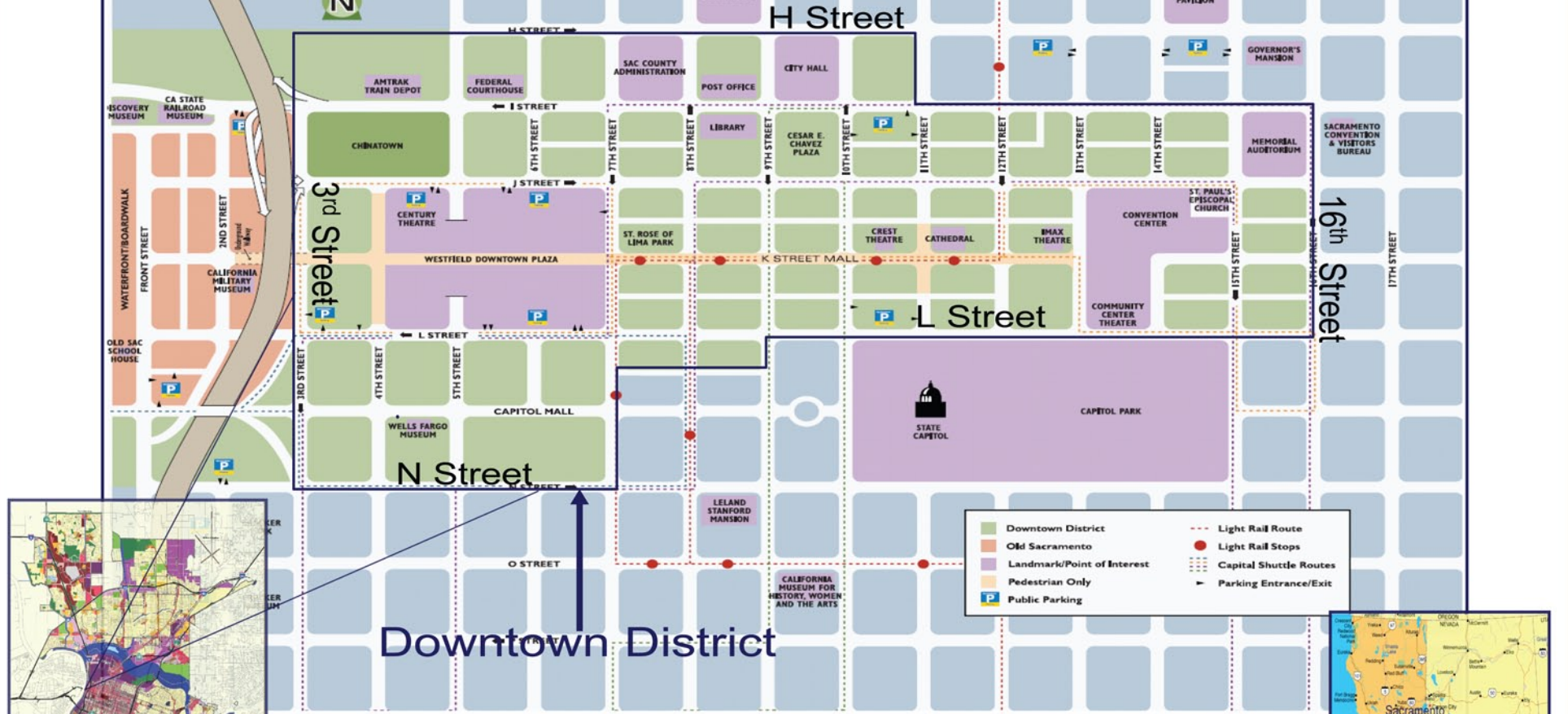


DOWNTOWN SACRAMENTO



Downtown District

Size: Approximately 240 Acres
Population: Approximately 15,000

The neighborhood pulses with an urban energy that you could find only in places where different worlds and social circles collide on the sidewalk.
~ Lisa Tabion Martinez

DEVELOPMENT/GROWTH

- 1. Aura: Libeskind Designed 32 Story, 265 Condo High-Rise**
- 2. The Towers on Capitol Mall: 52 Story, 800 Condos, 4 Star Hotel**
- 3. The Railyards: NW Downtown 238 Acres - Over 7,500 Residences 2.9 Million sq. ft. of Office Space 1.3 Million sq. ft. of Retail Space**

TRANSPORTATION/TRANSIT

- 1. The Railyards: Intermodal Station**
- 2. Light Rail: Yellow Line and Blue Line - Over 40 stops**
- 3. Exploration of Using Street Cars in Downtown**



DEMOGRAPHIC/SOCIAL

- 1. Bay Area Residents Moving to Sacramento - Lower Cost of living**
- 2. Despite Change in Industry and Workforce, Population Still Increasing**
- 3. Largest Regional Workforce Over 150,000 Employees**



COMPARISON TO DENVER

- 1. Sacramento median income is \$37,000, Denver median income is \$39,000.**
- 2. Sacramento median age is 33, Denver median age is 31.**
- 3. Both cities are experiencing significant development activity.**
- 4. Sacramento median home price is \$375,000, Denver median is \$250,000.**
- 5. Sacramento high-rise development occurred in the 90's, Denver's occurred in the 80's.**
- 6. Sacramento light rail is older and a little more developed than Denver.**

TWO MOST IMPORTANT THINGS LEARNED FROM SACRAMENTO

- 1. Despite the light rail system in Sacramento, only 4% use public transportation, compared to 8% in Denver.**
- 2. Sports and performing arts venues within close proximity creates a positive economic and social impact on the downtown.**

