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Hurley Way Revitalization Project

INTRODUCTION

For the last two years, the Hurley Way Revitalization Project has been developing a community-based plan for the 2.1 mile length of Hurley Way in the Arden Arcade neighborhood in unincorporated Sacramento County. The goal of this Project is to improve the functioning, safety and attractiveness of Hurley Way.

In 2004, the Sacramento Area Council of Governments (SACOG) selected a proposal by and awarded a grant to ECOS to initiate a four-phase revitalization project. Phase One has focused on outreach and community planning. Phases Two, Three and Four will focus on detailed engineering designs and construction of the roadway improvements contained in the Plan developed in Phase One.

In 2005, ECOS retained a consulting team to do the initial research and analysis and to lead a series of community workshops and focus groups to gather public input on the necessary components of a Revitalization Plan for Hurley Way. The consulting team was led by Dan Burden, Director of the renowned community planning organization Walkable Communities and Senior Planner with Glattling-Jackson-Kercher-Anglin, one of the most respected planning and design firms in the United States. The consulting team also included: Paul Zykofsky from the Local Government Commission, a Sacramento-based non-profit specializing in neighborhood planning and revitalization; Steve Price from Urban Advantage, a Berkeley-based digital imaging company; and Sue Newberry, a transportation planner and outreach specialist who has worked on similar projects across the country.

Throughout 2006, ECOS worked with more than 350 individuals and numerous organizations and agencies in focus groups and workshops to gather input to guide the creation of the Revitalization Plan. Extensive outreach was conducted to engage as many and as diverse a cross section of neighborhood stakeholders as possible. Participants in the planning process included: the Arden Manor and Mission Oaks Recreation and Parks Districts; the Arden Manor, Arden Park and West Arden Arcade Neighborhood Associations; San Juan Unified School District; teachers, students and administrators from schools in the vicinity of Hurley Way; Sacramento Regional Transit; Paratransit; Sacramento County Department of Transportation; Sacramento County Sheriff's Department; Sacramento County Metropolitan Fire Department; California Highway Patrol; the Sacramento Tree Foundation; Breathe California; WalkSacramento; Sacramento Area Bicycle

Advocates; Eskaton Henson Manor; Soil Born Farm; and many other community groups, neighborhood associations, schools, churches and property owners.

CURRENT PROCESS / NEEDS

At this time, we are nearing completion of Phase One. Input gathered from workshop, focus group and other project participants reveals widespread neighborhood and broader community interest in substantial modifications and improvements to Hurley Way. Based on this input, the consulting team prepared the Draft Revitalization Plan that we are now vetting and editing with community guidance.

We intend to produce a Final Revitalization Plan by the end of 2007. At this point, the most important Phase One goal is adoption of the Revitalization Plan by the Sacramento County Board of Supervisors. This would lead to a sustained County commitment to the Plan as the guiding document for infrastructure investments and land uses along Hurley Way. ECOS is currently seeking specific Final Plan input and endorsements as we build support in preparation for taking the Plan to the Board of Supervisors.

REQUEST FOR INPUT / SUPPORT

1. Please review the attached summary of the Draft Plan and use the survey/questionnaire device to provide specific input and editing suggestions for incorporation into the Final Plan and to register your support for the Plan.
2. The complete 76-page Draft Plan and an online version of the attached survey can be found on the ECOS website (www.ecosacramento.net).
3. Surveys may be mailed hard copy to ECOS (see address at bottom of page) or completed and submitted online at the ECOS website (www.ecosacramento.net).

Questions on the Plan should be directed to ECOS Executive Director Graham Brownstein at hurley@ecosacramento.net or [916-444-0022](tel:916-444-0022).

Thank you for your interest, efforts and support.

Sincerely,



Graham Brownstein
Executive Director, ECOS