



## Successful River District PBID Plans for Renewal

SACRAMENTO, Calif. – August 30, 2013 – The River District Property & Business Improvement District (PBID) has been supporting development and investment this central city area for almost fifteen years. During that time, more than \$450 million has been invested through public and private projects such as the Township 9 infrastructure, the California Lottery and California Highway Patrol headquarters buildings, the Greyhound Terminal, interchange upgrades at Interstate 5 and Richards Boulevard, Regional Transit’s Green Line to the River District, the Township 9 signature light rail station, and the North 7<sup>th</sup> Street connection to downtown. Projects such as these have brought over 1,000 jobs to the District.

Through the PBID, property owners elect to pay a self-imposed assessment to provide services and programs specifically benefitting the properties within the District. The River District PBID, originally established in 1999, was renewed for a 10-year term in 2004 and will expire unless the property owners take it upon themselves to reestablish the program.

An Open House is planned to gain comments and input from property owners within the District on Tuesday, September 10, at 640 Bercut, Suite C. To accommodate schedules, two identical sessions will be held: 7:00-9:00 a.m. and 4:00-6:00 p.m. River District owners and businesses are invited to provide feedback through an online survey at <https://www.surveymonkey.com/s/TheRiverDistrict>

A listing of achievements over the past ten years in The River District is attached.

[The River District](#), an 830-acre central city district, is quickly transitioning from a light-industrial, low-density commercial area into one of Sacramento’s up and coming vibrant, mixed use, transit oriented communities. The century-old commercial area will combine an eclectic mix of residential, office and commercial land uses designed to take advantage of multi-modal transportation options, riverfront views and open space. [www.riverdistrict.net](http://www.riverdistrict.net), (916) 321-5599.

## **10 Years of Achievements in The River District**

### ***Clean & Safe***

Removed over 250 tons of litter (over 50,000 pounds per year)  
Removed over 400 abandoned tires  
Removed over 4,600 abandoned items including furniture, electronics, paint, misc.  
Removed approximately 650 instances of graffiti  
Responded to over 12,000 stakeholder calls for public safety assistance  
Addressed over 45,000 public safety nuisance issues

### ***Economic Development/District promotion/Media outreach/Communications***

Vision brochure  
Comstock's magazine River District special promotional sections  
Web site introduction and updates  
River District Banners on street light poles  
River District promotional brochure  
River District information package  
Media relations & media coverage  
Broker Information Tour  
Newsletters & social media  
"Pink" the Boulevard

### ***Advocacy on Social Services Issues***

Sacramento City and County Board on Homelessness  
Sacramento Ten Year Plan to End Chronic Homelessness  
Sacramento Interagency Council to End Homelessness  
2009 Mayor's Homeless Task Force  
Sacramento Steps Forward Policy Board  
Sacramento Steps Forward Continuum of Care Advisory Board  
Homeless Point-in-Time Count  
Homeless Connect  
100,000 Homes Rapid Results Initiative

### ***Advocacy for Infrastructure & Improvements***

Gateway Streetscape Plan  
Sacramento Riverfront Master Plan  
American River Parkway Plan update  
RT Downtown/Natomas/Airport (DNA) light rail line  
River District Specific Plan  
Powerhouse Science Center  
Removal of unnecessary PG&E power generation towers  
Light Rail: Green Line to the River District  
Sacramento River Crossing  
American River Crossing  
Choice Neighborhoods Initiative  
STAA Truck Routes  
North 12<sup>th</sup> Complete Streets  
Richards Blvd. Streetscape

**Projects & Investments**

Reconstruct North B from 7<sup>th</sup> to 12<sup>th</sup>  
Realigned Richards/N 12<sup>th</sup>/N 16<sup>th</sup> intersection  
Two Rivers Trail extension  
North 10<sup>th</sup> Street Station  
Robert T. Matsui Waterfront Park (Jibboom St. Park)  
Township 9 planning & entitlements  
Powerhouse Science Center Predevelopment  
California Highway Patrol Headquarters  
Township 9 streets and infrastructure  
California Lottery Headquarters  
Downtown Ford façade  
Schetter Electric  
Greyhound Terminal  
Construction of Sequoia Pacific between Richards & Bannon  
River District Specific Plan  
RT Green Line to the River District  
Richards/I-5 Improvements  
Confluence Underpass LED Light installation  
McDonald's Remodel  
Cannery Place apartments at Township 9  
North 7<sup>th</sup> Street median parkway improvements

**New Business** (partial listing)

City of Sacramento  
California Highway Patrol  
Restaurant Depot  
Lunch Box Express  
Rail Bridge Cellars  
Iron Mechanical  
MatriScope  
Endless Auto Body  
Imler Diesel Performance  
North Valley Body & Paint  
Krush Burger  
La Superior Supermercado Distribution Center  
Habitat for Humanity Re-Store  
Three Women and an Armoire  
Denny's  
Blue Diamond Almond Innovations Center  
Linda Taqueria

**Business Longevity** (partial listing)

Blue Diamond 100+ years  
General Produce 80+ years  
Capital Machine 75+ years  
Sacramento Theatrical Lighting 65+ years  
Schetter Electric 55+ years  
Calvada Sales 45+ years  
Downtown Ford Sales 65/35+ years  
Admail West 20+ years