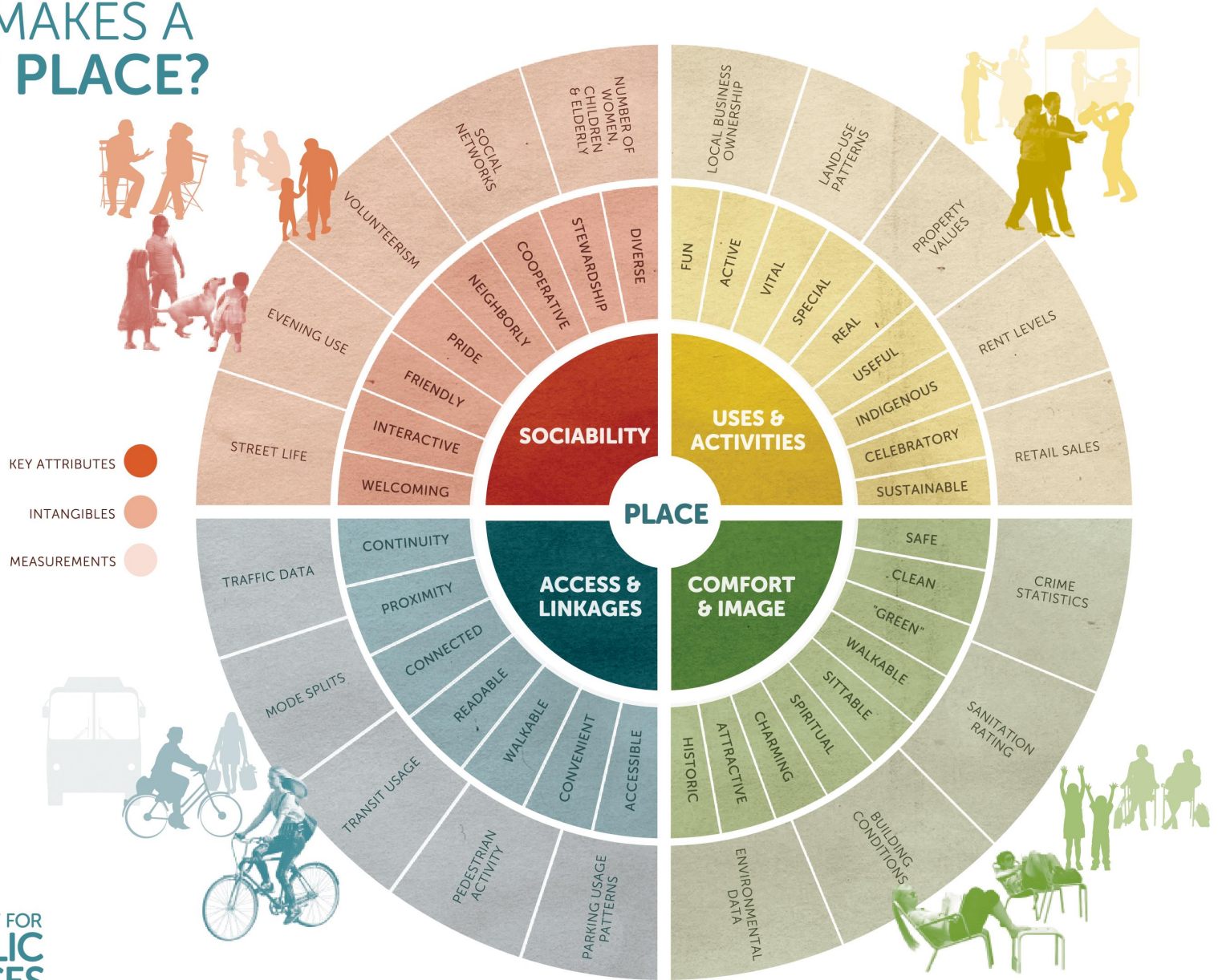
satisfaction
with where you
live and work



overall
health of a
community



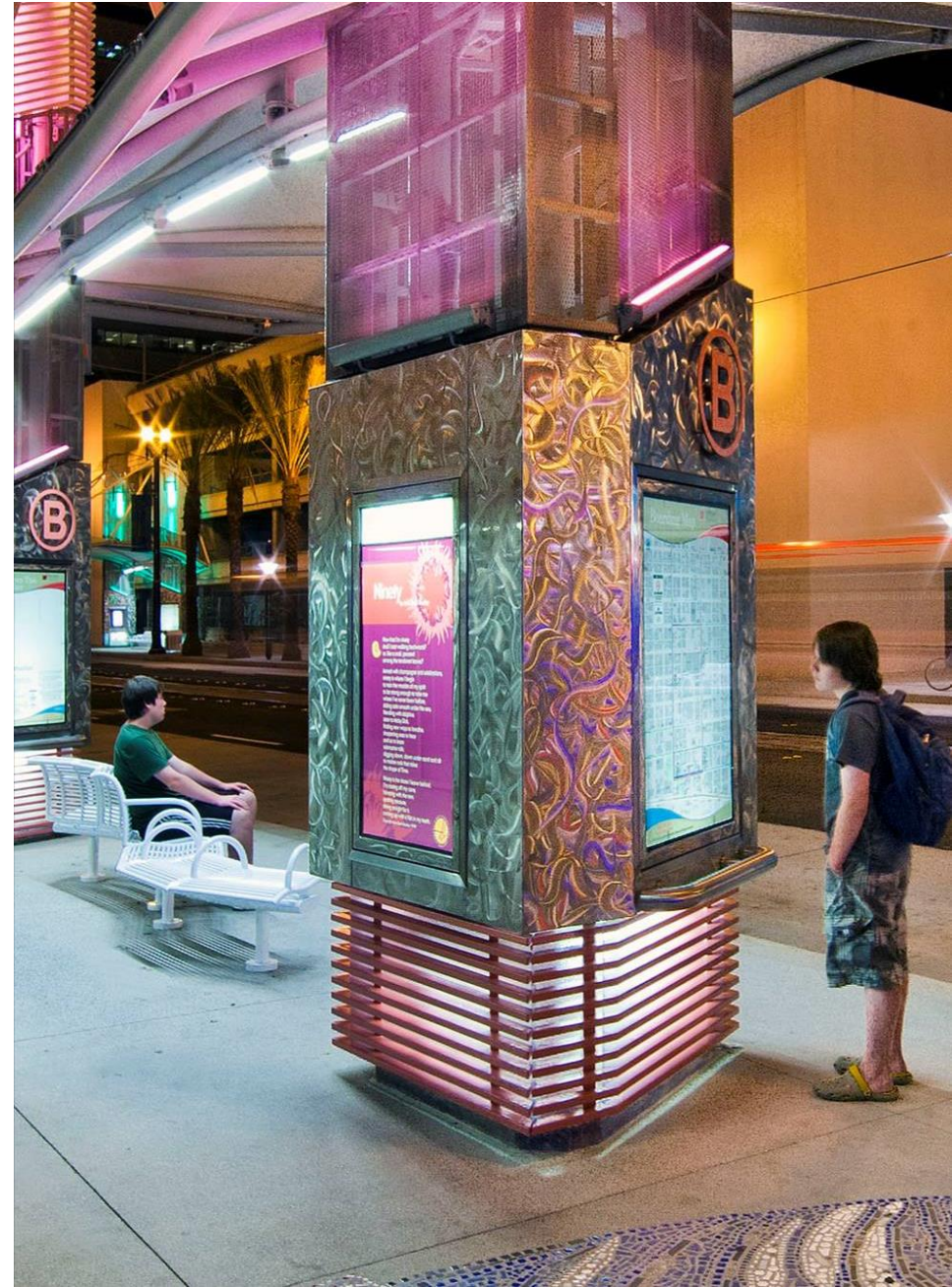
WHAT MAKES A GREAT PLACE?



GATEWAYS



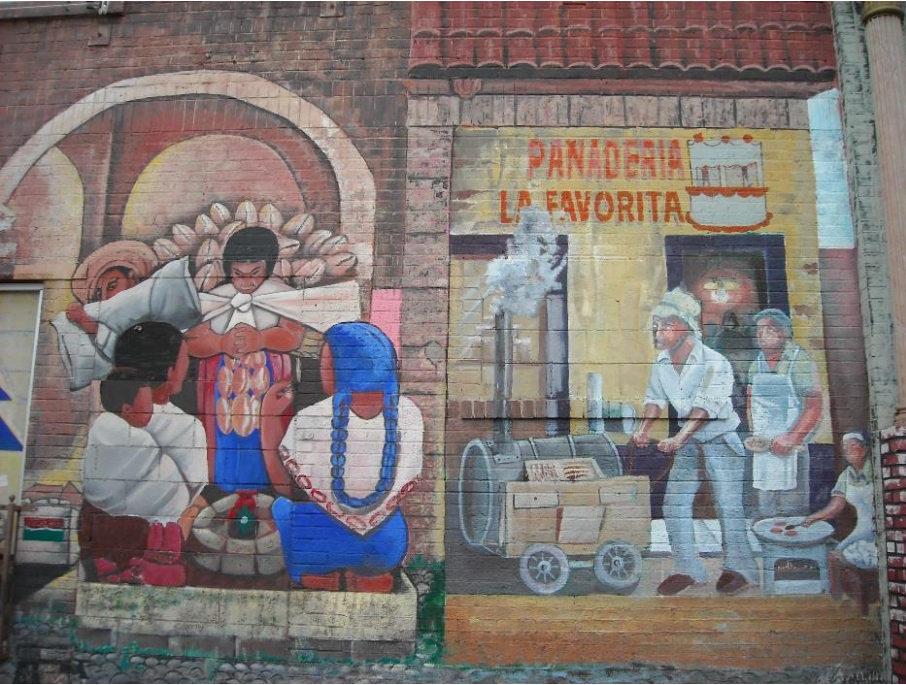
SIGNAGE / KIOSKS



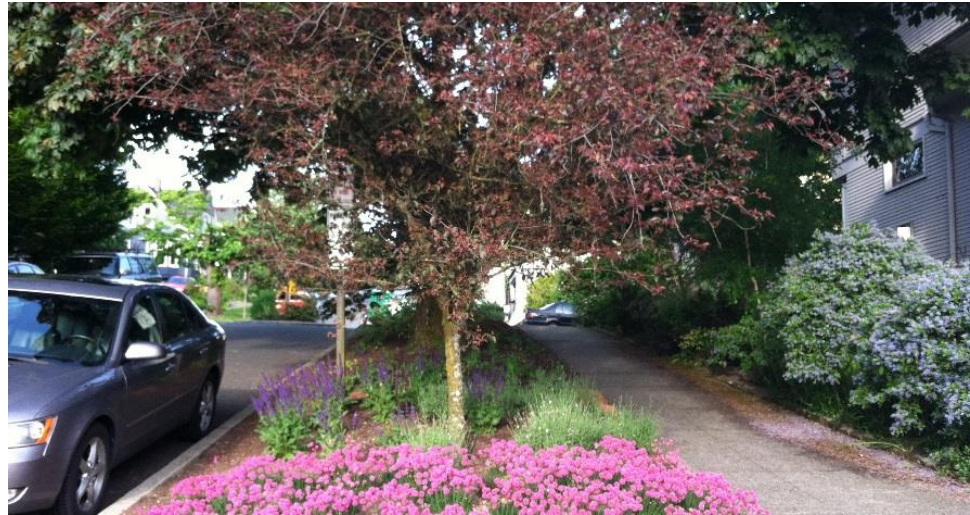
ART



ART / MURALS



LANDSCAPING / PAVING



LANDSCAPING / PAVING



MULTIPURPOSE STRUCTURES



GATHERING SPACES / EVENTS



PLAY SPACES



TELL MY STORY!



“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



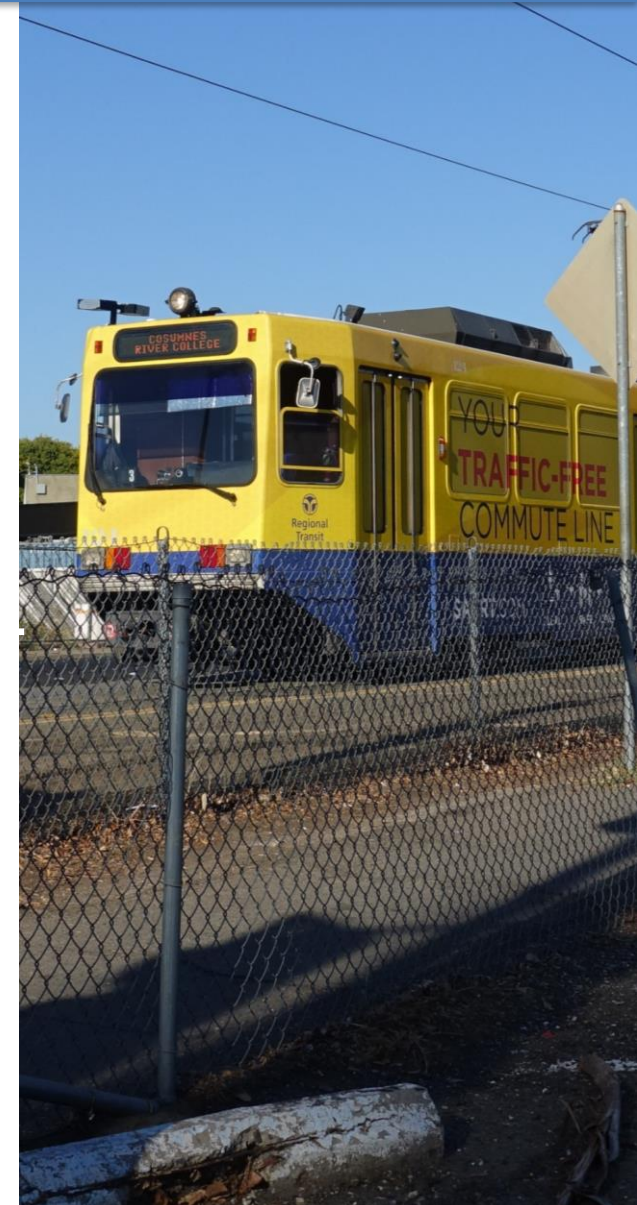
AREA CONTEXT

historic district



AREA CONTEXT

bus and light rail transit



“...and the Twin Rivers housing community”

NEIGHBORHOOD CONTEXT

twin rivers community



DOS RIOS HOMES

DEDICATED 1942

FRANKLIN D ROOSEVELT
PRESIDENT OF THE UNITED STATES
JOHN B BLANDFORD JR ADMINISTRATOR
NATIONAL HOUSING AGENCY
HERBERT EMMERICH COMMISSIONER
FEDERAL PUBLIC HOUSING AUTHORITY

HOUSING AUTHORITY
OF THE COUNTY OF SACRAMENTO
A H BECKER CHAIRMAN
EDITH W COHN VICE-CHAIRMAN
ALBERT A MARTY W P WRIGHT
ANTONE J MARTY

BOARD OF ARCHITECTS
HARRY J DEVINE
STARKS & FLANDERS
CHAS F DEAN

WALTER W CAMPBELL
BUILDER

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!

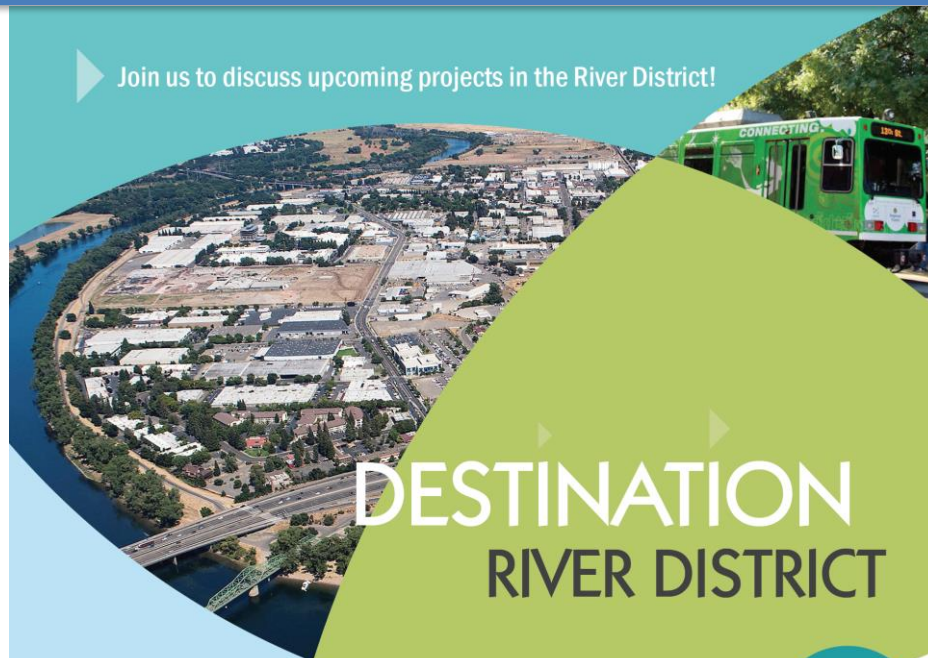
“With community-based participation at its center, an effective Placemaking process capitalizes on a **local community’s assets, inspiration and potential**, and it results in the creation of quality public spaces that contribute to people’s health, happiness and well-being.”

- *Project for Public Places*

COMMUNITY EVENT

destination river district event

Join us to discuss upcoming projects in the River District!



DESTINATION 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@aimconsultingco.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.!

City of
SACRAMENTO

ISHRA

SACRAMENTO
COUNTY



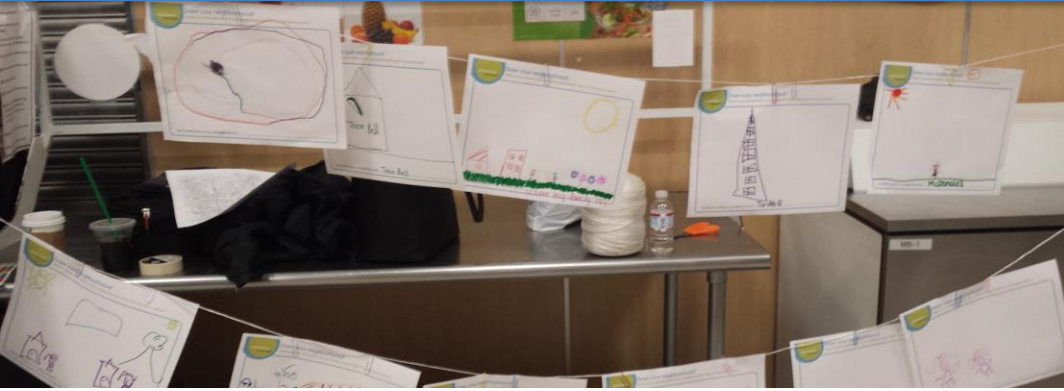
**Regional
Transit**

MCCORMACK
BARON
SALAZAR

SACRAMENTO
URBAN
STRATEGIES

ENGAGING THE YOUTH!

destination river district event



DESTINATION RIVER DISTRICT

Draw your neighborhood!

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

A drawing of a neighborhood scene. It features a yellow sun with rays in the upper right corner. In the foreground, there is a green grassy area with a pink house on the left and a taller pink building with windows in the center. To the right of the buildings are three stick figures (two adults and one child) and four colorful flowers (blue, pink, blue, and pink).

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

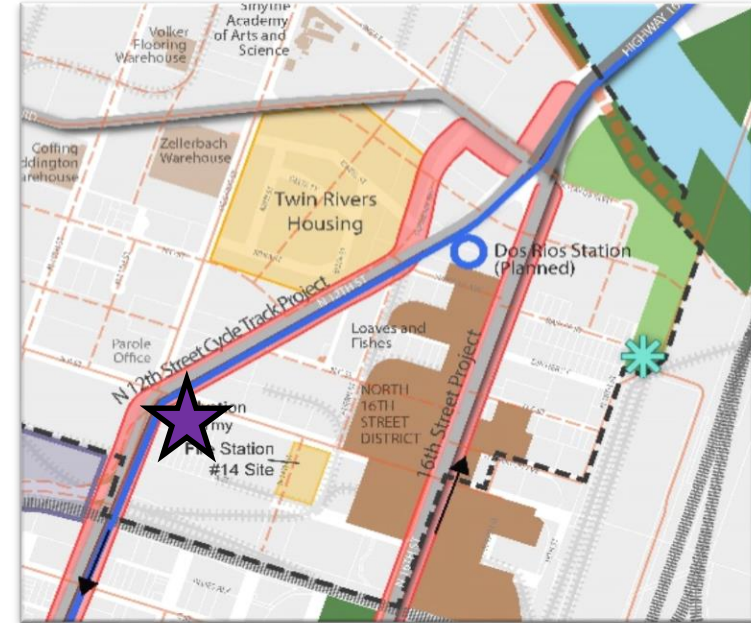


CCI PROJECTS

Center for Hope Façade Improvement Project

“Improve safety for pedestrians and bicyclists”

“Improve maintenance and cleanliness of the neighborhood”



CCI PROJECTS

Wayfinding Signage

“Improve connectivity within the River District”

“Improve access to the rivers”

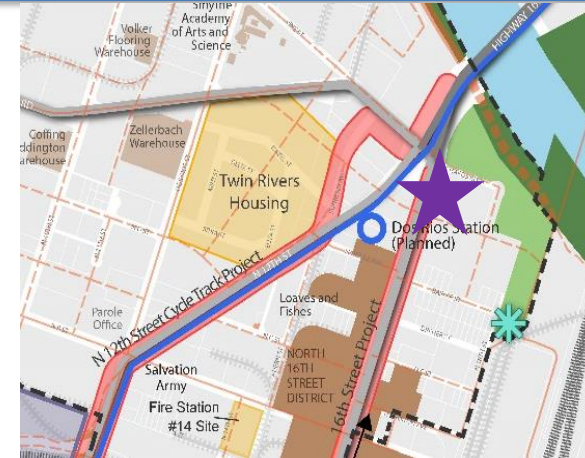


CCI PROJECTS

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”

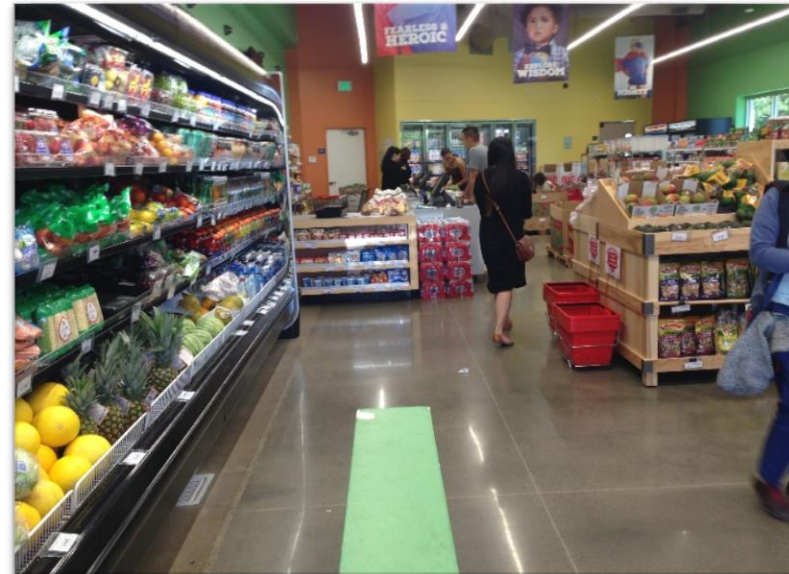
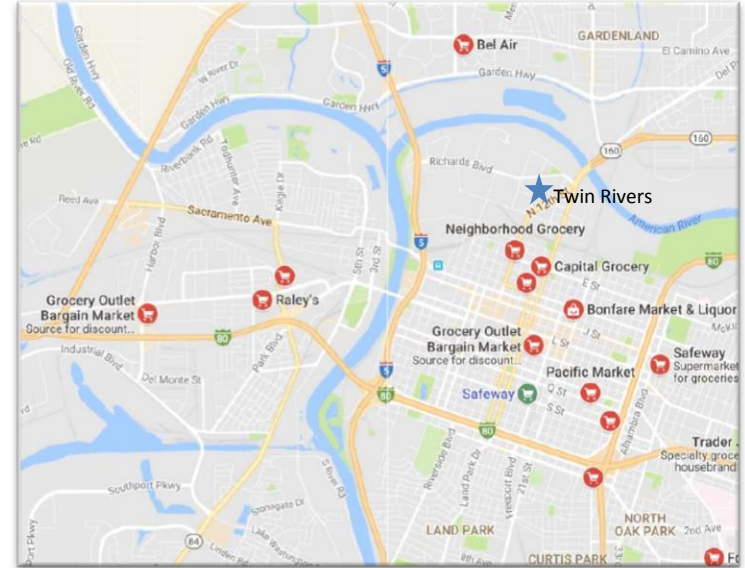
“Provide places for kids to play and explore”



CCI PROJECTS

Healthy Food – “Prime Time Nutrition”

“Provide access to healthy food”



“So how does Placemaking relate
to all of us...?”

SITE / PROJECT SCALE



SITE / PROJECT SCALE



NEIGHBORHOOD / DISTRICT SCALE







NEIGHBORHOOD / DISTRICT SCALE



“What’s next? Let’s brainstorm ways to incorporate Placemaking into your communities...”

“Let’s keep the conversation going...”



Dan Amsden, AICP

Director of Sacramento Operations, MIG
APA California Diversity Board Member
916.329.8897 | damsden@migcom.com



Rachel Hazlewood

Senior Economic Development Project Manager
City of Sacramento
916.808.8645 | RHazlewood@cityofsacramento.org



Celia Yniguez

Program Manager, Federal Programs
Sacramento Housing and Redevelopment Agency
916.440.1350 | cyniguez@shra.org

INNOVATIVE PLACEMAKING

2017 HUD Choice Neighborhoods Conference

November 2017