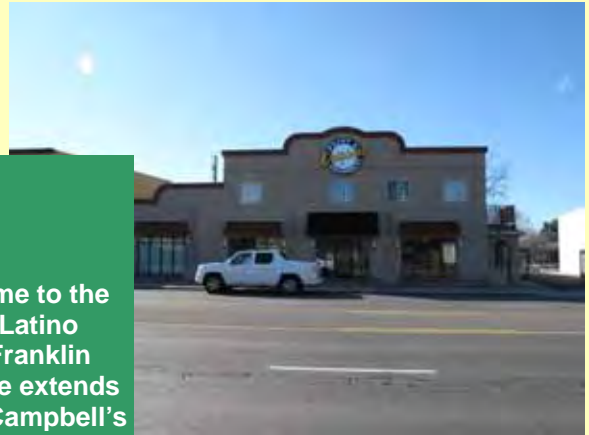


SACRAMENTO
REVITALIZATION



FRANKLIN
BOULEVARD

WELCOMING DIVERSITY



WELCOMING DIVERSITY

Already recognized as home to the regions best, authentic Latino restaurants and shops, Franklin Boulevard's appeal likewise extends to major corporations like Campbell's Soup and over 10,000 residents who also enjoy its convenience to Downtown and Highway 99. Exciting projects on the horizon will welcome more stakeholders and visitors to this dynamic neighborhood.

FRANKLIN BOULEVARD

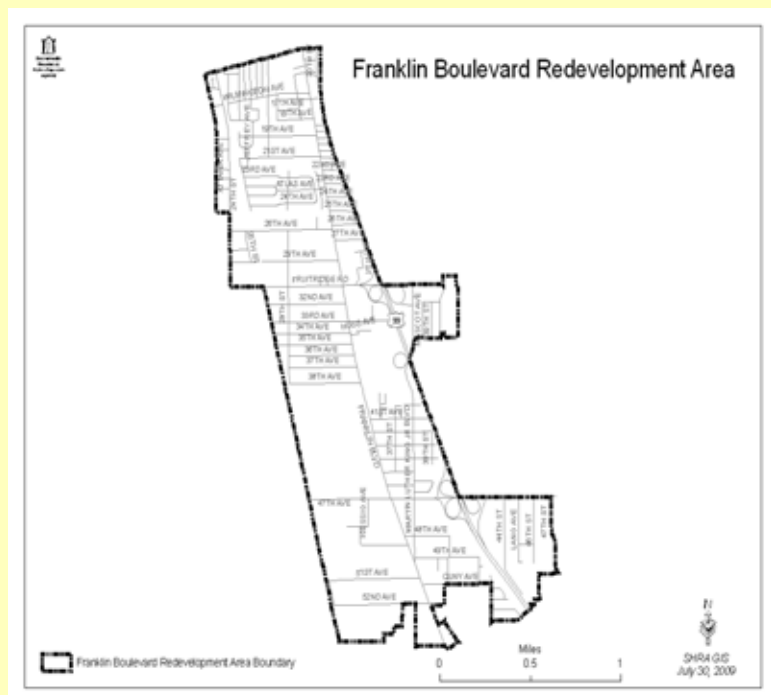


ABOUT FRANKLIN BOULEVARD

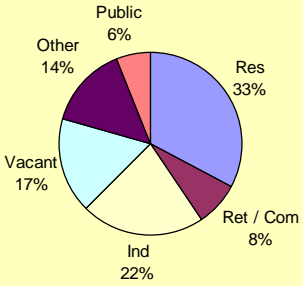
In December of 1993, the Franklin Boulevard Redevelopment Project Area, a joint City and County area, was established. Since then, the Agency implemented a number of revitalization projects, including the Commercial Revitalization Program, streetscape improvements, public art, code enforcement activities and the development and preservation of affordable housing in the area.

Before the completion of Highway 99 in the early 1960s, Franklin Boulevard was a functioning commercial corridor that connected the City of Sacramento to outlying areas. With the primary transportation flow diverted to the new freeway, Franklin Boulevard was bypassed by new commercial development and gradually deteriorated. In 1984, the City designated Franklin Boulevard as a revitalization target area, making Agency funds available for a commercial district revitalization plan and assistance programs.

In 1992, the City provided funds to underground utilities, and install sidewalks, curbs and gutters from Sutterville to Fruitridge roads. These improvements made a profound impact and started a physical transformation on Franklin Boulevard.



SHRA works closely with the North Franklin District Business Association (NFDDBA), a public/private partnership which seeks to highlight and preserve the distinct cultural flavor of the boulevard. This partnership stimulates opportunities to leverage funding for Franklin Boulevard projects and be an advocacy group for the businesses on the boulevard. Campbells Soup Company remains the largest property owner on the boulevard and continues to reinvest in the property through expansion of their existing facility. The company is also an active community partner on activities that contribute to the health and safety of the Franklin Boulevard Redevelopment Area.

Notable Timeframes		Existing Land Use														
Redevelopment Plan	Adopted 1993 Expires 2029	<p>1,463 Acres</p>  <table border="1"> <caption>Existing Land Use Data</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Res</td> <td>33%</td> </tr> <tr> <td>Ind</td> <td>22%</td> </tr> <tr> <td>Vacant</td> <td>17%</td> </tr> <tr> <td>Other</td> <td>14%</td> </tr> <tr> <td>Ret / Com</td> <td>8%</td> </tr> <tr> <td>Public</td> <td>6%</td> </tr> </tbody> </table>	Category	Percentage	Res	33%	Ind	22%	Vacant	17%	Other	14%	Ret / Com	8%	Public	6%
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Time Limit to Incur Indebtedness	2014															
Time to Repay Indebtedness	2042															
Residential and Commercial Eminent Domain Time Limits have expired.																
Implementation Plan Period	2009-2014															
Housing Compliance Plan (For affordable housing program planning)	2005-2014															

POSITIONING FOR THE FUTURE

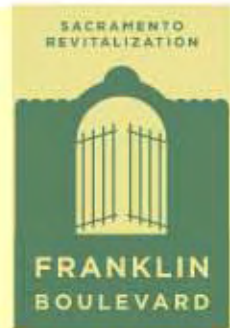
The Agency continues to make progress toward the revitalization of the Franklin Boulevard Project Area. The investments continue to have an economic impact on the redevelopment area and the region by eliminating blight as well as providing opportunities for expansion especially for small business owners on the boulevard:

- **Franklin Boulevard and Fruitridge Road Intersection Improvements (City):** Construction was completed in 2008 on improvements to this major intersection in the project area. Improvements included the addition of bike lanes, curb, gutter and sidewalk improvements to the intersection as well as the additional of landscape on the south west corner of Franklin Blvd. and Fruitridge Road. Two new turn lanes were added to ease congestion in the existing left turn lanes. Total project cost: \$1 million
- **Franklin Boulevard Phase Streetscape I and II (County):** Construction was completed in 2008 on major streetscape improvements from 47th Avenue continuing south to Turnbridge Road. The project provides continuous sidewalks, bikes lanes, reconstructed center medians, and a new traffic signal at Turnbridge Road. It has significantly improved pedestrian safety and provides much needed visual relief with the new landscaping included in the project. Total project cost: \$6 million
- **Commercial Revitalization Program:** The Agency also provided financial assistance to over 20 property and business owners along Franklin Boulevard and Fruitridge Road through the Commercial Revitalization Program (CRP) since 2004. SHRA has leveraged its investment five times over by providing low interest loans and rebates. This program continues to encourage building facade and accessibility improvements and has made a dramatic impact in improving physical appearance of the project area.



South Sacramento Pet Hospital

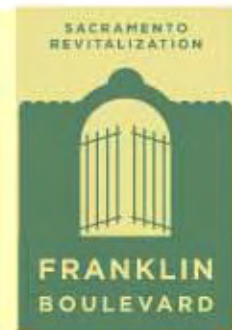
The South Sacramento Pet Hospital has served the community and Sacramento region for 50 years. In 2007, the owners moved forward on a major rehabilitation of the facility. The renovation of the pet hospital had a price tag of \$2 million, with the Agency contributing \$50,000 and the owners investing the remaining \$1.95million. The hospital now has over 6,000 square feet of fully usable space to provide all levels of treatment to over 30 pets a day.



REDEVELOPMENT PLAN GOALS

The following redevelopment goals were adopted with the original Redevelopment Plan in 1993 and reflect the overarching goals that the community and Agency continue to use as guidance in the area's revitalization:

- a. The elimination and prevention of the spread of blight and deterioration and the conservation, rehabilitation of the Project Area in accord with the applicable general plans, specific plans, and local codes and ordinances.
- b. The promotion of new and continuing private sector investment with the Project Area to prevent the loss of and to facilitate the capture of commercial sales activities.
- c. The retention and expansion of as many existing businesses as possible by means of redevelopment and rehabilitation activities and by encouraging and assisting the cooperation and participation of owners, businesses and public agencies in the revitalization of the Project Area.
- d. The elimination or amelioration of certain environmental deficiencies, such as, insufficient off-street and on-street parking, storm water drainage, and other similar public improvements, facilities and utilities deficiencies adversely affecting the Project Area.
- e. The creation and development of local job opportunities and the preservation of the existing employment base.
- f. The preservation and rehabilitation of existing low and moderate income housing opportunities.



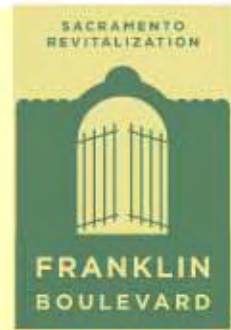
IMPLEMENTATION PLAN STRATEGY

The following implementation strategies represent the specific approach and criteria that the Agency will use over the next five years to select and implement development projects in the Franklin Boulevard Redevelopment Area.

- a. **Create A Dynamic Business Environment:** The Agency intends to assist owners who are interested in expanding their business or upgrading their equipment through the Commercial Revitalization and Enterprise Zone programs. We will continue to work with the North Franklin District Business Association; property and business owners; residents; and the City and County of Sacramento to improve the image of the project area, recruit new businesses and present opportunities for economic development with private, public and non-profit partners. SHRA will continue to explore development options in the Village Center area of Franklin Boulevard and 26th Avenue as well as other key opportunity sites. Public Art will be installed in various locations to highlight the history and cultures that are represented on Franklin Boulevard.
- b. **Green the Corridor:** The Franklin Boulevard Urban Design Master Plan recommends a number of street and corridor improvements to transform Franklin Boulevard into a corridor where pedestrians and drivers will have a safe and pleasant experience that provides increase opportunities to shop locally. Franklin Boulevard also needs visual and open space relief that encourages social interaction. SHRA anticipates the completion Franklin Boulevard and 21st Avenue Cultural Plaza during next five years. The plaza will provide a central location with trees and landscaping on the Boulevard for community events such as a farmers market or summer concerts.
- c. **Encourage Transit-Oriented Development.** The Agency will continue to explore the feasibility of future investment in mixed use development at all Light Rail Stations that serve the project area. Development that will not only afford new opportunities for commercial and retail developments, but will also allow for new housing opportunities that will be conveniently located adjacent to public transit. Investments could include developer's assistance or in infrastructure to serve new businesses and/or residents.
- d. **Housing Program.** Over the next 5 years, the Agency will facilitate the development of complete residential neighborhoods through the creation and preservation of a variety of housing types for all income levels. The Franklin Boulevard housing strategy focuses on the rehabilitation of existing single and multi-family residential, mixed use and transit-oriented development and increasing home ownership opportunities. The agency will implement the residential component of the Franklin Boulevard redevelopment strategy by undertaking the following projects:
 - *The Avenues:* The Avenues is a primarily residential area in the redevelopment area. The boundaries for the area are Franklin Boulevard to the west, 41st Avenue to the South, Highway 99 to the east and 47th Avenue to the West including Martin Luther King Jr. Boulevard. The Avenues was first used to house the workers years ago at the Campbell's Soup plant. The multi-family housing properties from 41st Avenue to 46th

Avenue have fallen into disrepair due to poor management and lack of maintenance. SHRA is working with an interagency and community collaborative to create a Weed and Seed strategy for the Avenues that will focus on criminal, physical, social and economic blight in the community.

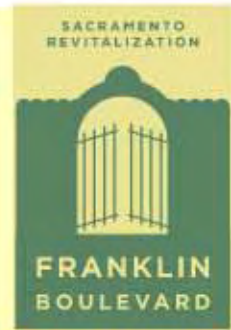
- *46th and Lang Single Family Housing:* The Agency owns an approximately seven-acre site located in the south area of the unincorporated County of Sacramento. The site is located south of 47th Avenue and east of Highway 99 in a residential neighborhood and surrounded by single-family and multi-family dwellings. Our efforts will continue to identify a strong and qualified development team to construct high quality, for –sale single family housing on the site.



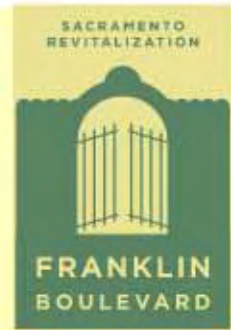
REDEVELOPMENT PROGRAM – 2009 THROUGH 2014

Over the next five years, the Agency will implement the Franklin Boulevard redevelopment strategy by undertaking the following projects and programs:

Project/Description	Estimated Redevelopment Investment	Goals Achieved	Strategies Achieved
<p>Public Improvements In an effort to make Franklin Boulevard more competitive and to enhance the corridor, the Agency will continue to work with the City and County to construct streetscape and other public improvements that will contribute to a higher quality of life in the project area.</p> <p><i>Anticipated Completion 2012</i></p>	\$7 - \$10 million	a, d	a, b, c
<p>Commercial Developers Assistance SHRA will encourage property owners and developers to build new structures, improve existing commercial buildings by providing gap financing and other development incentives. Potential projects could also include land assembly, development of public spaces, and mixed use development in the redevelopment area. Special consideration will be made for Transit Oriented Development at city Light Rail stations in the Redevelopment Area.</p> <p><i>Anticipated Completion2009-2014</i></p>	\$4 million	a, b, c, e,	a, b, c
<p>Commercial Revitalization Program This program will assist property owners and businesses with rebates for exterior rehabilitation of existing buildings and new construction in eligible areas in the Franklin Boulevard Redevelopment Area.</p> <p><i>Anticipated Completion2009-2014</i></p>	\$2 million	a, b, c, e	a, b, c



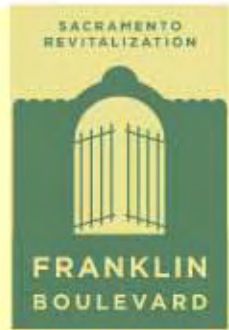
Project/Description	Estimated Redevelopment Investment	Goals Achieved	Strategies Achieved
<p>Franklin and 21st Avenue Cultural Plaza Franklin Boulevard lacks green space and visual relief along the corridor. This project will provide for property acquisitions, relocation and development of a public plaza that will provide the community with open space on the boulevard for special and regular events.</p> <p><i>Anticipated Completion 2012</i></p>	\$2 million	a, d	b
<p>Property Acquisition SHRA will entertain opportunities to purchase property that will contribute to the increased economic and physical vitality of the Franklin Boulevard Redevelopment Area and that meet the goals of the Implementation Plan.</p> <p><i>Anticipated Completion2009-2014</i></p>	\$1 million	a, b, d	a, b, c
Total Estimated Redevelopment Investment	\$16-\$19 million		



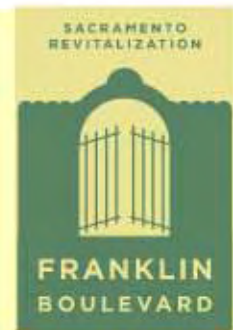
HOUSING PROGRAM

Housing Program Strategy: *Strengthen the Residential Neighborhoods:* Over the next 5 years, the Agency will facilitate the development of complete residential neighborhoods through the creation and preservation of a variety of housing types for all income levels. The Franklin Boulevard housing strategy focuses on the rehabilitation of existing single and multi-family residential, mixed use and transit-oriented development and increasing home ownership opportunities. The agency will implement the residential component of the Franklin Boulevard redevelopment strategy by undertaking the following projects

Project/Description	Estimated Redevelopment Investment	Goals Achieved	Strategies Achieved
<p>46th Avenue/Lang Housing Development This project will bring high quality infill development to the project area and provide approximately 60-80 for-sale, single-family residential units for homeownership. Completion of this project would eliminate factors hindering economically viable use, develop an Agency owned vacant lot, and promote homeownership.</p>	\$1 million	a, f	d
<p>New Seasons Multifamily Rehabilitation (formerly Greystone Apartments) This 120 unit multifamily apartment complex located in the Avenues will be fully rehabilitated by a non-profit developer. It will remain as affordable housing in the community.</p>	\$6 million	a, f	d
<p>The Avenues Multi Family Improvement Program The program will identify multifamily residential properties for increased redevelopment efforts in the Avenue's Weed and Seed Strategy area. Potential and eligible projects could receive funding through the Small Investor Loan Program, the Multi Family Lending Program, acquisition, Tax Credits program and Agency developer assistance.</p>	To Be Determined	a, f	d



Project/Description	Estimated Redevelopment Investment	Goals Achieved	Strategies Achieved
Housing Developers Assistance SHRA will encourage property owners and developers to build new and improve existing housing by providing gap financing and other development incentives. Special consideration will be given to Transit Oriented Development at city Light Rail Stations in the Redevelopment Area.	\$2 million	a, f	a, b, c, d
Total Estimated Redevelopment Investment	\$9 million		



HOUSING PROGRAM COMPLIANCE OBJECTIVES

For more than 60 years, the Redevelopment Agency has played a key role in providing housing assistance to individuals and families of modest financial means ensuring that they have a safe, clean and affordable place to live and are able to participate in a dynamic economy. As required by the California Community Redevelopment Law (Health and Safety Code Section 33000 *et seq.*, "CRL"), this section of the Implementation Plan identifies the Agency's housing assistance strategy including prior affordable housing activities, future anticipated housing need, and planned housing projects and programs. The CRL's requirements are explained below, as well as the Agency's past accomplishments and housing production requirements, and its future housing requirements.

In addition to the plans, activities, and projects just described in the redevelopment program, the facilitation and financing of affordable housing is an important and mandatory function of redevelopment. As tax increment revenues are generated in redevelopment project areas, 20 percent of the gross revenue stream is immediately set aside and placed in the Low and Moderate Income Housing Fund. Those funds, pooled with other federal and state resources and tax credits, provide an important financing tool to assist in the development of income-restricted, affordable housing projects.

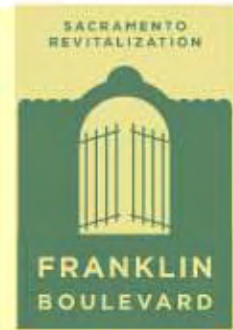
In 2004, the Agency received the authority to expend Project Area housing set-aside funds either inside or outside the Project Area and to aggregate housing production activities and expenditures among all of the Project Areas. The Agency approaches housing compliance from a countywide perspective to more effectively meet housing program objectives for the Agency and this Project Area in particular. Franklin Boulevard is a joint redevelopment area, spanning both the City of Sacramento and Sacramento County geographies. Because the housing set aside activities and expenditures have occurred or are projected to occur in the County, it has been included in the Housing Compliance Plan for the County.

This section of the Implementation Plan, along with the Housing Compliance Plan for the County, addresses specific requirements in state law with respect to prior affordable housing activities and the anticipated housing program over a 10-year period, beginning in 2005. Redevelopment housing requirements generally fall into three categories: Housing Production, Replacement Housing, and Expenditures by Household Type. While *Housing Production* and *Replacement Housing* are reflected within this Implementation Plan, the *Expenditures by Household Type* is reflected in the Housing Compliance Plan for the County, which provides a comprehensive report reflecting the County's affordable housing compliance.

Housing Production

To estimate the number of housing units that need to be affordable to low- and moderate-income households, the Agency estimated the total number units to be constructed or substantial rehabilitated in the Project Area and applied formulas established in the CRL.

The following chart summarizes the production goals over various time periods as required by CRL. The number of affordable units required is based on statutory thresholds, and the



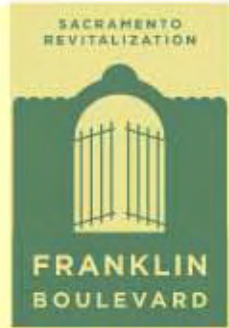
Agency is responsible for ensuring that the appropriate number of affordable units is created during a 10-year period.

Actual and Projected Housing Production Needs by Time Period			
Time Period	Actual/Assumed Housing Units Constructed and Substantially Rehabilitated in Project Area	Required Affordable Units /1	
		Total	Very Low
Prior Period	487	72	30
10 Year Compliance Period	304	48	21
<i>Actual (2005 to 2009)</i>	<i>104</i>	<i>18</i>	<i>9</i>
<i>Projected (2010 to 2014)</i>	<i>200</i>	<i>30</i>	<i>12</i>
Future Forecast (2015 to 2029)	600	90	36
Redevelopment Plan Duration (1993 to 2029)	1,391	210	87
Notes:			
1/ Based on 15 percent of actual/assumed units developed by entities other than Agency. (No units developed by Agency.) All figures rounded up.			

As shown in the preceding table, the Agency anticipates a need for 48 affordable units (including 21 very low-income units) to fulfill its production goals for the 10-year period, and 210 affordable units (including 87 very low-income units) over the duration of the Redevelopment Plan. Fulfillment of these productions goals is shown on the following table.

Fulfillment of Affordable Housing Production Requirements by Time Period								
Time Period	Units Required (see previous table)		Units Produced		Units Requiring Future Production		Net Surplus Units Produced	
	Total	VL	Total	VL	Total	VL	Total	VL
Prior Period /1 <i>In Project Area</i> <i>Outside Project Area /2</i>	72	30	72	30	0	0	0	0
10 Year Compliance Period /3	48	21	80	80	30	12	62	71
Actual (2005 to 2009) <i>Inside Project Area</i> <i>Outside Project Area /2</i>	18	9	80	80	0	0	62	71
Projected (2010 to 2014) <i>Inside Project Area</i> <i>Outside Project Area /2</i>	30	12	0	0	30	12	0	0
Future Forecast (2015 to 2029)	90	36			90	36	0	0
Redevelopment Plan Duration (1993 to 2029)	210	87	152	110	58	0	0	23
Notes:								
1/ Includes units in Phoenix Park (28 units), Cardosa Village (114 units) and Renwick Square Senior Apartments (two units).								
2/ Units produced outside the Project Area credited on a 2-for-1 basis. In 2005, the Agency has obtained the authority to aggregate its production needs among project areas in its jurisdiction and credit units produced in other project areas on a 1-for-1 unit basis.								
3/ Units produced for ten year period include any surplus units produced prior to 2005. Includes units in MLK Village (80 units).								

As shown in the preceding table, the Project Area has a 48 unit affordable housing production need for the 10-year planning period, including 21 very low-income units. 18 units were



required to be produced during the 2005-2009 period, and 80 units were produced inside the project area, thereby exceeding the requirement and generating a net surplus. As described earlier in this Implementation Plan the Agency anticipates development of several affordable housing projects in the Project Area over the 10-year period. Preliminarily, these projects could result in the development of more than 119 affordable units over this time frame, thereby achieving these housing production goals for Franklin Boulevard.

Replacement Housing

During the Implementation Plan period, the Agency did not have any replacement housing required and does not anticipate that any Agency-assisted projects will result in the displacement or removal of housing units in the future. Consequently, the Agency does not anticipate that any housing will need to be replaced at this time.

Expenditures by Household Types

As reflected in the Housing Compliance Plan of the County, the Agency aggregates Project Area housing set-aside in order to more effectively meet housing program objectives. As a result, The *Expenditures by Household Types* can be found in the Housing Compliance Plan of the County.