

Power Inn Alliance

Vision and Guiding Principles

VISION

Create a fully-integrated, mixed-use development zone which capitalizes on its competitive central location with access to multi-modes of transportation and distribution, proximity to higher education and technology, plus quality neighborhoods containing diverse housing stock, and the infrastructure to maintain a climate conducive to regional prosperity.

The following Guiding Principles serve as overarching goals to guide the Power Inn Alliance in attaining this vision.

1. DEVELOPMENT *Become a regional hub for businesses that support innovation, sustainability and job growth.*

- Capitalize on the assets and synergies of the Power Inn Area (location, available land and building stock, infrastructure, connectivity, etc.) to become a regional hub for businesses and industries that support innovation, sustainability and job growth.
- Attract new and retain existing businesses and jobs by fostering a business-friendly environment where the private sector can succeed without a heavy overburden of restrictive regulations and costs.
- Expand and improve existing infrastructure including fiber, roads, rail, PED/bike connectivity, power, water, sewer and LEED certified buildings.

2. TRANSPORTATION *Improve connectivity and all connection modes; expand the grid network and implement Intelligent Transportation Systems.*

- Improve Connectivity throughout the Power Inn Area for all modes of transportation: i.e. cars, trucks, busses, paratransit, Light Rail, High Speed Rail Transit, bicycles and pedestrians.
- Increase all connection modes in nonindustrial areas (Employment Centers, neighborhoods and commercial), including improved and more frequent bus schedules and bus shelters in areas of special need, (St. John's Shelter, PRIDE Industries, etc.)
- Expand and improve the grid network through completion and extension of key thoroughfares, (Ramona Ave. to Folsom Blvd., 14th. Ave. to Florin- Perkins Rd., and East Railroad as a through street to Power Inn Rd.)
- Implement Intelligent Transportation Systems (ITS) as needed to move traffic at optimal speed.

3. INNOVATION VILLAGE *Foster mixed use with focus on clean/green technology, highest and best land use, and facilitate transfer of technology.*

- Identify the area as "Regional Innovation Technology Zone (RITZ)" and develop as mixed use with flexibility zoned "Employment Center Mid Rise," with major concentration on Green and Clean Technology and innovation to capitalize on the Power Inn Area's highest and best land use.
- Create the highest and best use through coordination with area land values and amenities, i.e. Granite Regional Park, CSUS, UC Davis Med Center, SARTA, transportation and relevant employment growth.
- Create and maintain an atmosphere conducive to the establishment and growth of technology companies by providing compatible facilities and amenities, opportunities for start-ups and support for incubator programs to facilitate the transfer of technology from local educational and research institutions.

4. ENVIRONMENT *Maintain a clean, attractive and sustainable environment throughout the area.*

- Encourage development of housing in proximity to public transportation and job markets, and promote pedestrian-friendly modes of transportation.
- Create “Power Inn Alliance” guidelines for comprehensive recycling programs for warehouses, office buildings, retail stores, restaurants, parks and residences.
- Maintain a clean, attractive and sustainable environment by promoting LEED certified buildings, air and water quality, and enhanced landscaping, including more trees.

5. EDUCATION *Support the University Village concept and plans that contribute to making CSUS a destination campus.*

- Support and augment the California State University Sacramento vision as an Applied Research Institution.
- Support the University Village concept as identified in the City Master Plan and actively participate in activities that contribute to making CSUS a Destination Campus.
- Create synergistic partnerships between the Power Inn business community and CSUS to maximize the value of available intellectual capital.

6. IMAGE *Brand the Power Inn Area with an image beyond that of mainly industry to one supporting a mixed use of business, technology and innovation.*

- Create a cohesive feel for the area, complete with definitive streetscapes, consistent visual images and a unique, marketable theme consistent with the mission.
- Build upon existing contacts and establish new alliances to foster the growth and development of the area and its vision
- Continually promote and enhance the Innovation-oriented theme through various extensions:
 - Brand the area as a hub of innovation.

**“Power Inn- Where Innovation Connects
Business, Industry and Education”**

- Create related support and angel investor groups:
“The Power Innovators”
- Annual Awards: “Innovation of the Year,” “Innovator of the Year,” etc.

FIVE BOLD STEPS

To create early action

- 1. Publish a "WOW" outreach document after circulating draft among members for review and comment.**
 - 2. Announce and circulate at the Clean Tech Summit, October 22, 2009.**
 - 3. Identify and engage all strategic partners.**
 - 4. Initiate a Scoping Document to create additional Specific Plans for extended areas.**
 - 5. Create an on-going campaign/committee with an annual event and awards.**
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