



THE RIVER DISTRICT

FOR RELEASE

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CAPITOL STATION DISTRICT: NEW NAME, NEW VISION

New Name—

The managing entity for the Richards Boulevard Redevelopment Area and the corresponding Property and Business Improvement District (PBID) has been known as Capitol Station District since it was established in 1997. It officially changed its name to the River District on June 14 at a reception that also announced a new Vision for the area.

The District was originally named for an intermodal facility that was planned for North B and North 7th Streets. That “Capitol Station” would have been a focal point for the area. Later, the location of the station changed, and the District’s name lost an important identity element. With the introduction of a new Vision for the area, it seemed an appropriate time to introduce a new identity with a name that better defines the area. “Our location at the confluence of the American and Sacramento rivers gives us the opportunity to identify with these important amenities and to plan developments that will connect the area with the rivers,” said Steve Ayers, President.

New Vision—

Last fall, the City of Sacramento and the River District began a collaborative process to produce a Vision and framework for future development. A series of stakeholder interviews and a community workshop brought the community together to: (1) recognize key assets, opportunities and constraints; (2) identify and delineate neighborhoods and sub-districts; (3) develop a shared vision for the future of the River District; (4) identify goals and objectives for future efforts; and

(5) create action steps and mechanisms to ensure that a plan is implemented to achieve the Vision. The Vision builds upon previous planning efforts for the area, developing those ideas in response to current market trends and opportunities.

The River District will boast the best that Sacramento has to offer – active urban living, access to two natural river settings, healthy lifestyle amenities, employment centers, retail destinations, extensive public transportation, and room to grow and develop – all in a unique location in Sacramento’s Central City.

The River District is designated a Property & Business Improvement District (PBID), designed to stimulate public and private development, infrastructure expansion, jobs and community service initiatives within its service area which is bounded by the American River to the north, the Sacramento River to the west, the Union Pacific rail yards to the south and 27th Street to the east. It is governed by a fifteen-member board of directors representing the area’s businesses and property owners.

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