

GREATER BROADWAY



The Greater Broadway Partnership Looks Forward

President's Corner

By Royce Ann Ruhkala Burks

The Greater Broadway Partnership's first year has been a hectic one. Meetings, issues, and outreach have taken much of our time. Now, with our organizational foundation in place, Broadway property owners and businesses can look forward to an increased pace of economic development discussion, continued streetscape improvements, and more promotional activities.

On behalf of the GBP board of directors, I encourage you to get involved with the Partnership. We welcome your participation as we support existing businesses and invite new ones to the Broadway District — a regional destination!

Partnership's first year: taking "improvement" seriously

By early 2007, the Broadway Partnership PBID steering committee had succeeded in securing petition signatures from more than 50% of property owners within the boundaries proposed for a property and business improvement district (PBID, pronounced "P-BID"). When the City conducted an official referendum, nearly 90% of those who cast ballots voted to approve the proposal. Based on these returns, the City Council adopted a resolution in July 2007 that authorized the first five years of operation for the Greater Broadway Partnership (GBP). Although the GBP did not begin receiving assessment funding until April 2008, the board of directors began in September 2007 to act on priorities that property

and business owners had identified in the initial signature-gathering phase of this process.

1. Security & Safety: The GBP established a Security Committee to gather information on practices that have proven effective in other business improvement districts. As a result, the Partnership is considering retaining security patrols during the upcoming holiday season. The GBP is also conferring with



SMUD engineers to identify alternatives for security lighting.

2. Cleanliness: Since May 2008, GBP has contracted with Crossroads Diversified Services, Inc. for street cleaning throughout the District. Over the summer, the mow strip along Broadway benefitted from weeding

and other basic landscaping services provided by the Youth Works program operated by the City's Parks & Recreation Department. The GBP has ordered 10 trash receptacles for delivery in January 2009 (see photo on inside page). If the containers prove effective in reducing street litter, the board will consider purchasing additional units.

3. Promotion & Advocacy: Establishment of the GBP gives property owners and businesses a unified voice in public meetings where development that would affect the corridor is under consideration (e.g., City Council, Planning Commission, and/or Design Review). The GBP works with the City's economic development staff as well as private developers to promote business retention and attraction within the District.

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Ready for the holidays!

In time for the winter holidays, Broadway will feature festive banners to brighten the corridor. The GBP will install the banners in November.

Findings produced by the GBP's Security Committee suggest that, with adequate over-

sight and accountability, private security patrols can make a difference. At its meeting in November, the board will take action on the committee's recommendations to retain such patrols for the upcoming holiday season.



Streetscape improvements



Petition signers' approval of the Broadway PBID was accompanied by information about their priorities for Broadway improvements (as noted on page 1). GBP has begun to act on them.

Crossroads Crew

Starting in May 2008, GBP contracted with **Crossroads Diversified Services, Inc.** to provide the following services Monday thru Friday:

- Remove trash and debris (from business fronts to curbs)
- Empty designated trash cans
- Remove full trash bags to landfill
- Remove illegally dumped items

Business owners and residents in the District have expressed their appreciation for improvements in cleanliness.

Youth Works Crew

During the summer, the City's Dept of Parks and Recreation sent a Youth Works Program crew to Broadway the first week of August. This program provides vocational training in basic landscaping for teens, ages 14-17. The 8-week program also included skill development in customer service and teamwork as well as basic training in landscape layout and care.

Urban Forest

The GBP identified 17 empty tree wells in the Broadway District. Working with City tree service staff, the Partnership has replaced approximately half of those missing trees and will complete the replacement process in 2009.

Trash Cans

The GBP has purchased 10 classic trash cans for placement along Broadway. The Board will assess their effectiveness

before making a decision regarding additional purchases.



Please email us at greaterbroadwaypartnership@gmail.com, if you would like to be notified when this item is scheduled for discussion.



UC/Davis takes a look at the Broadway Corridor

Early in 2008, UC Davis professor David de la Pena assigned his landscape architecture class to complete a study of Broadway that would include identifying improvement opportunities. On March 17, class members presented their findings to the GBP board.

The students' recommendations closely paralleled the board's own assessment. The students' proposals cov-

ered a wide range of possibilities, including plaza development and other ideas for making Broadway friendlier to pedestrians and cyclists. Similarly, in a letter submitted to the City, the GBP board stated: "We would like to explore ... street improvements that would enhance attractiveness and increase pedestrian safety on our corridor."

Others on hand for the March briefing included staff

from the City's development services and planning departments and members of Urban Design Alliance-Sacramento (UDA). City staff and UDA representatives expressed interest — both that day and again recently — in working with GBP, UC Davis, and perhaps the American Institute of Architects to sponsor a second presentation of the Broadway study, for viewing and discussion by the general public.



Welcome to the Broadway District!

The Avid Reader, 16th & Broadway ... where, in addition to a wide on-site selection of books, services include overnight special ordering (with free shipping), direct-to-home shipping, and online ordering. Teachers receive a 20% discount for classroom orders.

Beatnik Studios, 17th & Broadway ... is a trendy, unconventional photography studio/gallery that operates as a collaborative. It provides a place where artists can work, share resources, and exchange ideas.

Capital Commercial, Inc., 15th and X ... provides property brokerage services in Broadway area, plus Downtown, Midtown, & East Sacramento. Specializes in serving independent and small business owners and buyers.

Fringe, 2409 21st Street ... is a gift boutique featuring unusual gifts, including antiques.

Hibachi 1.3, 13th & Broadway (former site of Fuji's) ... will open in 2009 and feature Teriyaki steak and chicken, plus

gourmet burgers, fresh salads, and seafood.

It's All Yoga, 2405 21st Street (21st & X Streets) ... offers a full schedule of yoga classes taught by experienced instructors.

Kevin Michael Salon, 2405 15th Street ... is a full-service hair salon, with esthetician services also available.

Miso Japanese Cuisine, 15th & Broadway ... features, in addition to dining area, an 18-seat sushi bar and two private "tatami" rooms with sunken tables that accommodate 6-8 customers.

R5 Records & Video, 2500-16th (16th & Broadway) ... opened in June 2007 by Russ Solomon (formerly the owner of Tower Records). Offerings in all musical genres; includes local artists.

Records, 1618 Broadway ... is one of the largest record/vinyl shops in Northern California, with rare and collectible records in stock.

Sterling Cleaners, 2417 Broadway ... recently re-opened in restored building. Owners have added a café next door: **Tugboat Fish & Chips** offers London-style fish & chips, plus seafood combinations, sandwiches and many sides.

Valley Vision, 2320 Broadway ... is a nonprofit association of people and organizations working to secure the social, environmental and economic health of the Sacramento Region. Established in 1994 as a nonpartisan "action tank" committed to regional problem solving.

New Development

Broadway Lofts, 19th & Broadway (see photo below) ... will combine ground floor retail with live-work and loft apartments.

Status: Developer Marc Jasso expects this project to break ground in Spring 2009.



California Storage Centers, 4th & Broadway ... will combine self-storage facilities with retail and office space. The core area of the building will accommodate storage; frontage along 3rd & X Streets will feature retail stores and offices.

GBP engages the community

The GBP interacts with other community organizations to help support activities that are relevant to improving the quality of the Broadway experience.

Broadway Restaurants on Air?

Capital Public Radio, Sacramento's NPR affiliate, is embarking on a year-long look at the ethnic cuisines on Broadway. "Broadway: Around the World in 30 Blocks" is being funded with a grant from the California Council for the Humanities. The grant was awarded to CPR and KXJZ News food reporter Elaine Corn. Ms. Corn will use

food as the portal to a view of Broadway as a microcosm of Sacramento's status as the most ethnically diverse city in the country.

The first of the monthly stories is set for Dec. 12. Each one will be about 5 minutes long and will focus on one of Broadway's ethnic, locally-owned delights. Listeners can tune in during NPR's Morning Edition on Dec. 12 (KXJZ/FM, 90.9).

While food editor of the Sacramento Bee, Ms. Corn won four writing awards from the Association of

Food Journalists. She is the author of six cookbooks and the recipient of awards from the James Beard Foundation and Julia Child Cookbook Awards.

Asian Resources Halloween Party

At its October 2008 board meeting, the GBP approved a \$150 donation to Asian Resources, Inc. (ARI) in support of an annual Halloween party. ARI will serve approximately 75 children, ages 1 through 12, from the New Helvetia and Seavey Circle community housing projects, offering games, contests and refreshments.



Greater Broadway Partnership

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Developed by a coalition of property and business owners from the Broadway Area, the Greater Broadway Property and Business Improvement District (PBID) is a benefit assessment district created to improve the commercial environment along Greater Broadway. Property owners voted in July 2007 to assess themselves to fund necessary activities to accomplish this goal. The public is encouraged to attend and participate in all meetings. Board meetings are generally held the second Thursday of the month at 5:00 pm. Agendas, including the location of each month's meeting, are posted at the gate of the Old City Cemetery, 10th @ Broadway, and are also available by email request: GreaterBroadwayPartnership@gmail.com

Meet your GBP Board of Directors

Royce Ann Ruhkala Burks, Board President ... is the owner-operator of Ruhkala Monuments at 1001 Broadway, a family-owned enterprise that has been on the business corridor for over 60 years. Royce Ann was a founding member of the Partnership and served on the Broadway Partnership PBID steering committee.

Jeff Setzer, Board Vice-President ... is Co-President of Setzer Forest Products, located at 2555 3rd Street since 1927. Jeff is a third-generation Setzer running the business. He served on the Broadway Partnership PBID steering committee.

Gary Saccani, Board Treasurer ... is President of Saccani Distributing Company, which is celebrating its 75th year in business in 2008. A lifelong resident of Land Park, Gary has been active in the Broadway Partnership for many years.

Shari Kaye, Board Secretary ... has been with News 10 for 20 years, living in the Land Park neighborhood during that time. Currently, she serves as the station's Human Resources Director. Shari has been involved since 2003 in development of the GBP.

Dora Audette ... is currently manager of The Golden 1 Credit Union, 1326 Broadway. Dora has been with Golden 1 for 22 of its 46 years at this location. To date, Golden 1's membership exceeds 690,000 and its assets approximate \$7 billion.

David Gull ... is a 4th-generation Sacramentan. A real estate and development professional, he participated in crafting the concept for the Broadway Lofts project at 19th and Broadway, engaging the business community and neighbors to gain approval of this new landmark for the Broadway corridor.

Bill Harrell ... operated his architectural office at 2320 Broadway until Oct 2007. Still a property owner, Bill was an original member and past president of the Broadway Business Association. He served on the Broadway Partnership PBID steering committee.

Jason Hill ... has lived in the Land Park area for seven years and is a member of the Land Park Community Association and Sierra Curtis Park Neighborhood Association, and he is President of Neighbors for Livable Streets. He joined the GBP board in November 2007.

Rosanna Herber ... is a community activist, serving as VP of the Sierra Curtis Neighborhood Association (SCNA) and Co-Chair of SCNA's Neighborhood Concerns Committee. She has an MBA from Saint Mary's College and is the Manager of Community Engagement for SMUD.

Julia Moore ... is VP and Financial Center Manager at Washington Mutual at 1631 Broadway. She has been with WaMu's retail division and business bank for 16 years. Recently purchased by JP Morgan Chase, WaMu can now serve customers through 14,300 ATMs and 5,400 branches nationwide.

Bill Taylor ... joined the GBP in 2006. The owner of Willie's, at 16th and Broadway, he also has acquired the restaurant building at 13th and Broadway, which will reopen as Hibachi1.3, in 2009. Bill has been involved in traffic and parking issues in the Broadway corridor.

Rick Winn ... is a Broadway property owner and life-long resident of Sacramento. He has been an active advocate for Broadway for many years.

Rob Fong ... is the Sacramento City Council Member representing District 4. As a partner at Ryan & Fong, he practices real estate and business law. The Partnership greatly benefits from Rob's energetic support of GBP's vision of Broadway as a regional destination for commerce. He is a proud third-generation Sacramentan.

Teresa Rocha, Executive Director ... is a 30-year resident of Sacramento, living in Land Park. She has a master's degree in public policy from UC Berkeley and more than 20 years of management experience in both government and nonprofit community-based agencies.

