

ALHAMBRA LANDSCAPING PLAN RECAP REPORT

Midtown Association is a nonprofit 501(c)(6) organization whose mission is to make Midtown the center for culture, creativity, and vibrancy in Sacramento's urban core.

OBJECTIVE

Midtown Association aimed to revitalize the aging Alhambra corridor on Alhambra Blvd. between J & R Streets, seeking to enhance it's distinct character and transform it into a more inviting and active pedestrian thoroughfare. See last page to view site overview map.

OVERVIEW

The Alhambra Landscaping Plan began in 2018 with a comprehensive master plan crafted by local design firm ATLAS Labs Inc. which involved extensive stakeholder engagement. In addition, there was a branding effort led by Honey Agency to create the Walk Alhambra brand. Recommendations for revitalizing the aging corridor, included art-based placemaking, landscape improvements, and mobility infrastructure. To support those enhancements, Midtown Association secured \$87K in funding from supporters including Mayor Darrell Steinberg, former Councilmember Jeff Harris, Sacramento Kings, SMUD, Midtown Association, and the Sacramento Metropolitan Air Quality Management District. In 2023, \$71K was utilized for the plan's execution, with \$16K allocated for maintenance over the next 3-5 years.

The plans transformed into reality in 2023 with the installation of two new murals: a captivating mural by artist Lena McCarthy at 1400 Alhambra Blvd and a mural in collaboration with the Sacramento Kings on the east-facing wall of 3001 L Street. Installments also included vibrant art wraps on eight city-owned utility boxes, 24 branded bright purple bike racks at six locations, and 28 large planters filled with drought resistant flora.

Communication to the community was facilitated through social media, newsletters, and media segments, including a celebratory planting session with key partners for the newly installed planters.

IMPACTFUL METRICS

\$87K

Investment Amount

6

Total Partners

4

Total Artists

10

Total Media Stories

19

Social Media Posts

43.2K

Social Media Impressions

1.7K

Social Media Engagements

5

Newsletter Mentions

26

Number of Planters

24

Number of Bike Racks

8

Number of Utility Wraps

2

Number of Murals

PHOTOS



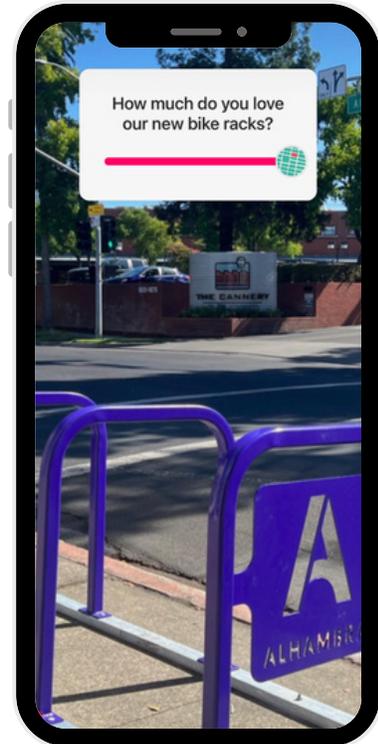
12.26.2023



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SOCIAL MEDIA POSTS



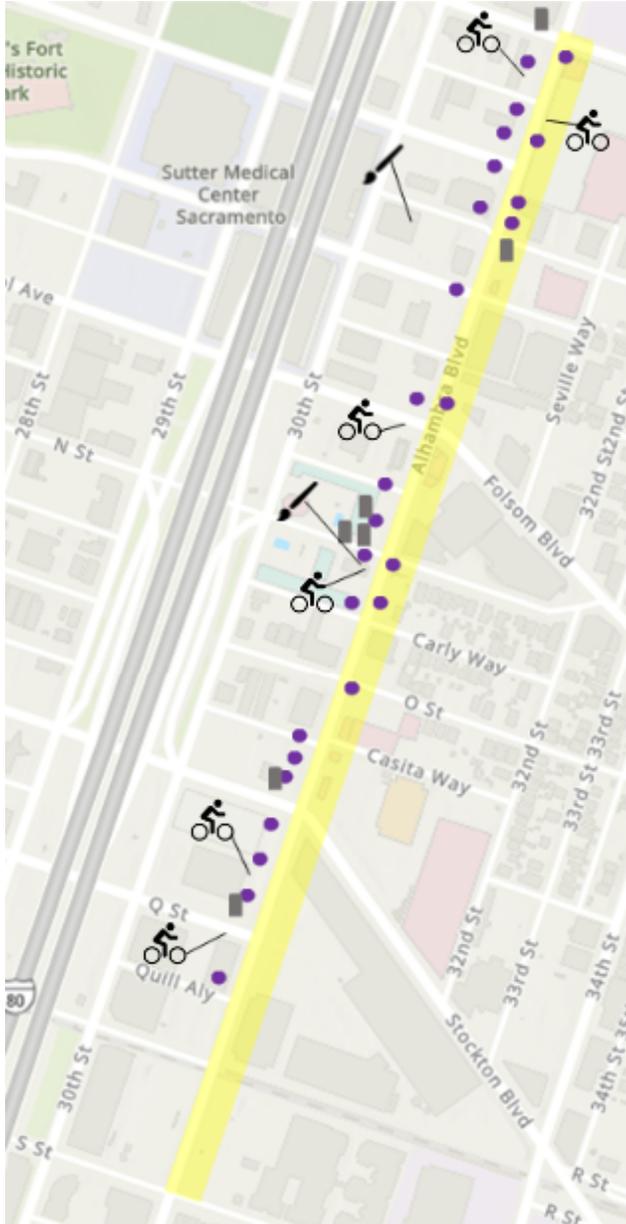
MEDIA SEGMENT HIGHLIGHTS

- [Good Day Sacramento- 916 Day Mural](#)
- [CBS - Alhambra Beautification Process](#)
- [CBS - Dignitaries celebrate completion of Alhambra Boulevard beautification project](#)
- [KCRA - Sacramento project to beautify the Alhambra corridor wraps up](#)
- [FOX 40 - Alhambra Blvd. beautification project wraps up](#)

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SITE OVERVIEW MAP



MAP KEY

