

3. PARKVIEW AVENUE IMPROVEMENTS:

▶ Parkview Avenue Mixed-Use Development

Objective: To facilitate mixed-use development that allows retail, commercial office, and residential components on Parkview Avenue; to provide neighborhood serving services; to ensure quality development compatible with the adjacent residential uses.

Description: The project envisions redevelopment of Parkview Avenue in the context of four focus areas encompassing the area between Favretto Avenue on the west and the Sacramento River on the east. The first focus area would be the block directly across from the southern entrance to the new Civic Center bounded on the east by Leland Avenue, on the west by Akard Avenue, and on the south by the alley separating the Parkview frontage from the residences on State Street. The goal is to facilitate a well-designed, quality development that would serve to provide neighborhood services within walking distance of most residences in the Parkview neighborhood. Possible uses include a neighborhood market, café and/or deli, and office space, with the potential for integrating residential units into the development. The Agency's role would be to evaluate the project feasibility and facilitate land assemblage, or assemble the land, and prepare it for specified development.

The second focus area would be the two blocks bounded by Favretto Avenue to the west, Akard Avenue to the east and the State Street alley behind. The focus for this area would emphasize development of new limited office uses and would help transition between the residential character of the easterly Parkview Avenue and the commercial character of the intersection of Parkview Avenue and South Market Street. This area is also directly across from the 40-acre Civic Center site.



Example of Retail/Residential Mixed-Use

The third focus area is the block between Leland Avenue and State Street. This long block is well-suited for mixed residential and limited office uses. Much as West Street has evolved near the courthouse, office uses would be encouraged along this block of Parkview Avenue. The scale and form of new and improved

structures would be integrated with the existing residential development. Developed in this manner, the block becomes a natural transition between an evolving commercial orientation of Parkview Avenue west of the ACID canal and the residential character of Parkview east of the canal.

The fourth focus area is the segment from the ACID canal east to the Sacramento River. It is anticipated that this area will maintain its residential nature over the near term, but has the potential to gradually evolve into a mixed residential/office usage depending on whether the Parkview Bridge is constructed.

At this time, the first focus area will be the priority and activities would include conducting a feasibility study to determine appropriate uses for development on Parkview Avenue in general and on the focus area specifically, as well as an assessment of the willingness and ability of the current property owners to successfully undertake a comprehensive redevelopment on this block. Based on the results of the feasibility study and the ability of the current owners to participate, the Agency's role could range from minimal involvement to a broader involvement which would include property acquisition, relocation of tenants, and predevelopment preparation. The cost of the Parkview Avenue activities with the broader Agency participation is estimated at \$850,000 for the first focus area. In addition, \$248,000 is included in the project budget for property acquisition for the second focus area which would occur in the second year of this Plan. First-year activities would include:

- Undertake a development feasibility analysis of the Parkview corridor.
- Rezone consistent with mixed-use development.
- Develop design review guidelines and establish design review process.
- Prepare Relocation Plan and Replacement Housing Plan, if needed.
- Enter into Owner Participation Agreements, if possible.
- If unable to work with property owners, assemble land through negotiated purchases or eminent domain, relocate tenants, and demolish existing improvements.
- Retain architect to prepare design.
- Circulate RFP to retain a developer to construct first focus area improvements.
- Initiate second and third focus area evaluation and property acquisition.

Funding: Agency Housing Set-Aside and CDBG

Action: Authorize staff to undertake the activities listed above on an as-needed basis. To assure adequate funding should a broader Agency involvement be

required, utilize \$300,000 in HOME funds, appropriate \$100,000 in CDBG revolving loan funds, and redesignate budgeted Redevelopment funds in the amount of \$450,000 to be utilized for redevelopment of the Parkview Avenue corridor. Additional funding for second and third focus area improvements will be addressed in future budget cycles. It is not anticipated that specific improvements in the fourth focus area will be undertaken at this time.