

ATTACHMENT 1:

Project Narrative/ Description

This revised application contemplates the planning entitlements for the proposed Entertainment and Sports Center (ESC) and mixed-use development sites (collectively “project”) on land that is currently occupied by Downtown Plaza in Downtown Sacramento (excluding the existing Macy’s property between 4th and 5th Streets). The project seeks entitlement approvals for a Conditional Use Permit (CUP) and Site Plan and Design Review for the proposed ESC site; a Special Planning District (SPD) rezone, and Tentative Map for the combined ESC and mixed-use development sites (project site).

The project site is generally bound by J Street to the north, 7th Street to the east, L Street to the south, and 3rd Street to the east. Exhibit A, below, shows the location and boundaries for the project site.

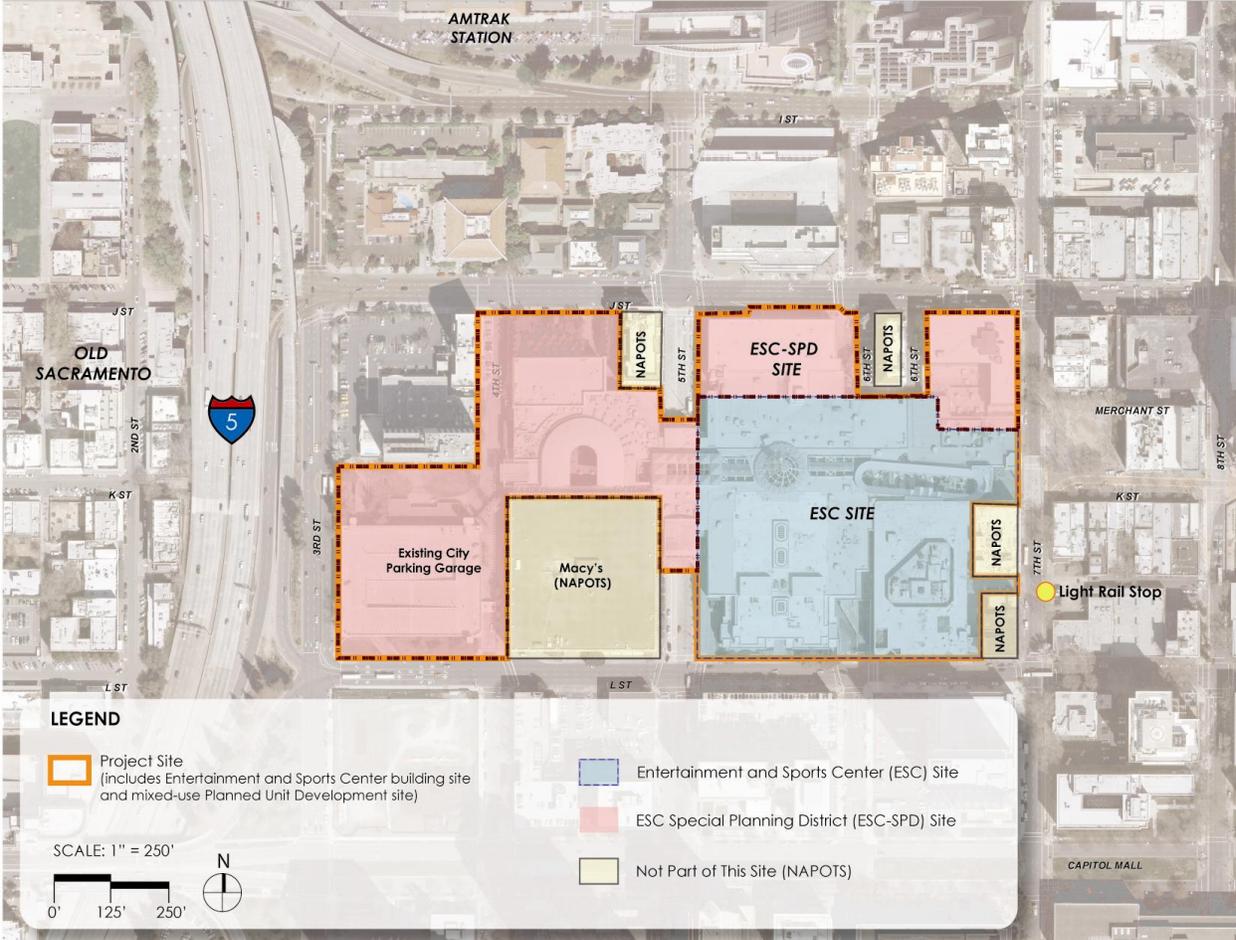


Exhibit A: Location of project site

Entertainment and Sports Complex (ESC)

The ESC building will be located in the south quadrant of the project site, generally along L Street, between 5th Street and 6th Street. The iconic ESC building would be a total of approximately 779,200 square feet that includes the arena, on-site retail and parking. The arena would include a performance bowl with general and premium seating, suites, indoor standing viewing areas, and outdoor courtyard and terrace areas, designed to accommodate up to 17,500 attendees. The performance venue would be configured for basketball, other sporting events, concerts, conferences and conventions, trade shows, circuses, and family-oriented shows and other performances. As part of the ESC building would be a practice facility that would include administrative offices for the Sacramento Kings, a two-court practice area, restaurants and retail space. The retail stores and restaurants on the ESC site may be accessible to the public from outside the facility and may operate during regular non-event business hours.

The main plaza entrances to the ESC from the west and the east will be located generally in the north quadrant of the plaza, 5th Street and from 7th and K Streets. There would also be an entrance along L Street, with limited access. *(More information regarding Design details and Concepts are available under Site Plan and Design Review tab)*

ESC - Special Planning District (ESC-SPD)

A Special Planning District is proposed for the site north and west of the ESC complex. The ESC-SPD will provide specific development approval procedures to facilitate the development of the surrounding properties and restricts the allowed uses to ensure consistency with the neighboring ESC.

The ESC-SPD site proposes a mixed-use development that will focus on a specific mix of uses that compliments the ESC. The ESC-SPD proposes to entitle and regulate up to 1.5 million square feet of mixed use development. While the ESC-SPD does not specifically identify the location of the various uses on the site, it assumes an approximate development mix of up to 350,000 square feet of retail/commercial, up to 475,000 square feet of office, a 250-room hotel, and up to 550 multi-family residential units.

The ESC-SPD relies and incorporates the City's *Planning and Development Code (Code)* and the *Central City Urban Design Guidelines (Design Guidelines)*.

Public Spaces

Both the ESC and ESC-SPD sites would include plazas, pedestrian circulation areas, and other open spaces designed in a manner to provide seamless public access and gathering spaces between the ESC and ESC-SPD development areas. Common open space plazas will accommodate pedestrian flow and access to the ESC building, and surrounding retail/commercial and other mixed uses. Open space areas will be activated by retail and

restaurant storefronts, sidewalk cafes, retail kiosks, and small scale performance venues. These areas may also be occasionally used for small outdoor concerts, cultural performances, or other community activities.

Public Outreach

Extensive public outreach has been conducted by the owners' groups for the ESC and mixed-use ESC-SPD sites to address potential community concerns and will continue in the future as project designs evolve on the project site. Since 2011 there have been several outreach efforts, such as community meetings, Town Hall meetings, public workshops, ULI events, professional organization presentations, City Council staff reports and presentations. Over the past 8 months alone, for example, the following outreach efforts have been conducted:

- City of Sacramento survey
- 4 Focus Group meetings
- 1 Community Open House
- An ESC Information Table
- Envision Sacramento
- 2 Neighborhood meetings in District 4
- 1 Neighborhood meeting in District 5
- Planning Commission Design Hearing
- City Council Design Hearing

The outreach efforts have reached approximately 20,000 people – a significant accomplishment!