



**Economic Development,
Planning & Community
Development, Neighborhood
Services and Sacramento
Housing and Redevelopment
Agency**

Terry Schutten, County Executive

County of Sacramento

News Release

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Sacramento County Planning Ahead for Development Rebound

Developers & County to Tour North Watt Avenue to Explore Development Opportunities

Sacramento, Calif., -- On Friday October 2, Sacramento County is sponsoring a County Vision and Opportunities for Development Tour for local commercial, residential and mixed-use developers through an area that is ripe for growth and development; the North Watt Avenue Corridor. The tour will run from 8 to 11 a.m., from I-80 north to Elkhorn Blvd.

One of the tour highlights include the North Highlands Town Center (Watt and Freedom Park Dr) where the County's first form-based code was approved. Development consistent with this "form based" code is ready for development! The county is investing millions of dollars in getting Freedom Park Drive "shovel-ready" including the construction of infrastructure and the County's first "green street." Being "shovel ready" will save developers immeasurable time and tens of thousands of dollars.

To help developers envision redevelopment opportunities, County departments, including Economic Development and Intergovernmental Affairs, Planning and Community Development, Neighborhood Services, the Infill Coordinator and Sacramento Housing and Redevelopment Agency (SHRA) will accompany the tour.

The SHRA-funded tour will be led by District 1 County Supervisor Roger Dickinson in an effort to continue improvement and revitalization in the region. "We want to showcase current opportunities as well as lay the foundation for future projects when the economy improves," said Roger Dickinson. "This is the right time to begin setting plans into motion."

"There are many short term opportunities in the area that could be launched almost immediately," said Rob Leonard with the Economic Development and Intergovernmental Relations Department. "In the long term, if we can position and line up opportunities along the corridor now, it will be an economic win for local developers, the community, and local sales tax coffers."

About the North Watt Corridor Plan

The North Watt Avenue corridor is one of many aging commercial corridors in Sacramento County that include shopping and services in strip centers designed for auto access; stores and services visible to passing motorists on the street with parking in the front. North Watt Avenue’s unique development was heavily influenced by its proximity to the former McClellan Air Base.

The Corridor Plan guides infill growth and public improvements along North Watt Avenue and throughout the Plan area for the next 20 years and was created with the generous input of community residents, and business representatives. It recognizes the importance of Watt Avenue as a regional resource serving multiple jurisdictions and represents a comprehensive planning strategy promoting high-quality infill growth, transportation choices and infrastructure improvements. Strategies for redevelopment of vacant and underutilized properties are suggested to increase employment and housing opportunities.

The redevelopment goals of the Plan include infrastructure investments to support higher development densities; improvements to public facilities and amenities such as parks and open space; revitalization of businesses focusing on reuse of existing commercial and industrial uses; infill development on vacant or underutilized lands; and an active housing program to provide housing for all income levels through renovations of existing units and new construction.

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